America This Week: From The Harris Poll
August 2023

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Americans Can’t Shake The “Stacked Crises” From 2020

Trended Fear Curves During COVID-19

- Economy, inflation: 84%
- Crime rates: 79%
- Recession: 80%
- Political divisiveness: 74%
- New COVID variant: 63%
- Losing your job: 45%

Wave Change
Weekly Monthly

- 86% -1 +3
- 81% 0 -2
- 77% -3 0
- 73% -2 -4
- 67% -1 -1
- 65% -4 0
- 66% -3 0
- 58% 0 +1
- 52% -5 -4
Pessimism Is Growing That Worst Of COVID Might Be Yet To Come

Source: Harris Poll America This Week Tracker (2023)
Most Still Believe The Worst Of Inflation Is Still On The Horizon

(84%) think the amount of fear around inflation is sensible

Worst of inflation is still ahead

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

Worst of inflation is behind us

Source: Harris Poll America This Week Tracker (2023)
A Nation With Mixed Emotions On The Economy; Increased Upset & Anger

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

- Upset: 54%
- Calm: 51%
- Compassionate: 69%
- Grateful: 47%
- Angry: 42%
- Lonely: 38%
- FOMO: 35%
- Overwhelmed: 33%
- Confident: 30%
- Fearful: 38%
- Confident: 30%
- Calm: 51%
- Grateful: 47%
- Angry: 42%
- Lonely: 38%
- FOMO: 35%
- Overwhelmed: 33%
- Confident: 30%
- Fearful: 38%

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?
Less Than 1 In 10 Believe Prices Of Essentials Will Decrease Soon
Boomers+ Especially Expect Higher Prices Across The Board

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?

<table>
<thead>
<tr>
<th>Item</th>
<th>Decrease</th>
<th>Stay the same</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food, groceries</td>
<td>5%</td>
<td>20%</td>
<td>75%</td>
</tr>
<tr>
<td>Gas</td>
<td>7%</td>
<td>19%</td>
<td>75%</td>
</tr>
<tr>
<td>Utilities</td>
<td>3%</td>
<td>25%</td>
<td>72%</td>
</tr>
<tr>
<td>Interest rates</td>
<td>6%</td>
<td>26%</td>
<td>68%</td>
</tr>
<tr>
<td>Rent</td>
<td>4%</td>
<td>28%</td>
<td>67%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>4%</td>
<td>33%</td>
<td>63%</td>
</tr>
<tr>
<td>Other insurance (e.g., car, home, etc.)</td>
<td>4%</td>
<td>33%</td>
<td>63%</td>
</tr>
<tr>
<td>Health insurance</td>
<td>4%</td>
<td>35%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)
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?
In what part of your daily life do you feel most affected by inflation? Please select all that apply.

- Gas: 75% (73%)
- Groceries: 79%
- Eating out: 38% (46%)
- Utilities: 49% (46%)
- Clothing: 27% (31%)
- Automotive: 22% (34%)
- Rent: 21% (32%)
- Healthcare: 15% (18%)
- Online orders: 15% (18%)
- Insurance: 14% (19%)
- Health insurance: 11% (18%)

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)
BIN4: In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Nearly 3 In 4 Feel The Negative Effects Of Inflation In Their Monthly Budgets

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

- **73%** Agree  
  +2%-pts from December 2022

- **27%** Disagree  
  -2%-pts from December 2022

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)  
BASE: GENERAL PUBLIC W181 (n=2018)  
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?
Optimism About Inflation Tapering Off Drops To Less Than Half Yet – Men, Younger, BIPOC, & High HHI Are More Optimistic

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

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely

14% Likely
31% Somewhat likely
36% Not too likely
19% Not at all likely

45% Likely
-6%-pts from July 2023

55% Unlikely
+6%-pts from July 2023

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)

% Likely
Male 53%
Female 37%
Gen Z 50%
Millennials 51%
Gen X 44%
Boomer+ 39%
Black 59%
Hispanic 52%
White 42%
<$50K 36%
$50-99K 40%
$100K 58%
AMERICA THIS WEEK: FROM THE HARRIS POLL

Over 2 In 5 Have Needed To Seek Out New Income & Cut Back On Savings

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

% Yes

- Sought out new or additional income: 36%
- Stopped, cut back on savings: 33%
- Providing financial support to a family member: 29%
- Accumulated more debt than usual: 25%
- Missed (or soon will) a bill payment: 24%
- N/A – I have not been impacted financially: 15%
- 9%

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)
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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### Americans Are Likely To Adjust Spending, Financial Plans, & Dip Into Savings

**Millennials Are Especially Likely To Act**

#### How likely are you to do the following right now?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not at all likely</th>
<th>Not too likely</th>
<th>Somewhat likely</th>
<th>Very likely</th>
<th>Likely (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut back on spending</td>
<td>7%</td>
<td>5%</td>
<td>16%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>Adjust my 2023 financial plans</td>
<td>11%</td>
<td>8%</td>
<td>23%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>Pick up extra hours, a part-time job, or do gig work</td>
<td>21%</td>
<td>9%</td>
<td>21%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Dip into my short-term savings</td>
<td>17%</td>
<td>12%</td>
<td>25%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Dip into my long-term savings</td>
<td>21%</td>
<td>12%</td>
<td>27%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Invest less in the stock market</td>
<td>20%</td>
<td>10%</td>
<td>35%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Invest in crypto, NFTs, etc.</td>
<td>49%</td>
<td>12%</td>
<td>19%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Source:** Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)

**BASE:** GENERAL PUBLIC W181 (n=2018)

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

Harris Insights & Analytics LLC, A Stagwell Company © 2020
MONTHLY TREND PULSE

Employee Sentiment
The Best Of Both: American Workers Shift To Preferring Hybrid Work Models

If it were up to you, would you…

Among those employed

Work from the office
-4%-pts from Aug 2022

Work from home
-3%-pts from Aug 2022

Hybrid of home & office
+7%-pts from Aug 2022

Work from the office:
-4%-pts from Aug 2022

Work from home:
-3%-pts from Aug 2022

Hybrid of home & office:
+7%-pts from Aug 2022

Source: Harris Poll America This Week Tracker Wave 182 (08/18-08/20/2023)
BASE: EMPLOYED W182 (n=1174)
WFHT. If it were up to you, would you…

Harris Insights & Analytics LLC, A Stagwell Company © 2020
# Gender Imbalance In The Workplace: Women Less Likely To Feel They Have Leverage To Leave For Better

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

*Among those employed*

<table>
<thead>
<tr>
<th>Perception</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Agree NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with my job</td>
<td>6%</td>
<td>23%</td>
<td>44%</td>
<td>27%</td>
<td>71%</td>
</tr>
<tr>
<td>I could readily seek out a job with higher pay</td>
<td>10%</td>
<td>26%</td>
<td>40%</td>
<td>24%</td>
<td>64%</td>
</tr>
<tr>
<td>I could negotiate to work from home or hybrid without fear of repercussions</td>
<td>21%</td>
<td>21%</td>
<td>34%</td>
<td>25%</td>
<td>59%</td>
</tr>
<tr>
<td>I feel like my employer needs me more than I need my job</td>
<td>13%</td>
<td>27%</td>
<td>38%</td>
<td>22%</td>
<td>59%</td>
</tr>
<tr>
<td>I have the power in negotiations more than my employer has power over me</td>
<td>16%</td>
<td>30%</td>
<td>36%</td>
<td>18%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Source: Harris Poll America This Week Tracker Wave 182 (08/18-08/20/2023)
BASE: EMPLOYED W182 (n=1174)
UTQ05: How much do you agree or disagree with the following?
### American Workers Feel Financially Squeezed: Wages Aren’t Keeping Up

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

*Among those employed*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Agree NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>My salary isn't keeping up with inflation</td>
<td>7%</td>
<td>20%</td>
<td>39%</td>
<td>34%</td>
<td>73%</td>
</tr>
<tr>
<td>I would like a raise but don't feel comfortable asking</td>
<td>15%</td>
<td>22%</td>
<td>39%</td>
<td>23%</td>
<td>63%</td>
</tr>
<tr>
<td>I don't feel like I can live on my salary</td>
<td>13%</td>
<td>26%</td>
<td>37%</td>
<td>25%</td>
<td>62%</td>
</tr>
<tr>
<td>I had planned to cut back on hours, semi-retire or retire, and don’t feel like I can now with the state of the economy</td>
<td>22%</td>
<td>23%</td>
<td>32%</td>
<td>24%</td>
<td>55%</td>
</tr>
<tr>
<td>My job has said they will increase salaries to partially or completely offset rising inflation</td>
<td>21%</td>
<td>30%</td>
<td>35%</td>
<td>15%</td>
<td>50%</td>
</tr>
<tr>
<td>If a recession strikes, I will be the first one to go</td>
<td>25%</td>
<td>32%</td>
<td>26%</td>
<td>17%</td>
<td>43%</td>
</tr>
</tbody>
</table>

**Source:** Harris Poll America This Week Tracker Wave 182 (08/18-08/20/2023)

**BASE:** EMPLOYED W182 (n=1174)

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

- **Strongly disagree**: 7%
- **Somewhat disagree**: 20%
- **Somewhat agree**: 39%
- **Strongly agree**: 34%

**NET**: 73% (+7% pts Aug 2022)

- **Strongly disagree**: 15%
- **Somewhat disagree**: 22%
- **Somewhat agree**: 39%
- **Strongly agree**: 23%

**NET**: 63% (+10% pts Aug 2022)

- **Strongly disagree**: 13%
- **Somewhat disagree**: 26%
- **Somewhat agree**: 37%
- **Strongly agree**: 25%

**NET**: 62% (+10% pts Aug 2022)

- **Strongly disagree**: 22%
- **Somewhat disagree**: 23%
- **Somewhat agree**: 32%
- **Strongly agree**: 24%

**NET**: 55%

- **Strongly disagree**: 21%
- **Somewhat disagree**: 30%
- **Somewhat agree**: 35%
- **Strongly agree**: 15%

**NET**: 50% (+4% pts Aug 2022)

- **Strongly disagree**: 25%
- **Somewhat disagree**: 32%
- **Somewhat agree**: 26%
- **Strongly agree**: 17%

**NET**: 43%
American Companies Have A Talent Retention Problem
Might Be Because Many Don’t Hold Employee Best Interests In Mind

How much do you agree or disagree with the following?

Among those employed

My company has difficulty retaining talent

- Strongly agree: 24%
- Somewhat agree: 35%
- Somewhat disagree: 27%
- Strongly disagree: 15%

58% Agree
+7%-pts Aug 2022

My company doesn’t have employees’ best interests in mind

- Strongly agree: 19%
- Somewhat agree: 34%
- Somewhat disagree: 30%
- Strongly disagree: 16%

53% Agree
+11%-pts Aug 2022

Source: Harris Poll America This Week Tracker Wave 182 (08/18-08/20/2023)
BASE: EMPLOYED W182 (n=1174)
UTQ05. How much do you agree or disagree with the following?

Harris Insights & Analytics LLC, A Stagwell Company © 2020
Workplace Free Agents: Younger Workers Are Investing In Themselves, Future Opportunities

How much do you agree or disagree with the following?

Among those employed

- Strongly disagree
- Somewhat disagree
- Somewhat agree
- Strongly agree
- Agree NET

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Agree NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am exploring new opportunities</td>
<td>13%</td>
<td>19%</td>
<td>41%</td>
<td>27%</td>
<td>68%</td>
</tr>
<tr>
<td>I am learning new skills (e.g., upskilling) and doing professional</td>
<td>11%</td>
<td>22%</td>
<td>41%</td>
<td>26%</td>
<td>66%</td>
</tr>
<tr>
<td>development in order to advance my career or switch positions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am actively seeking out a new job</td>
<td>21%</td>
<td>26%</td>
<td>31%</td>
<td>21%</td>
<td>53%</td>
</tr>
<tr>
<td>I have stopped going above and beyond for my company</td>
<td>20%</td>
<td>28%</td>
<td>32%</td>
<td>19%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Source: Harris Poll America This Week Tracker Wave 182 (08/18-08/20/2023)
BASE: EMPLOYED W182 (n=1174)
TND14. How much do you agree or disagree with the following?

Harris Insights & Analytics LLC, A Stagwell Company © 2020
HARRIS POLL IN THE MEDIA

College Sports Are Back
Americans Agree College Athletes Should Be Financially Compensated

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

NCAA college athletes…

- Strongly agree: 25% Agree
- Somewhat agree: 42% Agree
- Somewhat disagree: 18% Disagree
- Strongly disagree: 15% Disagree

 Should be able to receive direct compensation from their universities

% Agree
- Male: 70%
- Female: 65%
- Gen Z: 81%
- Millennials: 83%
- Gen X: 68%
- Boomer+: 48%
- BIPOC: 76%
- White: 63%
- Democrats: 79%
- Republicans: 59%
- Independents: 61%
- Follows college sports: 78%
- Doesn't follow college sports: 56%

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)

Read more here
That’s Not The Only Thing: Majorities Support Expanded College Athletes’ Rights

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

NCAA college athletes should be able to…

- **Profit from their NIL (Name, Like, Image)**
  - **31%** Agree
  - **43%** Somewhat agree
  - **17%** Somewhat disagree
  - **9%** Strongly disagree
  - **74%** Agree
    - **+12%-pts Nov 2020**

- **Obtain employee status with their universities**
  - **24%** Agree
  - **40%** Somewhat agree
  - **22%** Somewhat disagree
  - **15%** Strongly disagree
  - **64%** Agree

- **Form a union to collectively bargain**
  - **21%** Agree
  - **38%** Somewhat agree
  - **23%** Somewhat disagree
  - **19%** Strongly disagree
  - **59%** Agree

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)
SPO03. How much do you agree or disagree with the following statements? NCAA college athletes…

Harris Insights & Analytics LLC, A Stagwell Company © 2020
Most Agree Conference Realignment Is A Problem, But Fans Aren’t Fazed By It

How much do you agree or disagree conference realignment is a problem in college sports?

- 58% Agree
- 41% Somewhat agree
- 32% Somewhat disagree
- 17% Strongly agree
- 32% Strongly disagree

58% Agree follows college sports
41% Somewhat agree
32% Somewhat disagree
17% Strongly agree

Has the ongoing conference realignment in college sports changed your level of enjoyment of college sports?

Among those familiar with the realignment:

- 26% Enhanced enjoyment
- 55% Not changed enjoyment
- 18% Reduced enjoyment

Source: Harris Poll America This Week Tracker Wave 181 (08/11-18/13/23)
BASE: GENERAL PUBLIC W181 (n=2018)

SP006. Have any of the following changed your level of enjoyment of college sports?

- 68% Follows college sports
- 52% Doesn’t follow college sports
- 26% Enhanced enjoyment
- 55% Not changed enjoyment
- 18% Reduced enjoyment

NCAA CONFERENCE CHAOS LEAVES MOST FANS UNFAZED: SPORTICO/HARRIS POLL

Read more here
Thank you!

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