



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

June 2023

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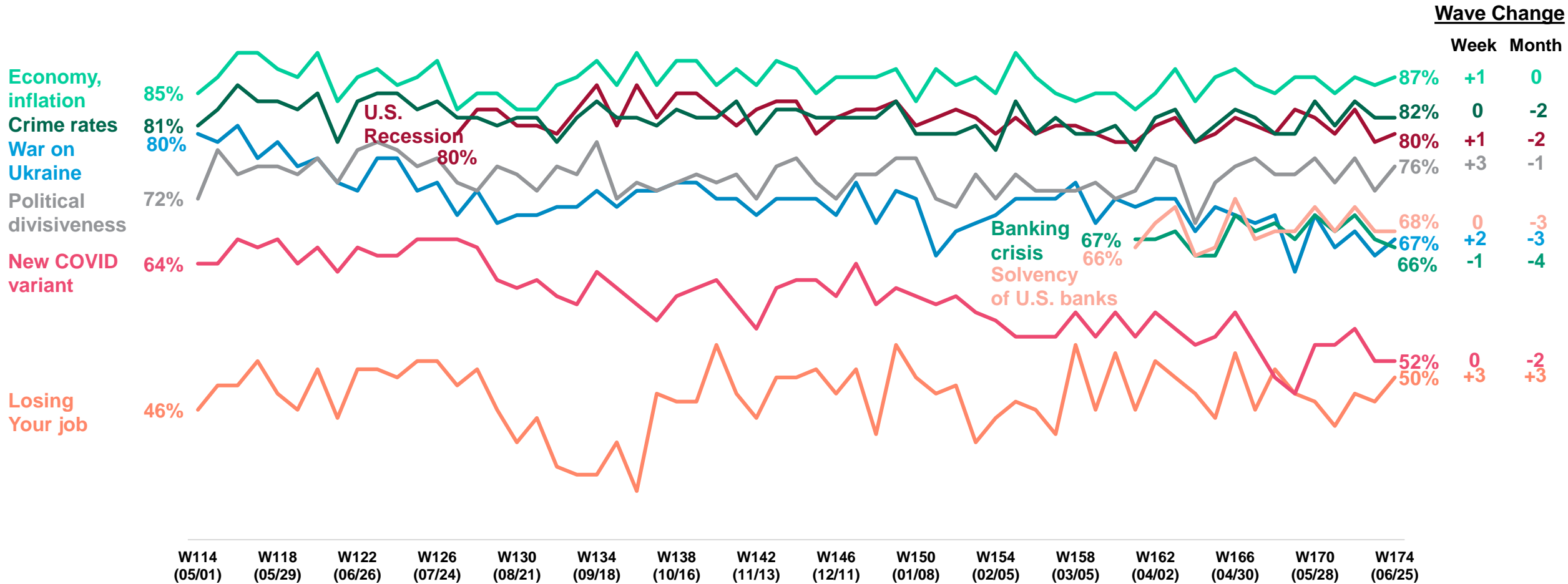
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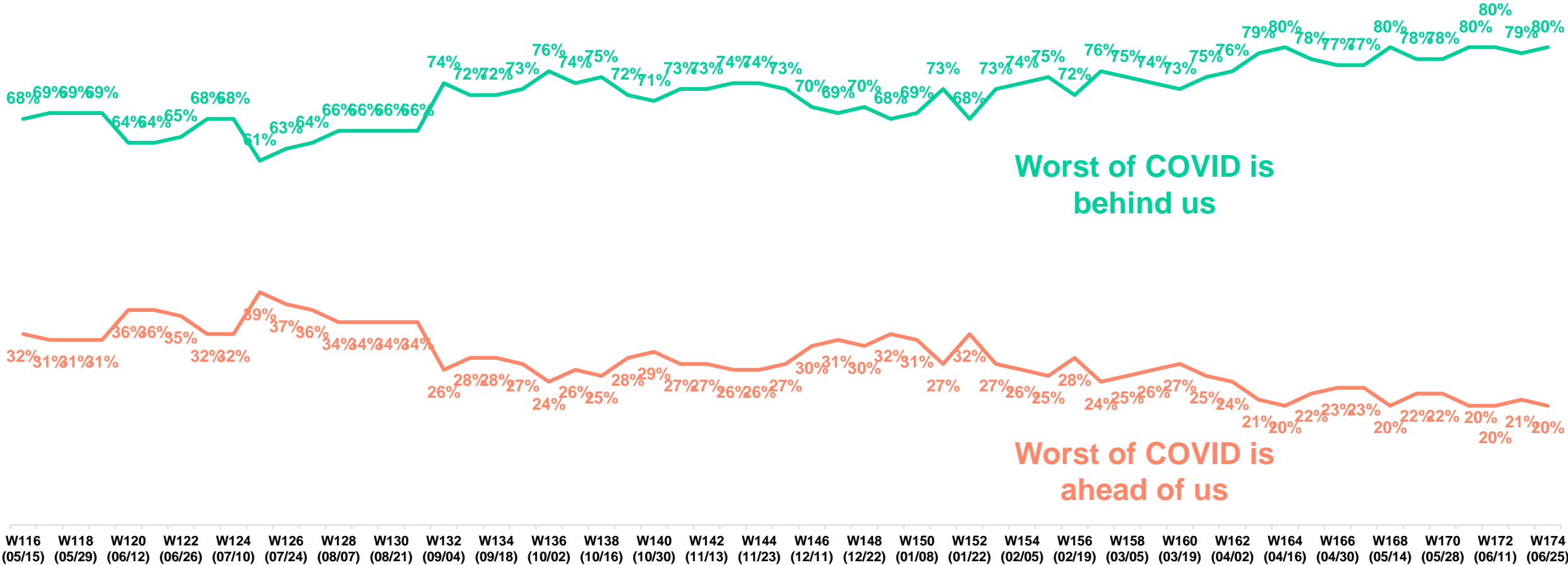
Americans Continue To Live In a Time of “Stacked Crises”

Trended Fear Curves During COVID-19





Optimism Holding Strong That The Worst Of COVID Is Behind Us

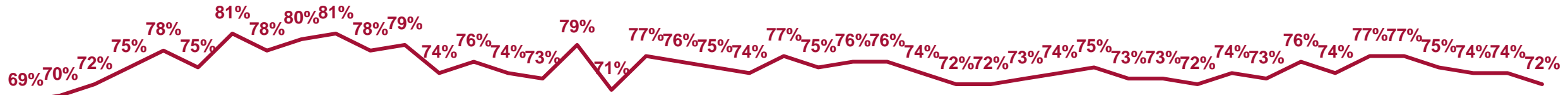




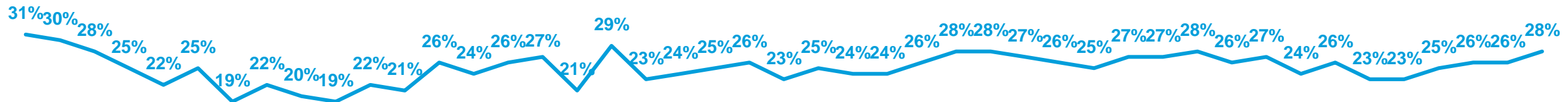
More Believe The Worst Of Inflation Is Still Ahead Compared To August 2022

(80%) think the amount of fear around inflation is sensible

(78%) think the amount of fear around a recession is sensible



Worst of inflation is still ahead



Worst of inflation is behind us

W130 (08/21) W132 (09/04) W134 (09/18) W136 (10/02) W138 (10/16) W140 (10/30) W142 (11/13) W144 (11/23) W146 (12/11) W148 (12/22) W150 (01/08) W152 (01/22) W154 (02/05) W156 (02/19) W158 (03/05) W160 (03/19) W162 (04/02) W164 (04/16) W166 (04/30) W168 (05/14) W170 (05/28) W172 (06/11) W174 (06/25)

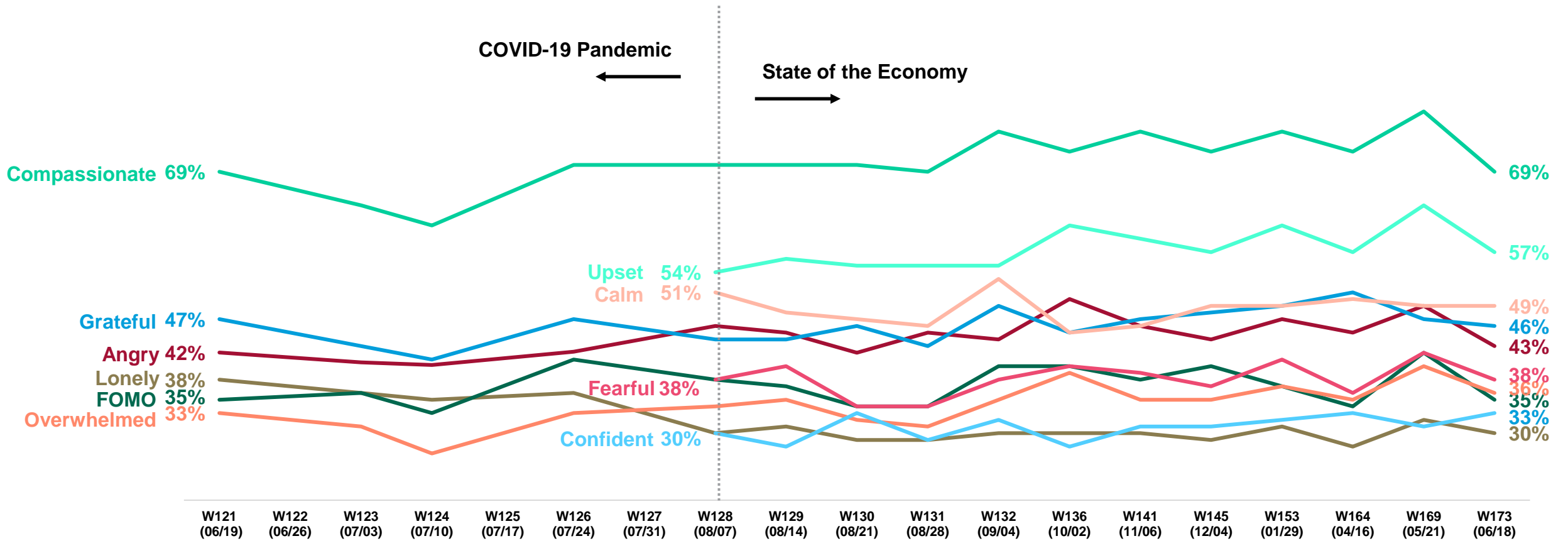


A Nation With Mixed Emotions On The Economy; A Number Still Upset, Fearful

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

COVID-19 Pandemic ←

→ State of the Economy



Source: Harris Poll America This Week Tracker Wave 173 (06/16-06/18/2023)

BASE: GENERAL PUBLIC W173 (n=2103)

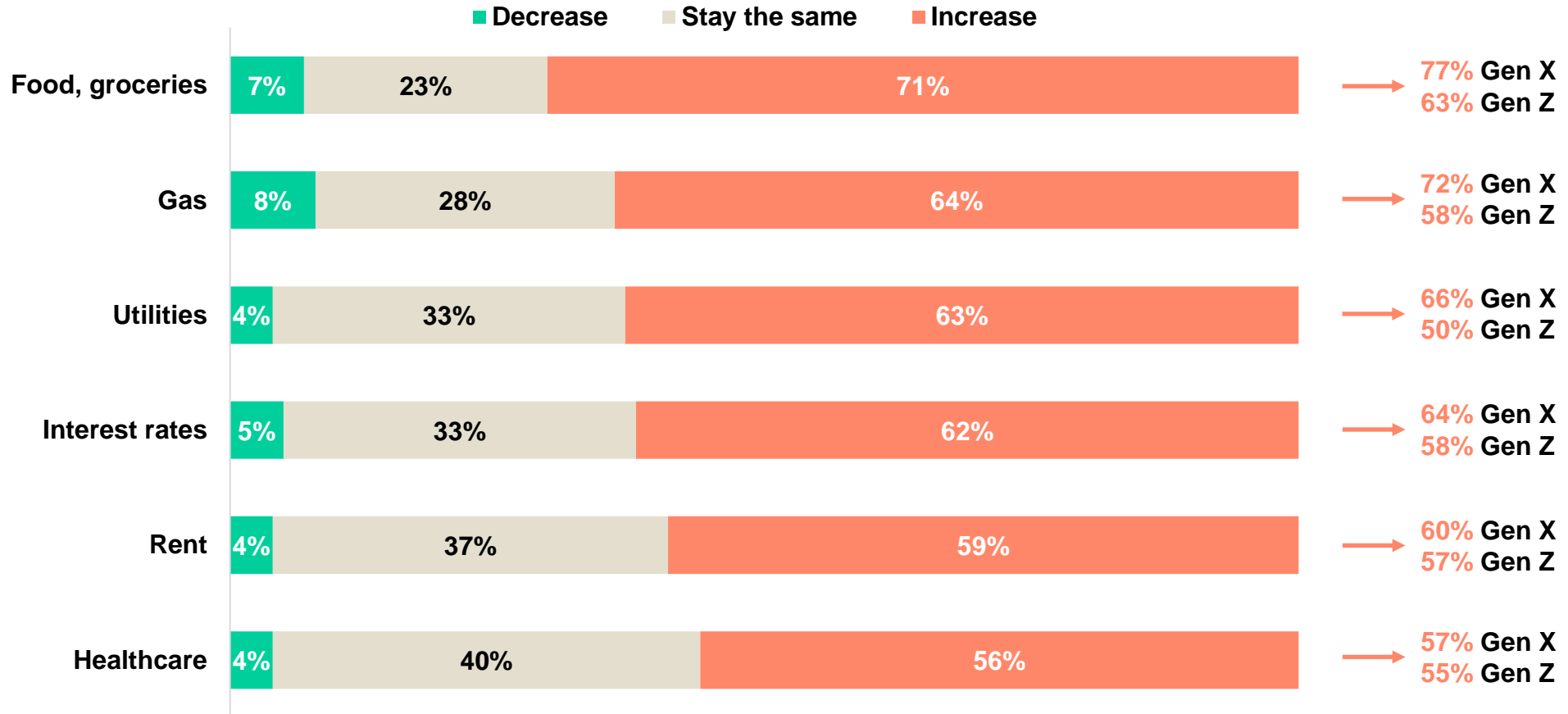
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?

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Majorities Of American Brace For Higher Prices Yet Gen Z Is A Bit More Optimistic That Prices Won't Jump

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 America This Week Tracker Wave 173 (06/16-06/18/2023)

BASE: GENERAL PUBLIC W173 (n=2103)

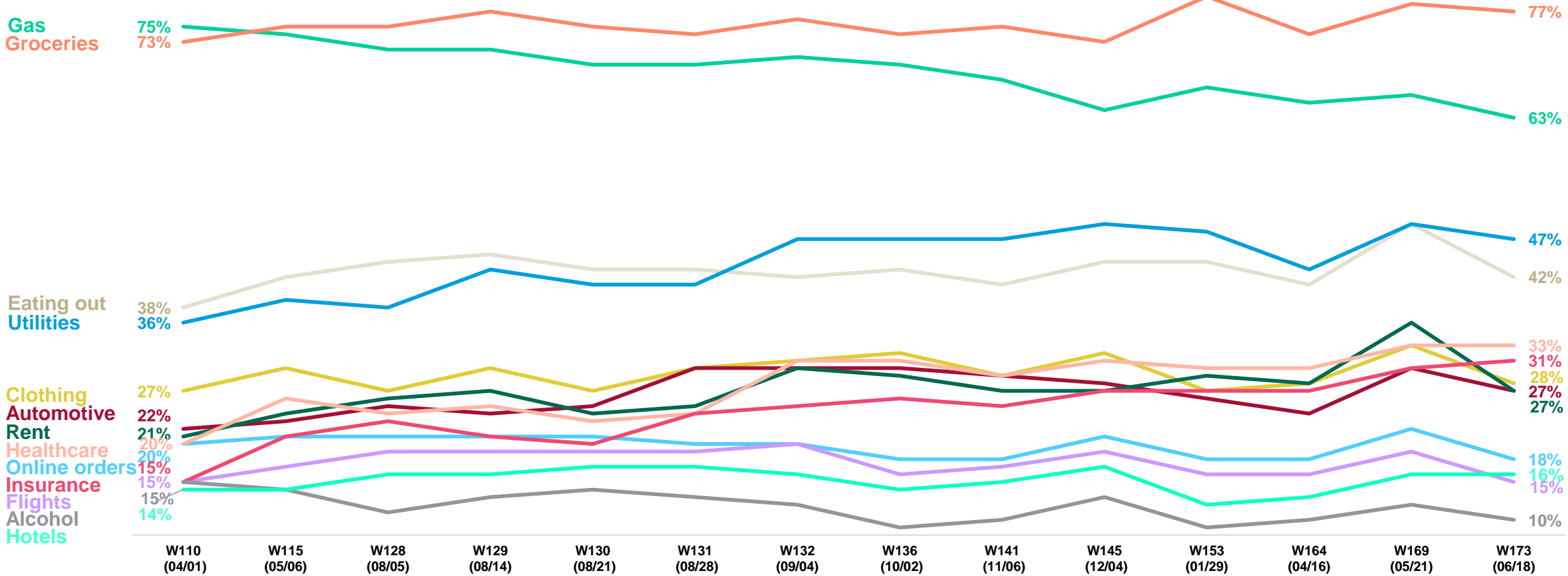
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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The Impact Of Inflation On Daily Budgets Still Remains A Full Year Later

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



Source: Harris Poll America This Week Tracker Wave 173 (06/16-06/18/2023)

BASE: GENERAL PUBLIC W173 (n=2103)

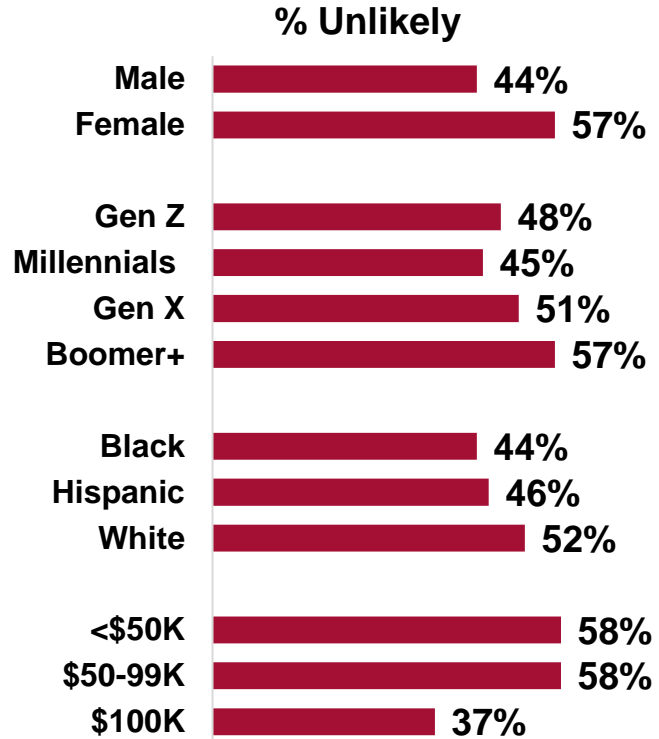
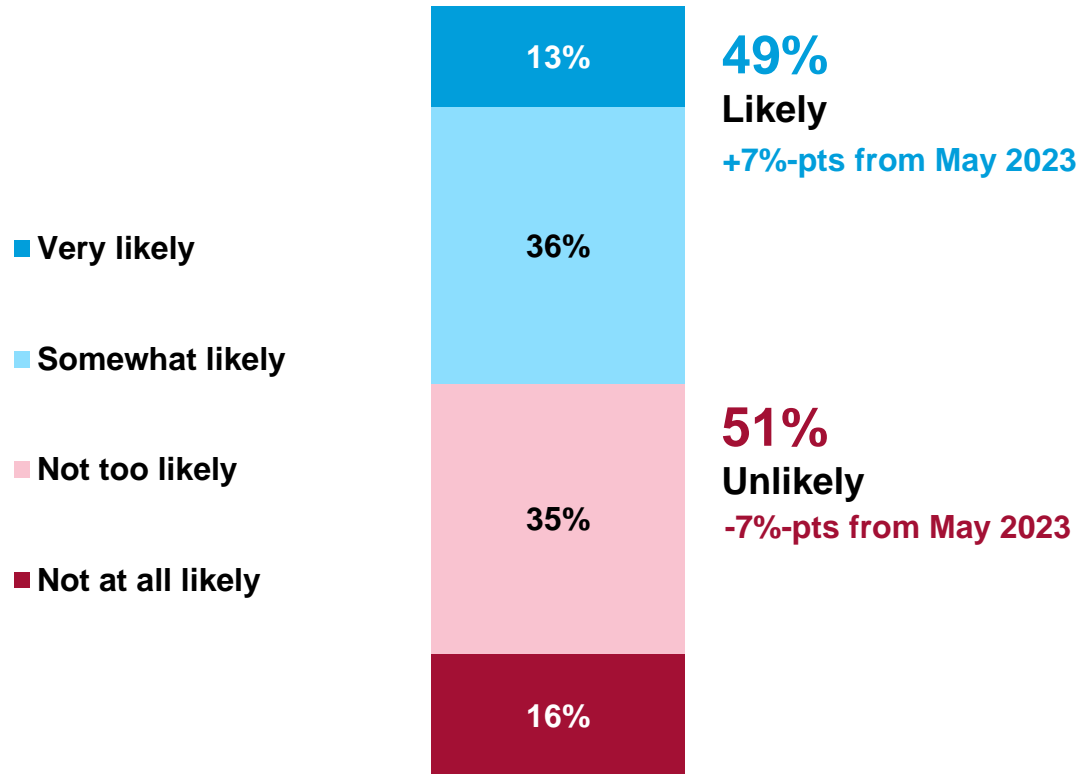
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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A Bump In Optimism Believing Inflation Could Taper Off By 2023

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

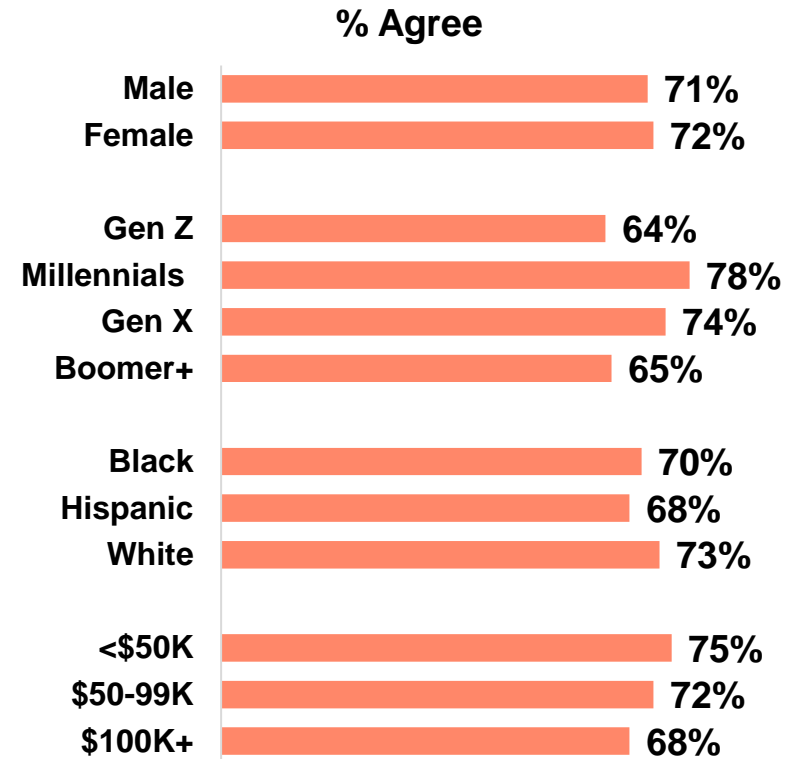
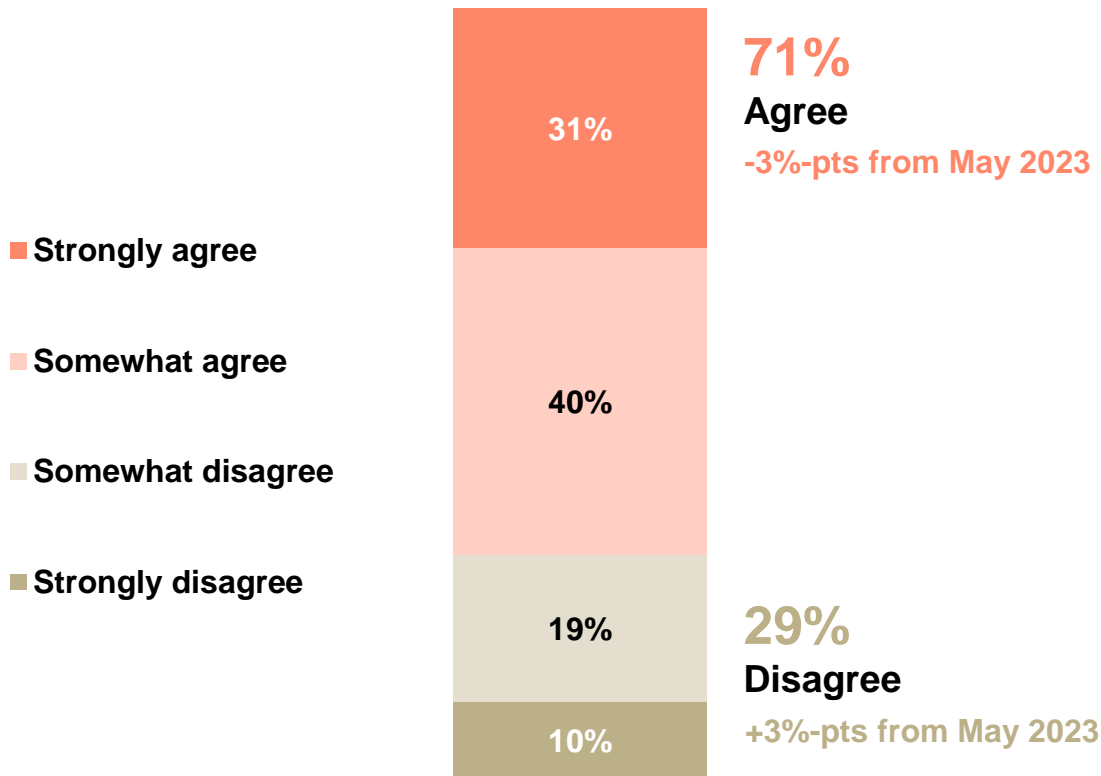


Source: Harris Poll America This Week Tracker Wave 173 (06/16-06/18/2023)
 BASE: GENERAL PUBLIC W173 (n=2103)
 INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?
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However, For 7 In 10, The Budgetary Impact Of Inflation Is Still Noticeable

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



Source: Harris Poll America This Week Tracker Wave 173 (06/16-06/18/2023)

BASE: GENERAL PUBLIC W173 (n=2103)

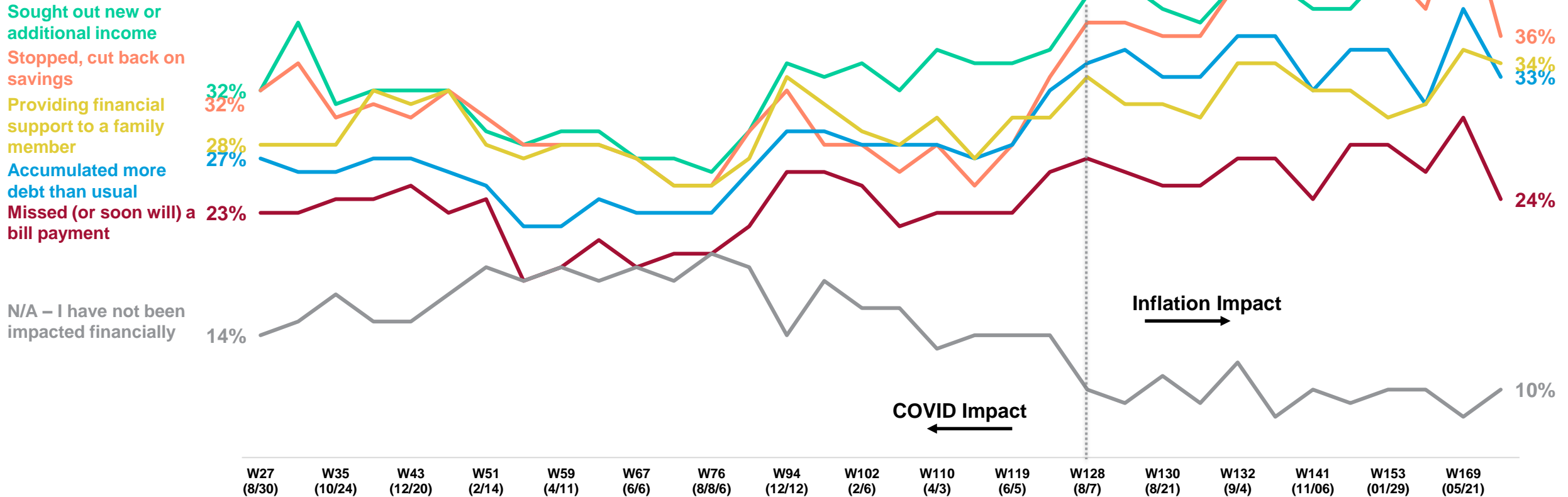
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?

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Inflation Is Leading To Debt Accumulation, Reduced Savings, & The Need For Additional Income

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



Source: Harris Poll America This Week Tracker Wave 173 (06/16-06/18/2023)

BASE: GENERAL PUBLIC W173 (n=2103)

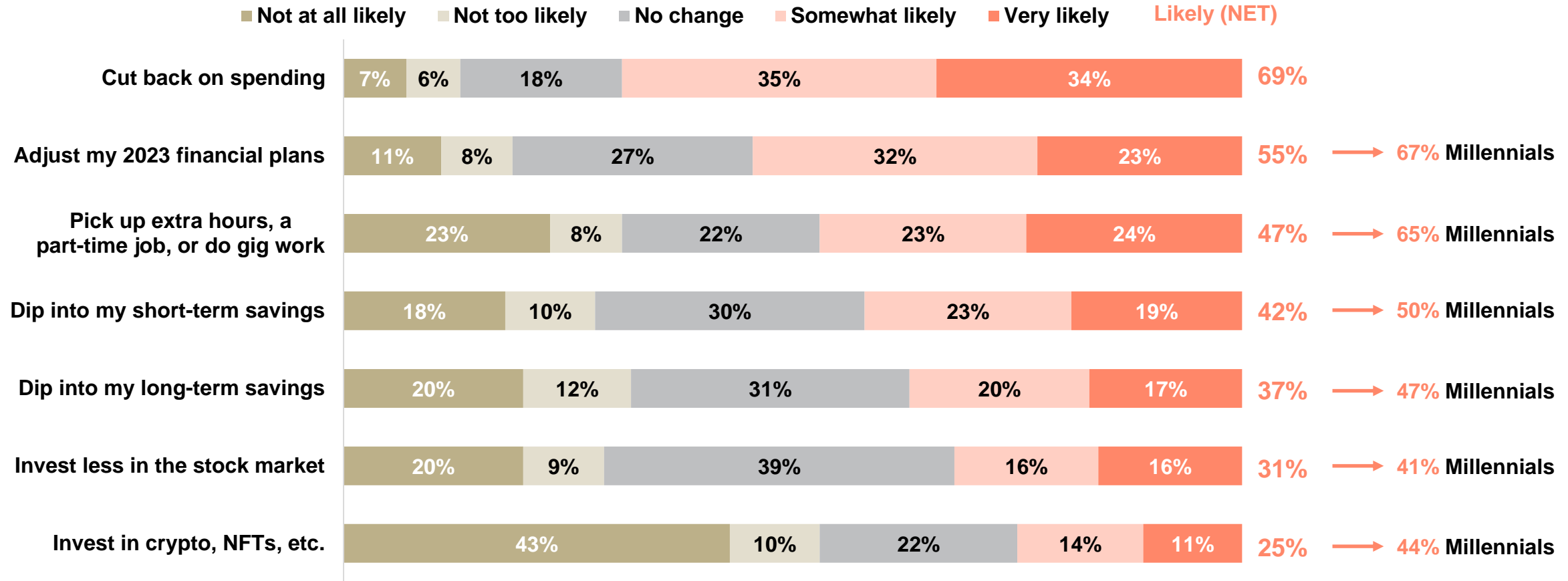
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

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Many Are Adjusting Their Spending, Dipping Into Savings – Millennials Especially

How likely are you to do the following right now?



Source: Harris Poll America This Week Tracker Wave 173 (06/16-06/18/2023)

BASE: GENERAL PUBLIC W173 (n=2103)

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

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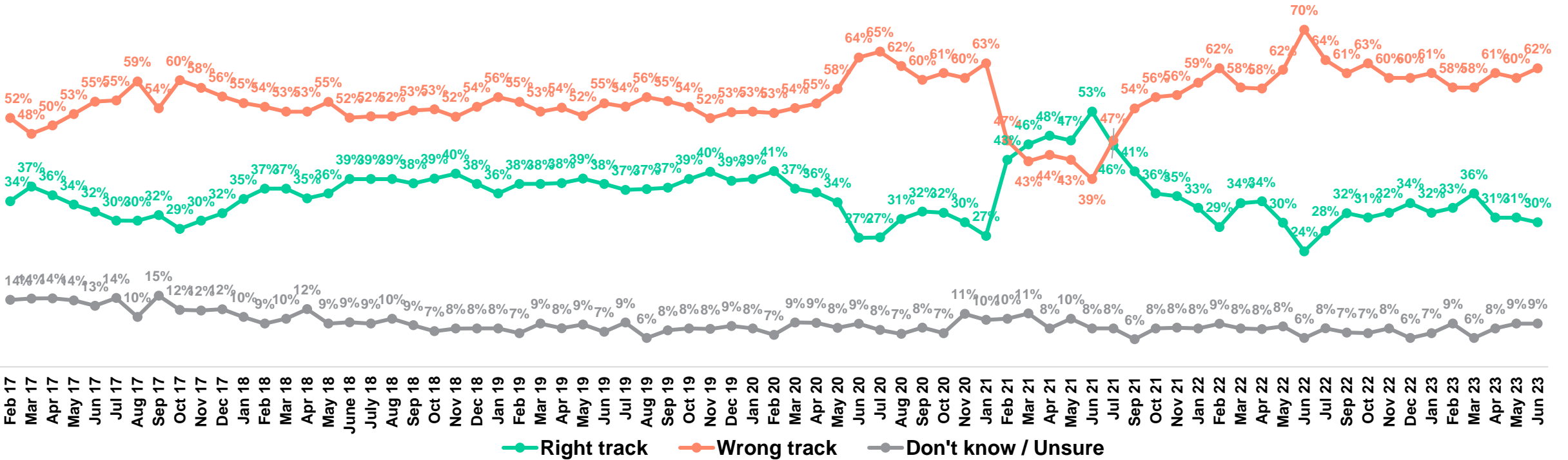
Voter Outlook

Harvard CAPS-Harris Poll (June 14-15, 2023)



Perception Of The Country Declines, Now Less Than A Third Say “Right Track”

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



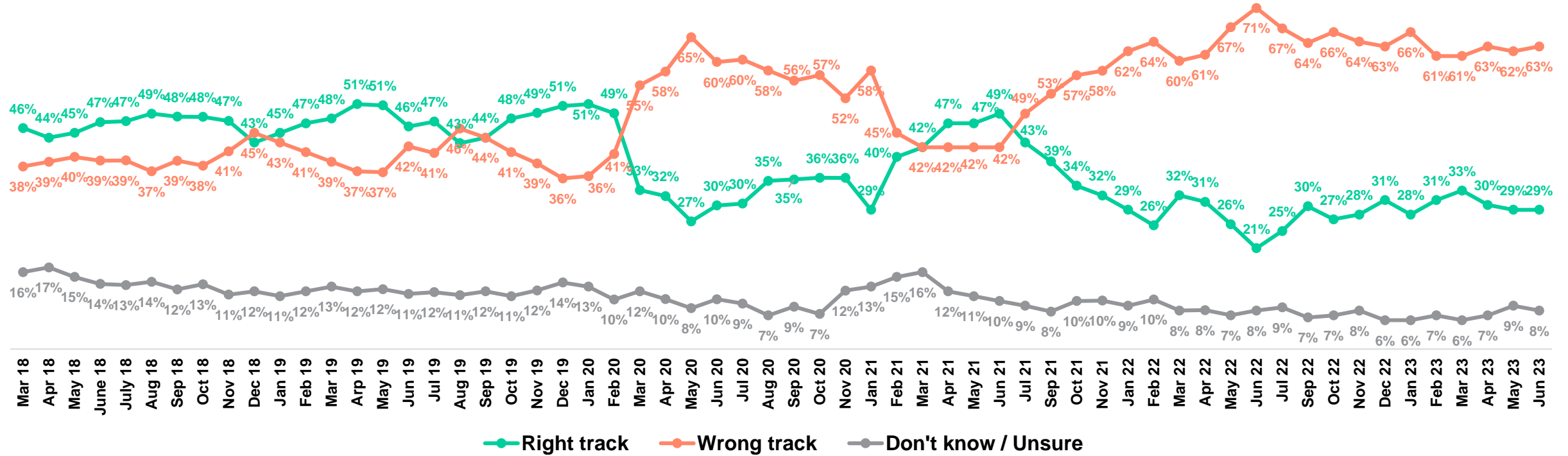
% Who Say “Right Track”

	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	02/23	03/23	04/23	05/23	06/23
GOP	15%	9%	12%	13%	14%	12%	18%	14%	18%	19%	14%	14%	10%
DEM	55%	45%	51%	59%	55%	60%	58%	57%	55%	58%	54%	55%	54%
IND	17%	15%	18%	21%	19%	20%	22%	21%	23%	27%	22%	20%	21%



Perception Of The U.S. Economy Remains Poor As Well

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



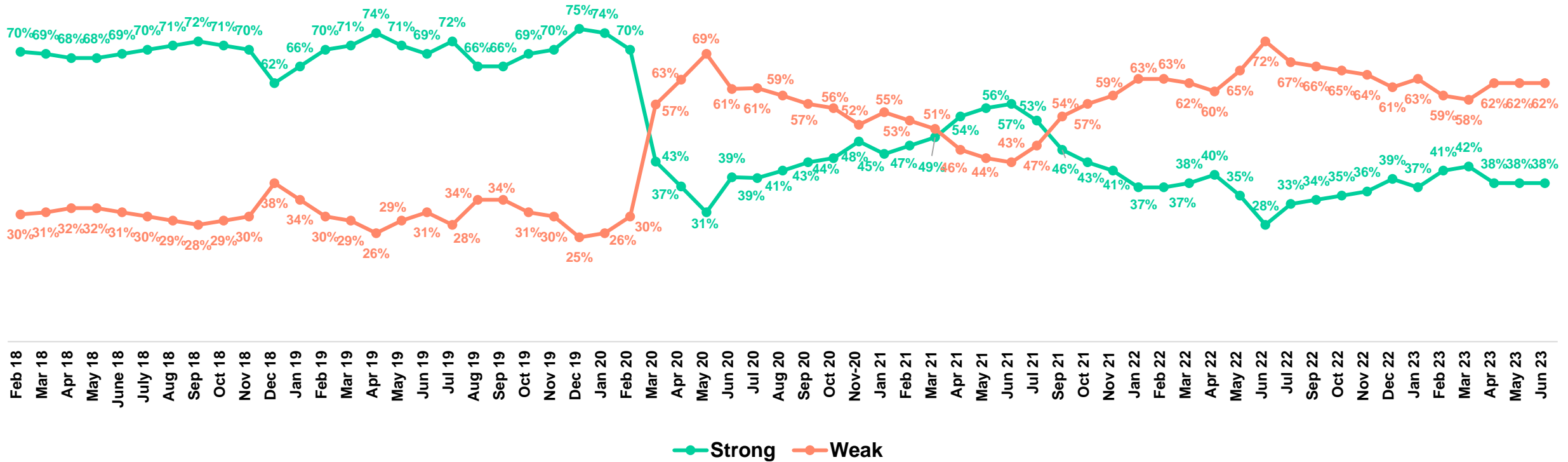
% Who Say "Right Track"

	04/22	05/22	06/22	07/22	09/22	10/22	11/22	12/22	01/23	02/23	03/23	04/23	05/23	06/23
GOP	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%	19%	12%	14%	11%
DEM	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%	58%	54%	55%	51%
IND	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%	27%	20%	20%	22%



Almost 2 In 3 Perceive The U.S. Economy As Week Today

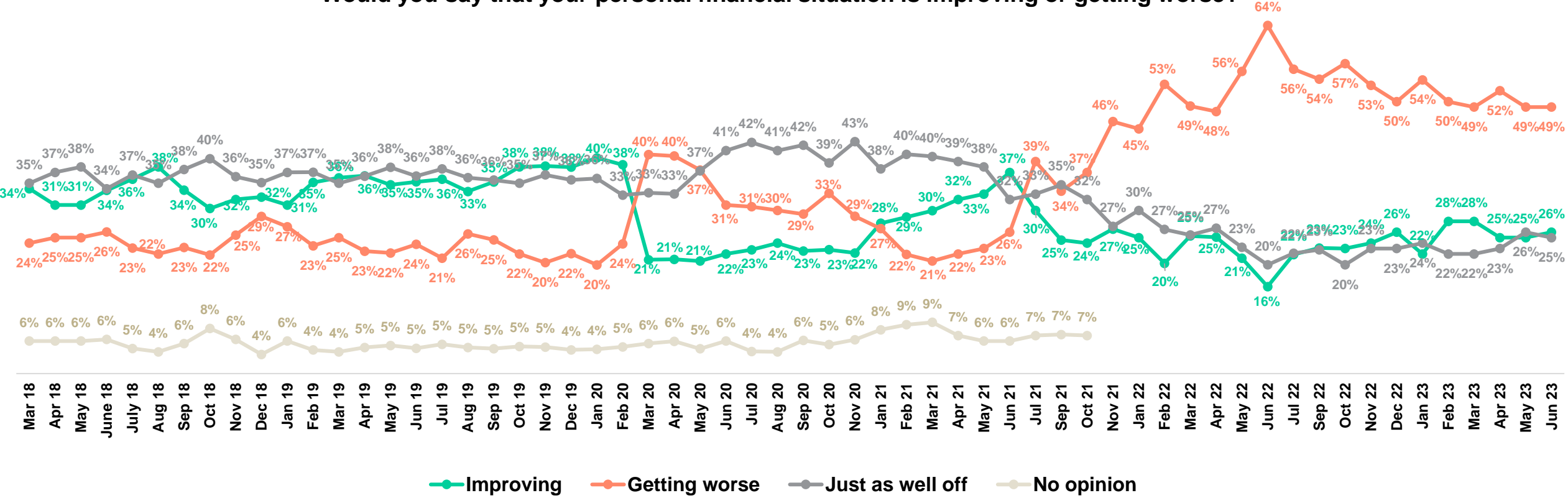
June Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





Half Of Voters Say Their Personal Financial Situation Is Worsening

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

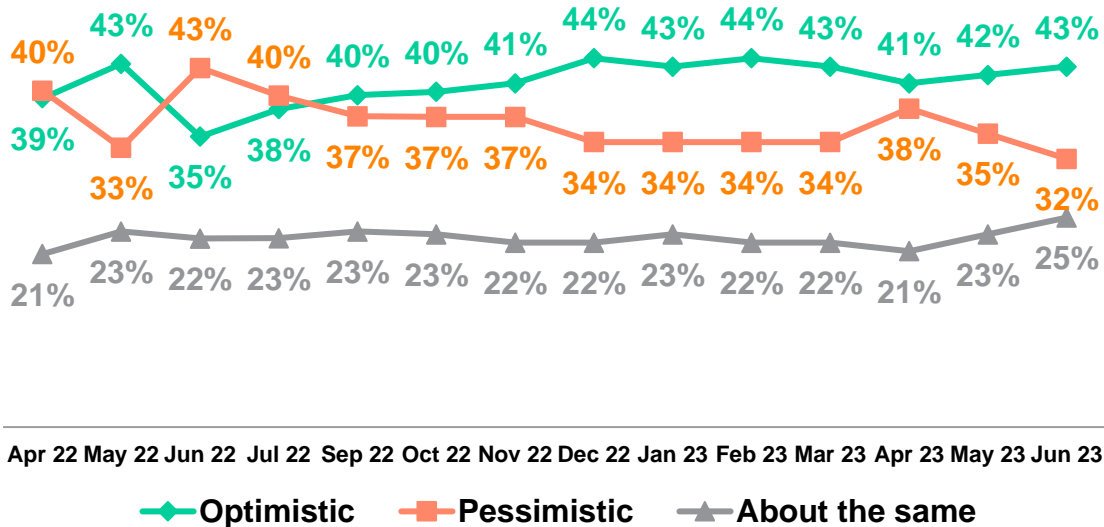




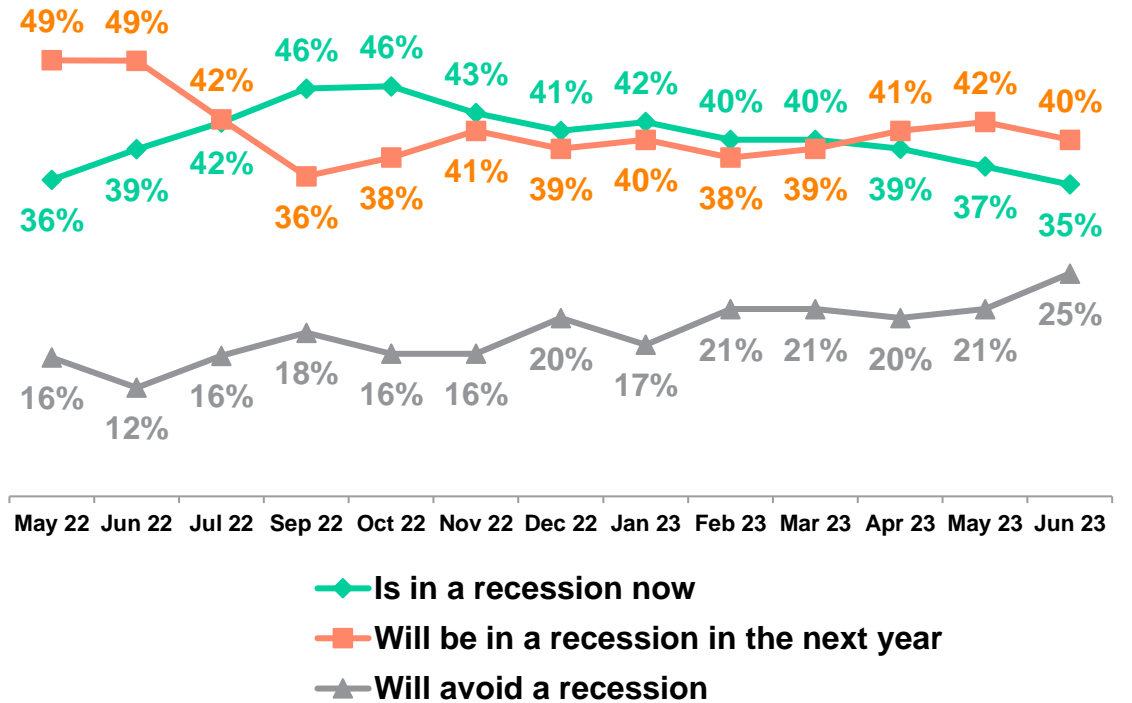
Most Americans Are Optimistic Than Pessimistic About Their Life Over The Next Year; Most Think The U.S. Is In A Recession Now Or Will Be In One In The Next Year

June 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?





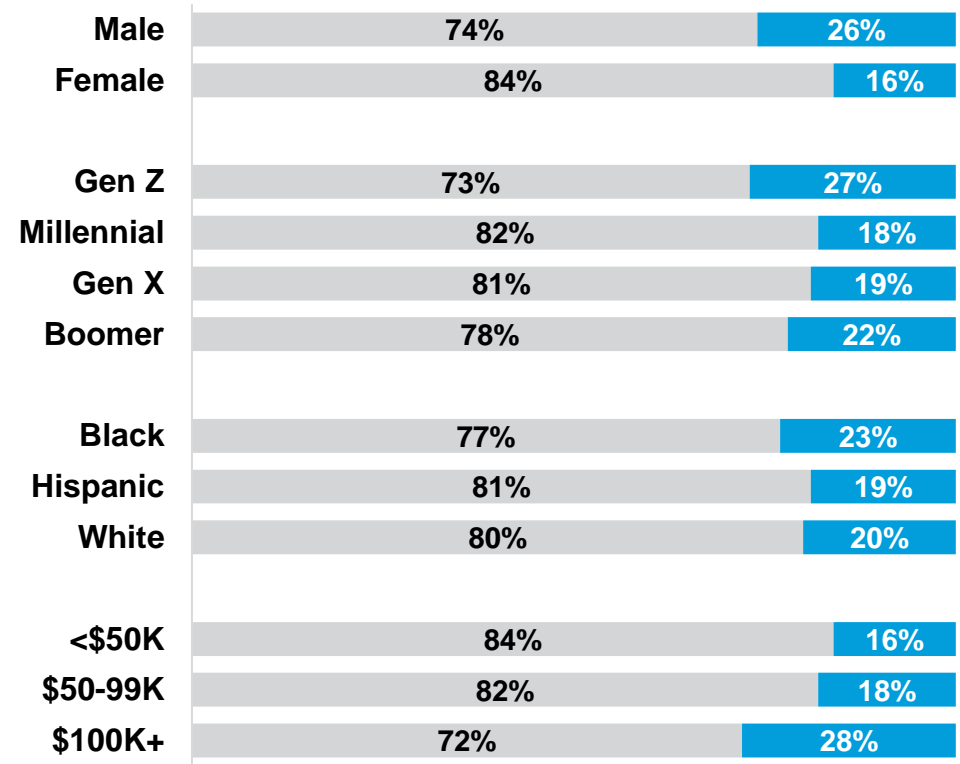
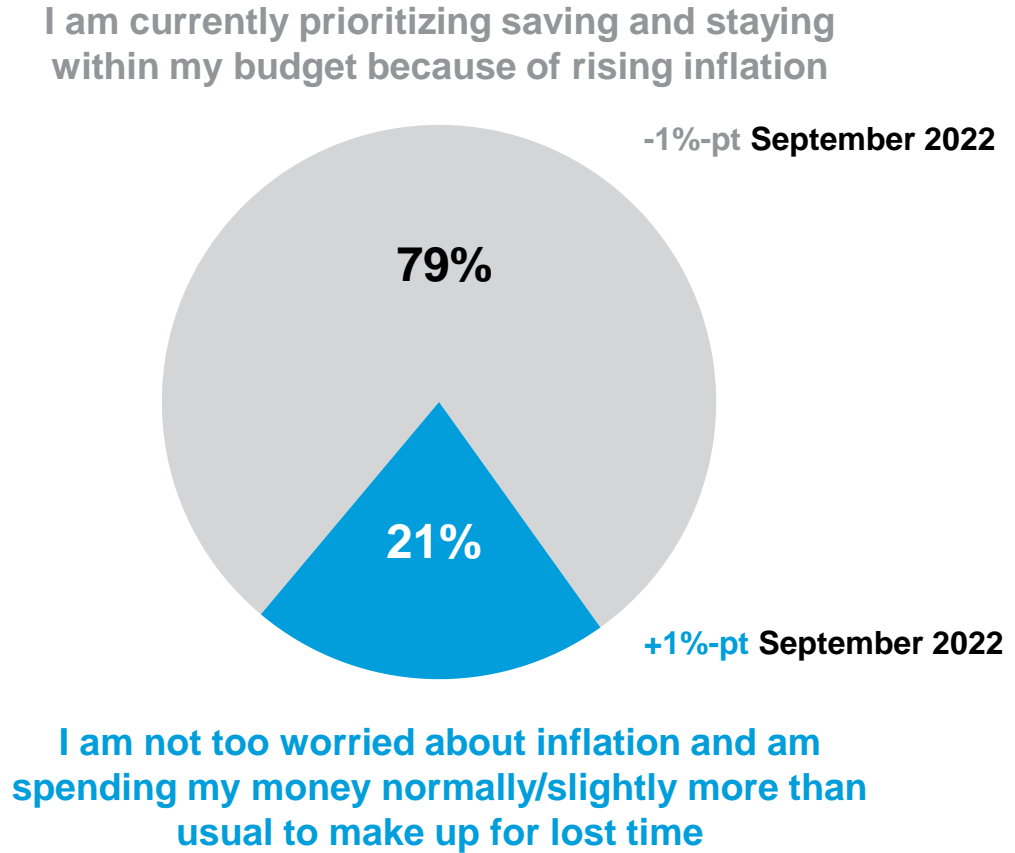
MONTHLY TREND PULSE

Shifting Consumerism



Majority Of Americans Are Sticking To Budgets In Face Of Continued Inflation

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



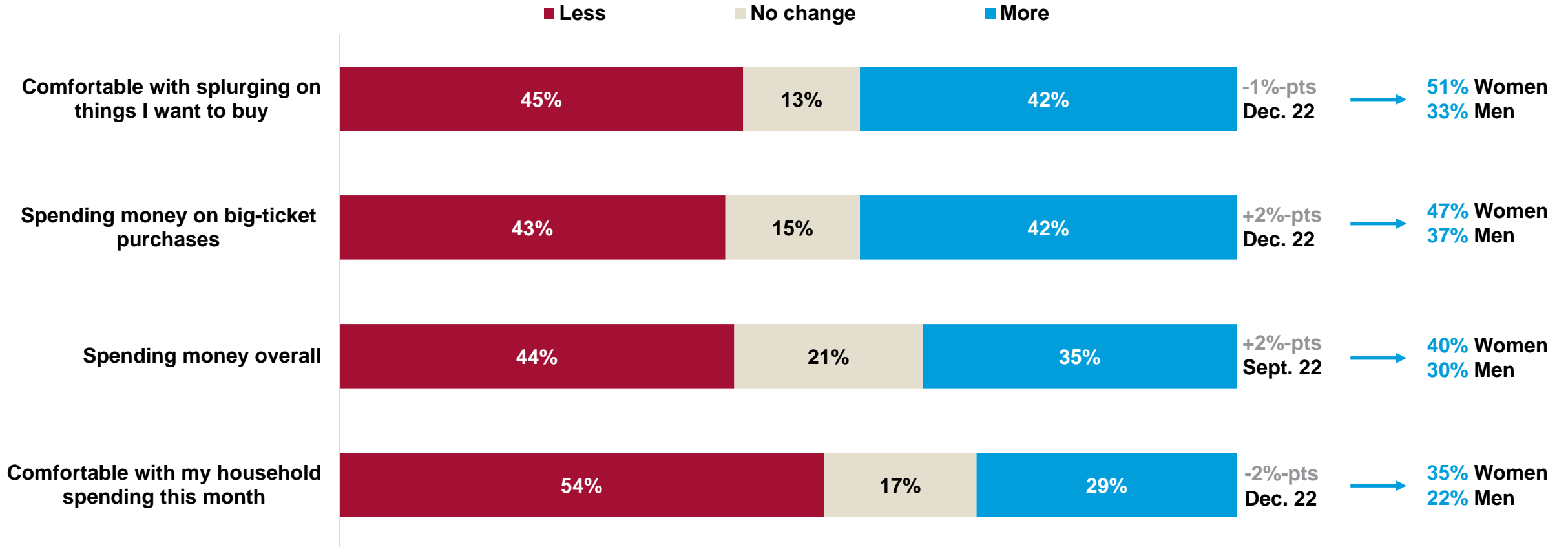
74% of Americans are concerned about affording their living expenses

Source: Harris Poll COVID19 Tracker Wave 174 (06/23-06/25/23)
 BASE: GENERAL PUBLIC W174 (n=2006)
 OA01. At this moment in time, which would you say you are prioritizing more?
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Over Half Of Americans Less Comfortable With Their Household Spending This Month

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

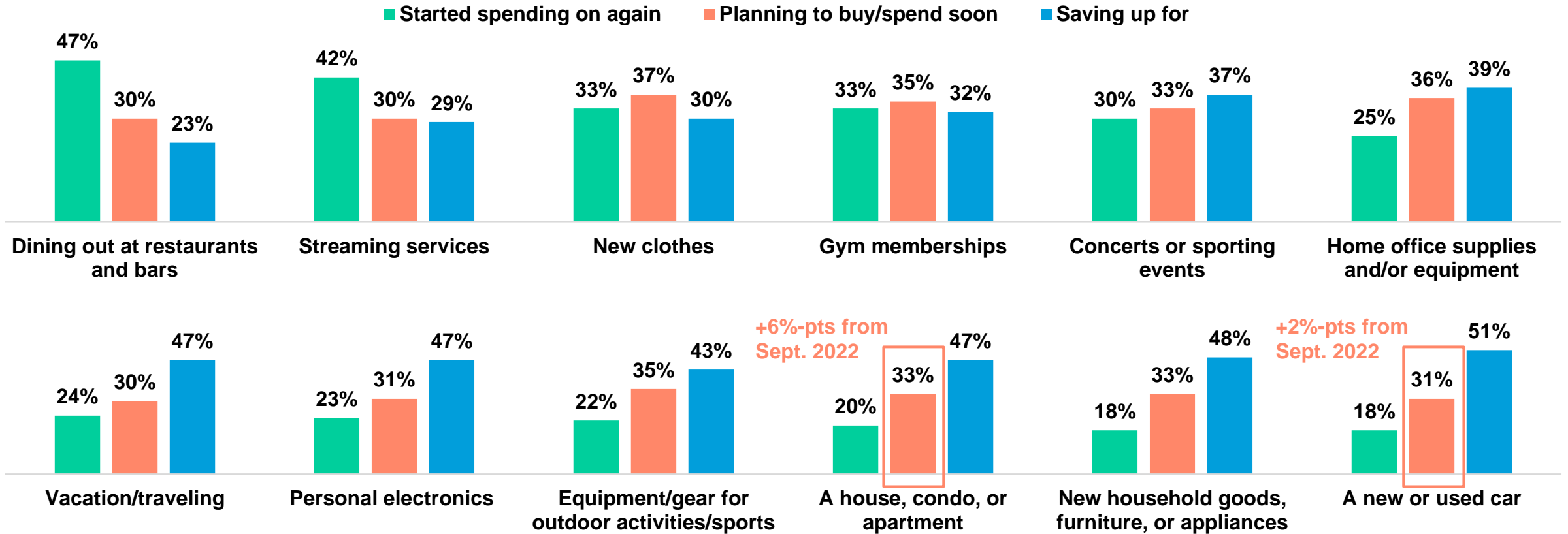


Source: Harris Poll COVID19 Tracker Wave 174 (06/23-06/25/23)
 BASE: GENERAL PUBLIC W174 (n=2006)
 TND11A. Compared to last month, are you more or less...?
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Pent-Up Demand Is Simmering For Big Ticket Items Such As Houses, Cars

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 174 (06/23-06/25/23)

BASE: Excl. N/A GENERAL PUBLIC W174 (bases vary)

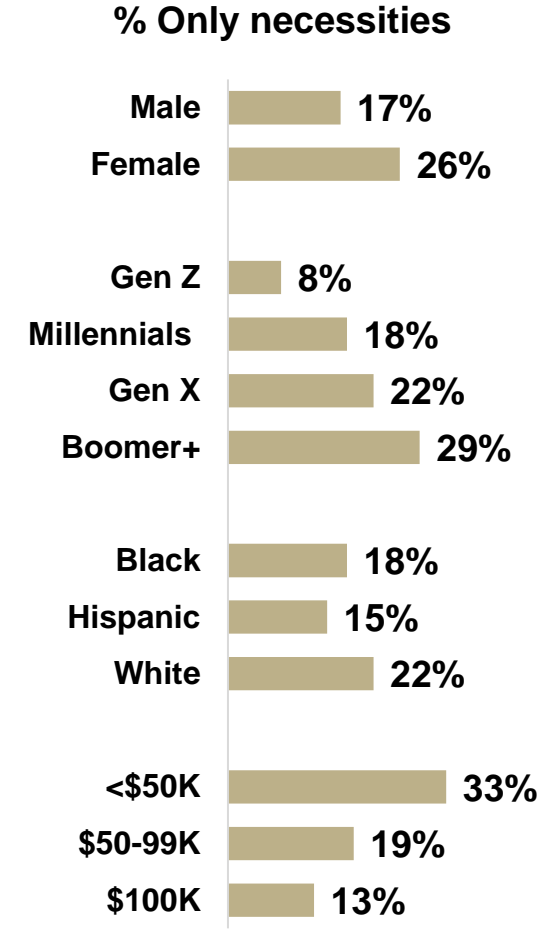
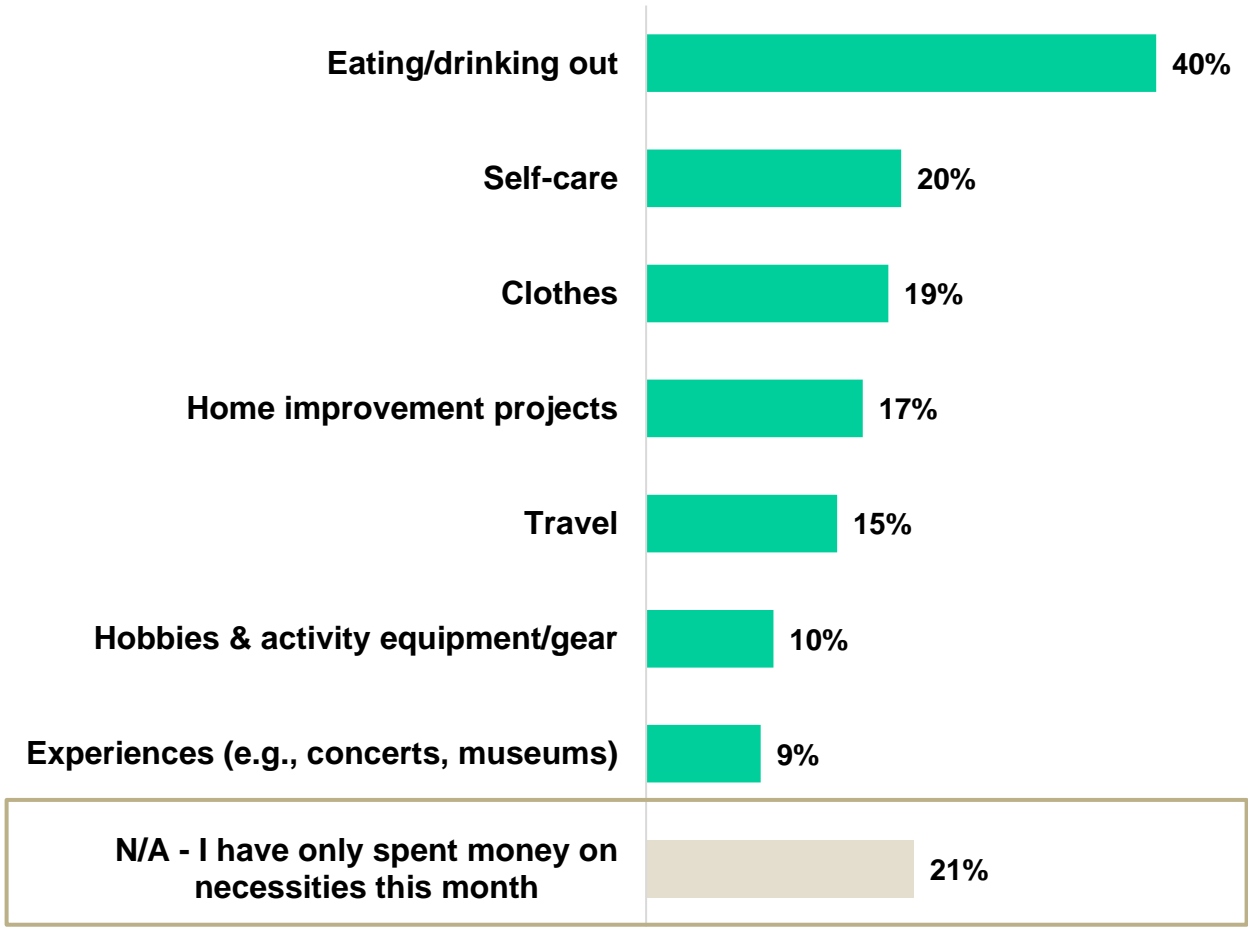
UTQ01. Thinking about the things you haven't been able to do for the past two years or have been limited to do because of COVID and the economy. Have you started spending on any of the following again, or are you planning to buy soon or saving up to buy in the near future?

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A Fifth Only Spent Money On Necessities This 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 174 (06/23-06/25/23)

BASE: GENERAL PUBLIC W174 (n=2006)

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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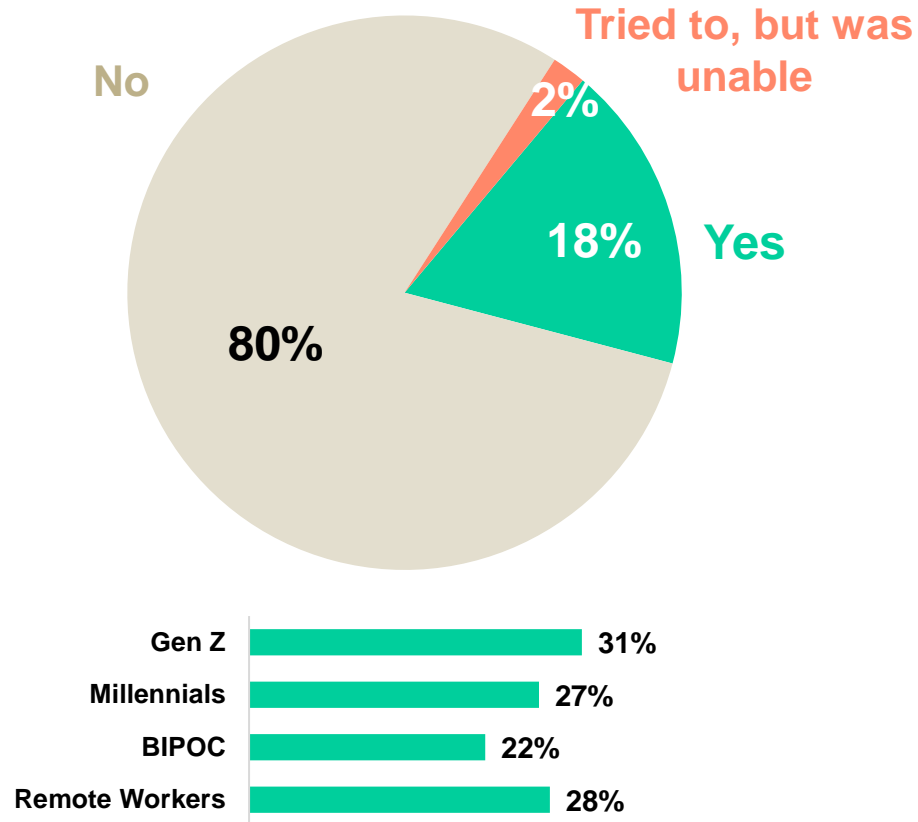
HARRIS POLL IN THE MEDIA

Moving Must-Knows

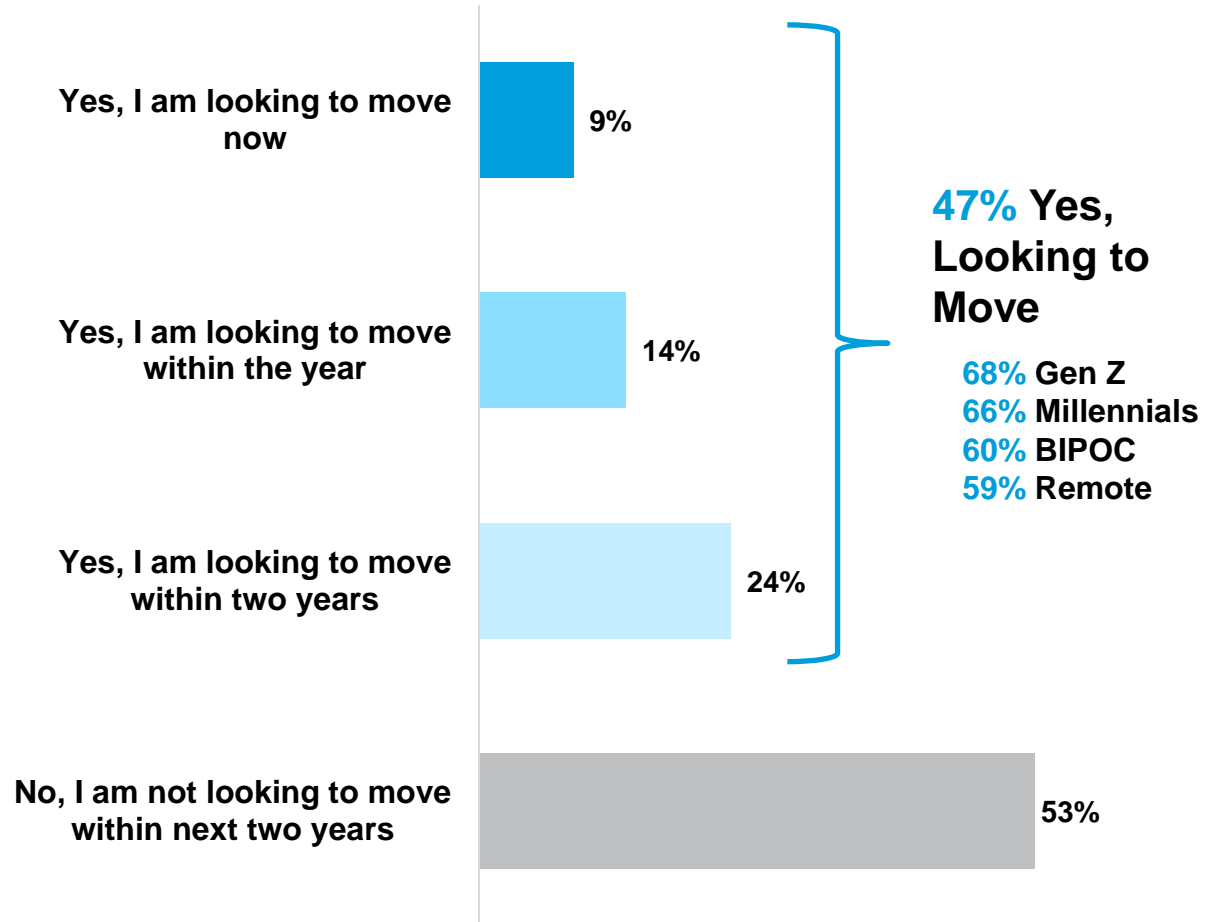


Moving Americans: A Fifth Have Moved While Nearly Half Look To

Have you moved in the last year?



Are you looking to move now or in the near future?



Source: Harris Poll America This Week Tracker Waves 162 & 163 (03/31-04/09/23)

BASE: GENERAL PUBLIC W162-163 (n=4070)

FORT01. Have you moved in the last year?

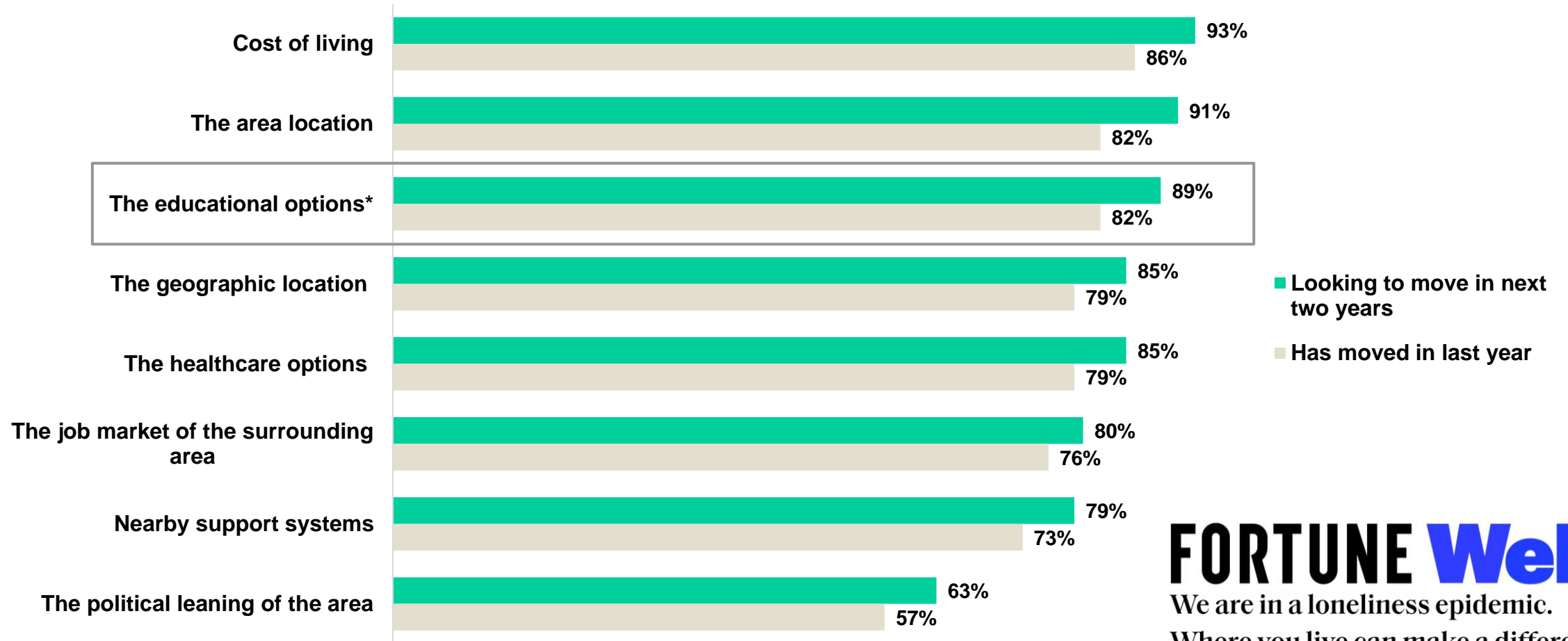
FORT02. Are you looking to move now or in the near future?

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The Cost Of Living & Area Most Important Factors For Recent & Future Movers

How important are or were the following factors when choosing where to live?
Among those looking to move within the next two years or those who moved in the last year



FORTUNE Well.

We are in a loneliness epidemic.

Where you live can make a difference for your health and happiness

[Read the story here](#)

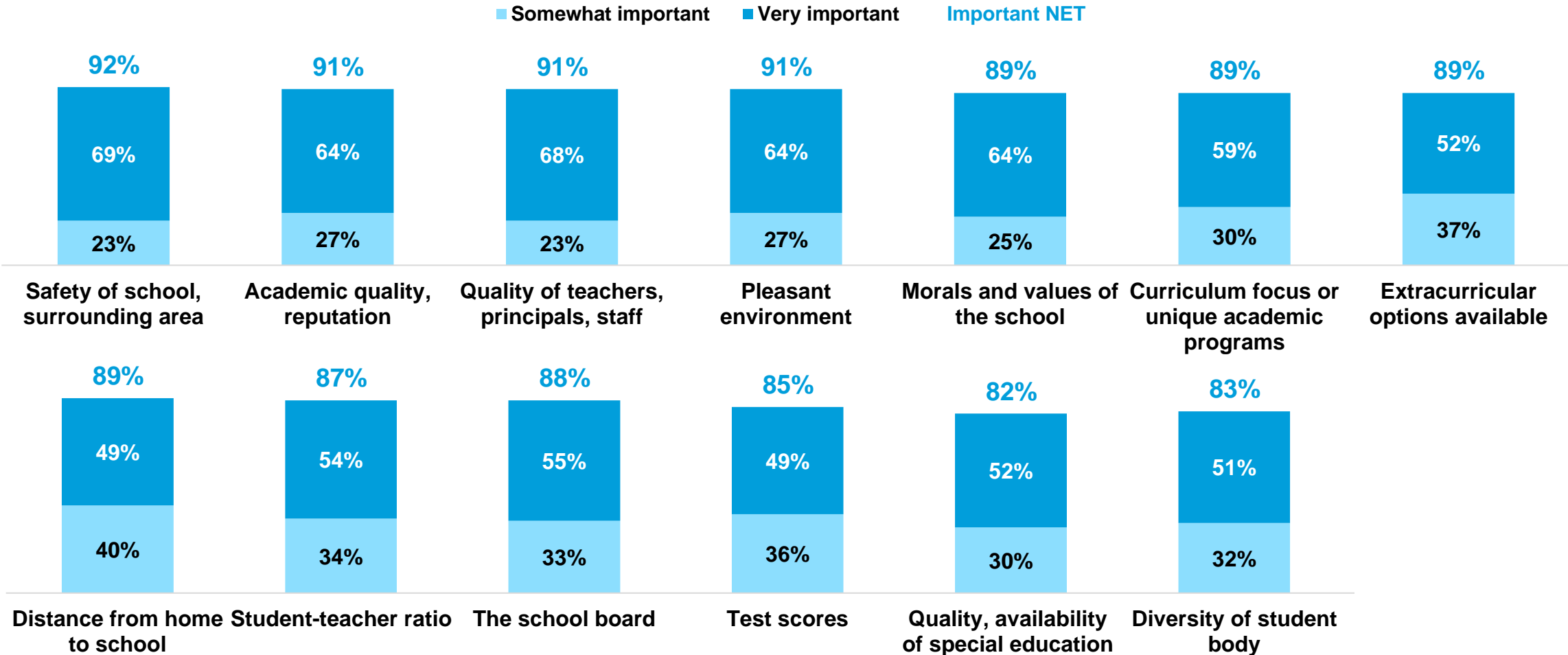
Source: Harris Poll America This Week Tracker Waves 162 & 163 (03/31-04/09/23)
 BASE: THOSE LOOKING TO MOVE IN THE NEXT TWO YEARS (n=1967)
 FORT03. How important are the following factors when thinking about choosing where to live?
 BASE: THOSE WHO HAVE MOVED IN THE LAST YEAR (n=782)
 FORT04. Thinking about your recent move, how important were the following factors in your considerations?
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*Among parents with school-age children (5-17)



And Parents Looking To Move Have Expectations When Choosing New Schools

How important are the following factors when choosing a school for your child(ren)?
Among those with minor children looking to move within the next two years



Source: Harris Poll America This Week Tracker Waves 162 & 163 (03/31-04/09/23)
 BASE: PARENTS OF MINOR CHILDREN LOOKING TO MOVE IN THE NEXT TWO YEARS (n=857)
 FORT08. How important are the following factors when choosing a school for your child(ren)?
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Thank you!

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