



# The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

## America This Week: From The Harris Poll

August 2023

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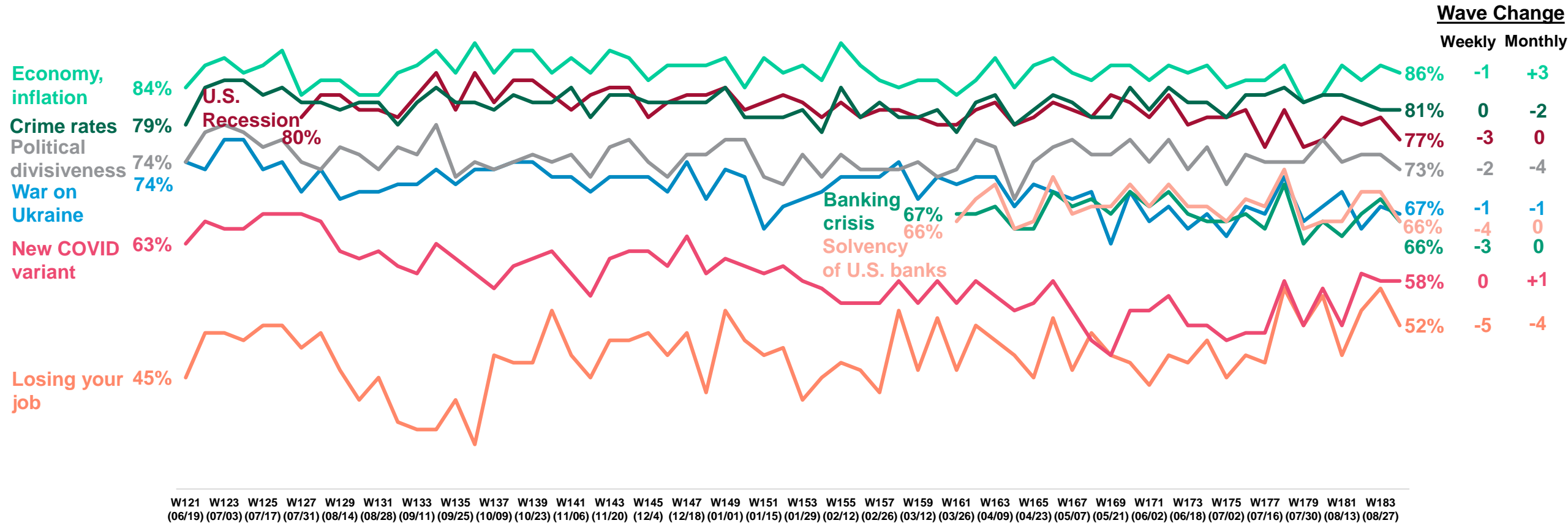
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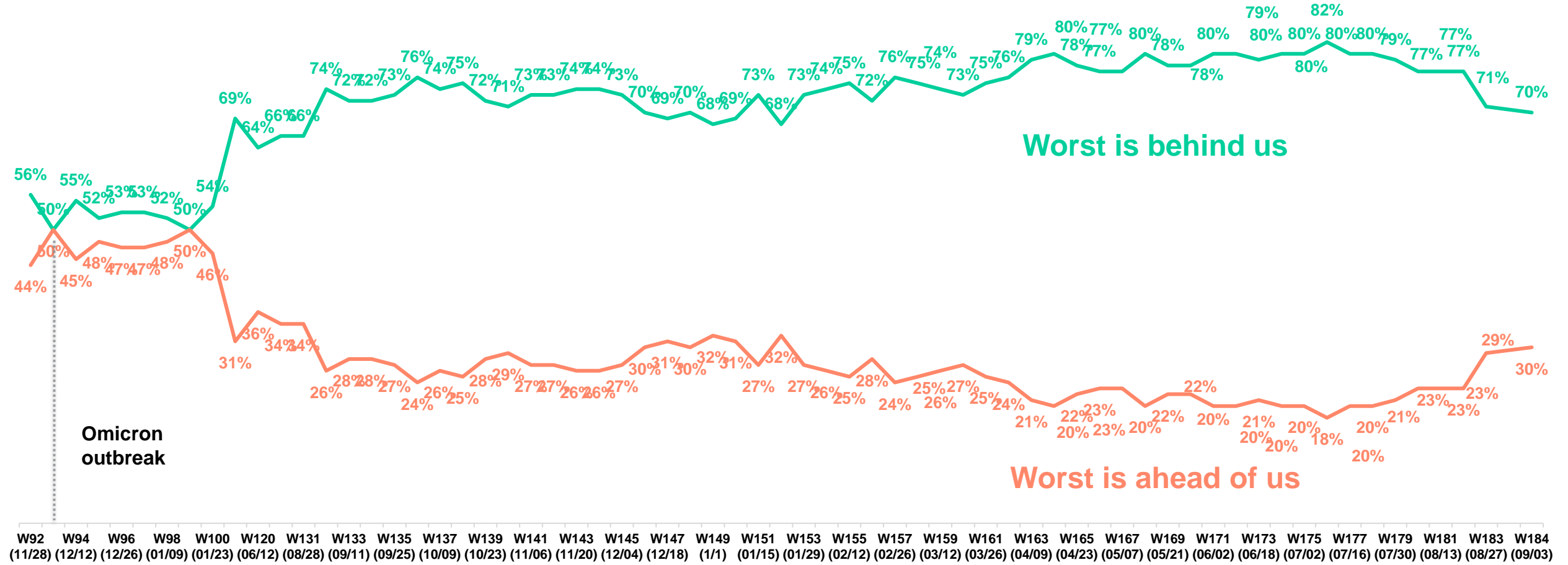
# Americans Can't Shake The "Stacked Crises" From 2020

Trended Fear Curves During COVID-19





# Pessimism Is Growing That Worst Of COVID Might Be Yet To Come

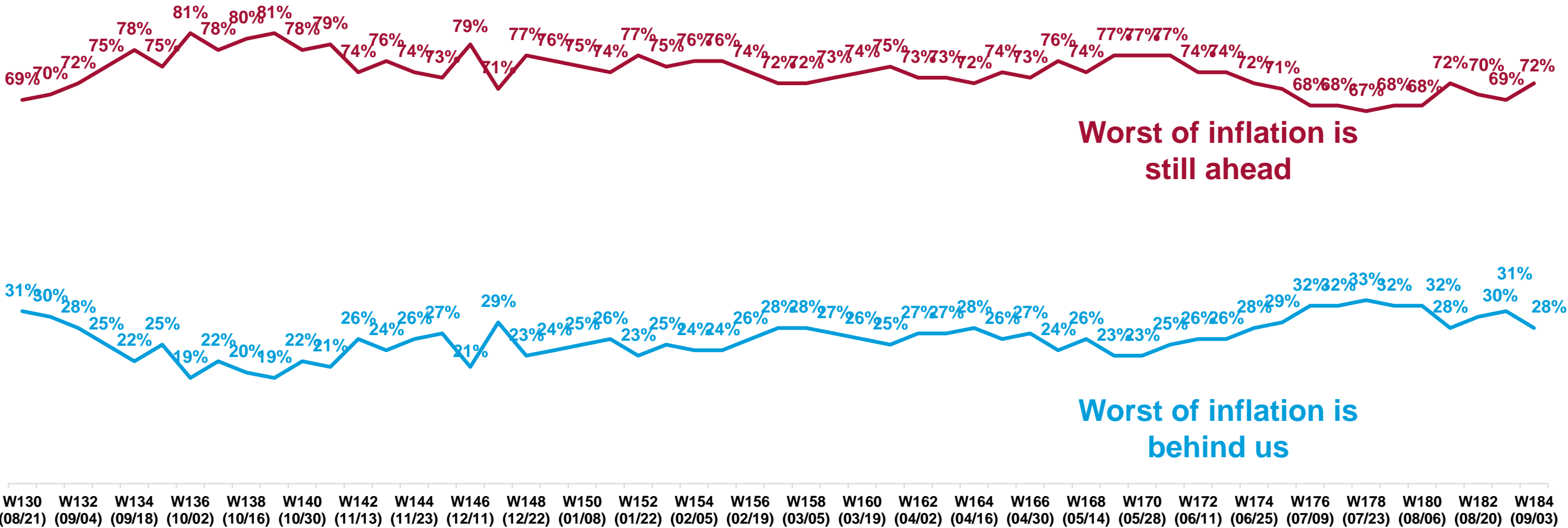




# Most Still Believe The Worst Of Inflation Is Still On The Horizon

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

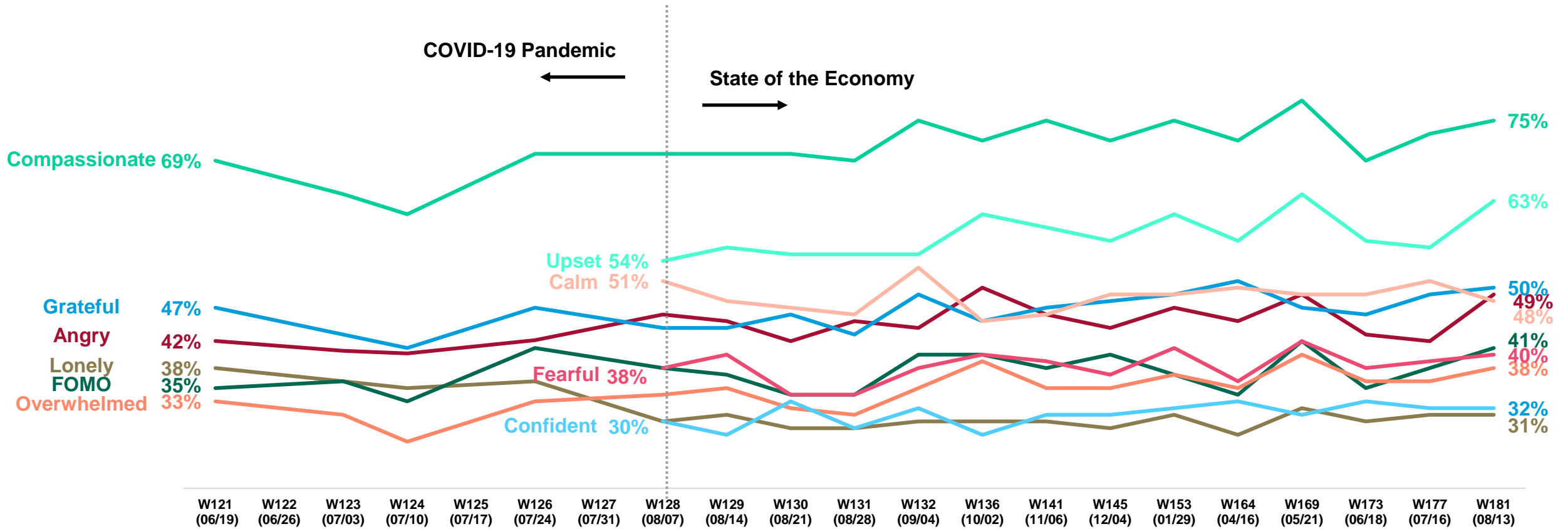
**(80%) think the amount of fear around a recession is sensible**





# A Nation With Mixed Emotions On The Economy; Increased Upset & Anger

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



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)?

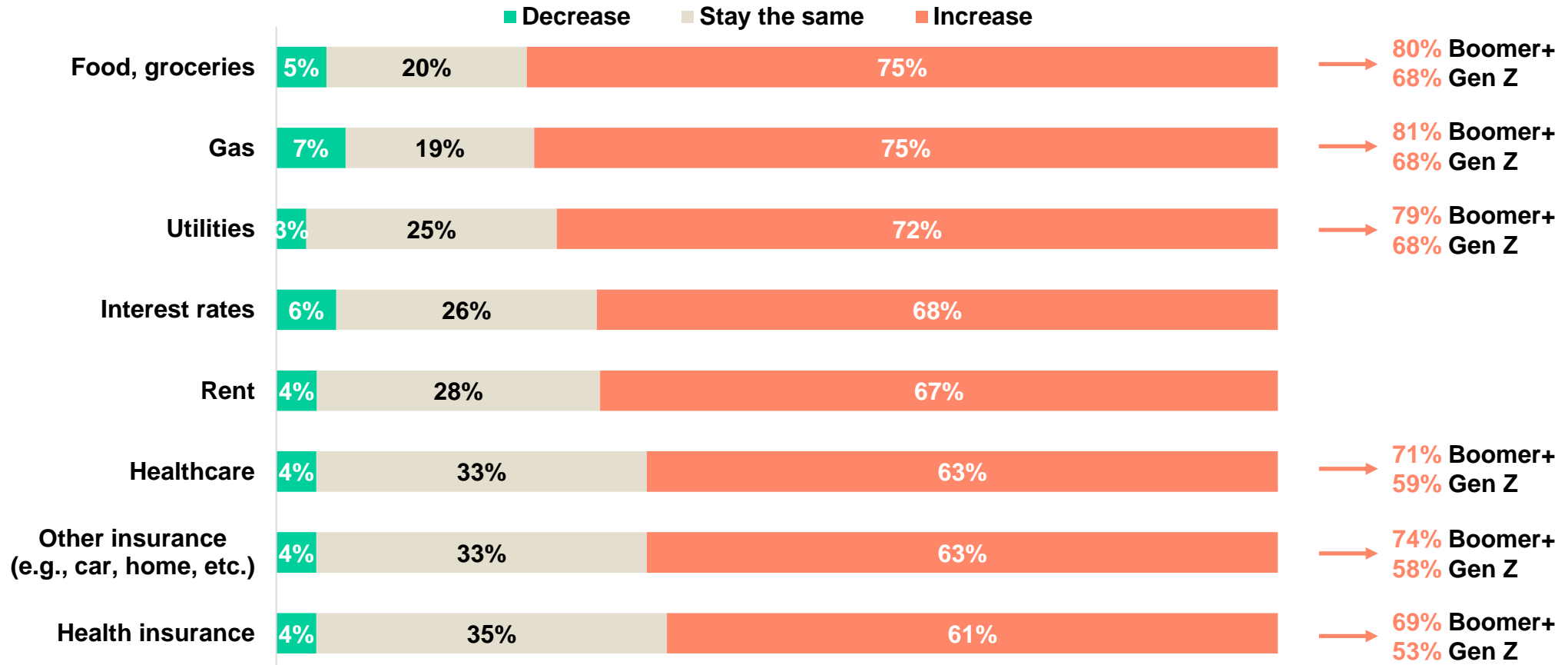
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# Less Than 1 In 10 Believe Prices Of Essentials Will Decrease Soon

## 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?



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

BASE: GENERAL PUBLIC W181 (n=2018)

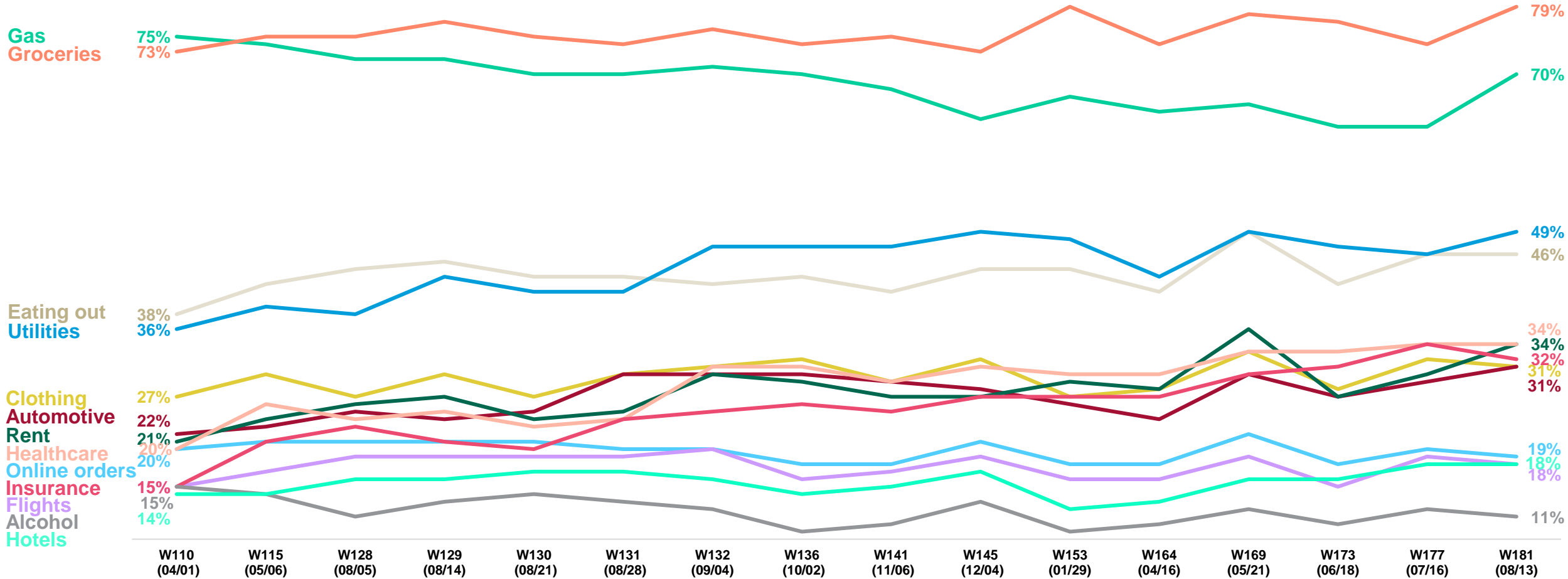
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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# 7 In 10+ Feel Monthly Impact Of Inflation On Grocery, Gas Bills; 1 In 2 On Utilities

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 181 (08/11-18/13/23)

BASE: GENERAL PUBLIC W181 (n=2018)

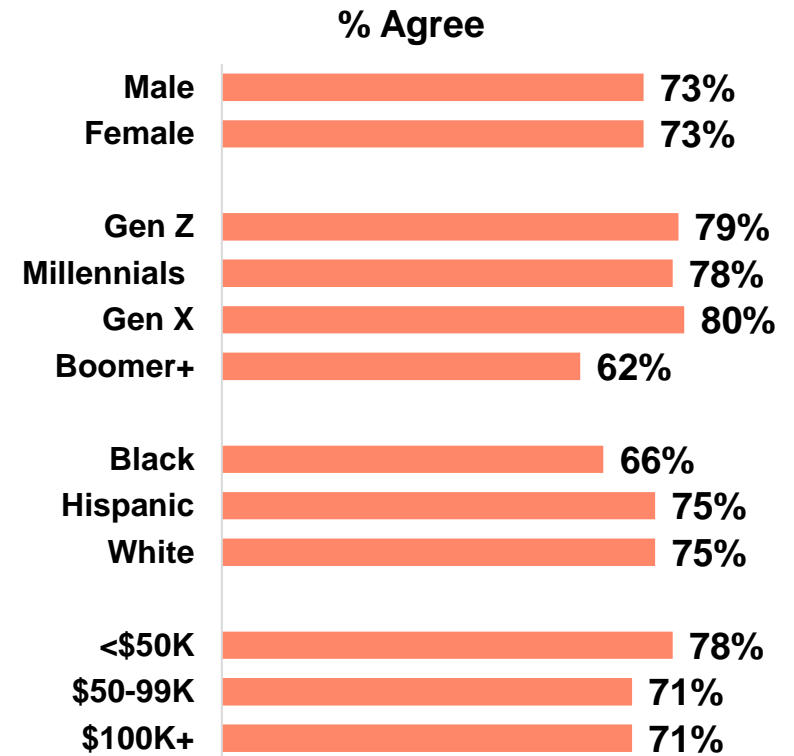
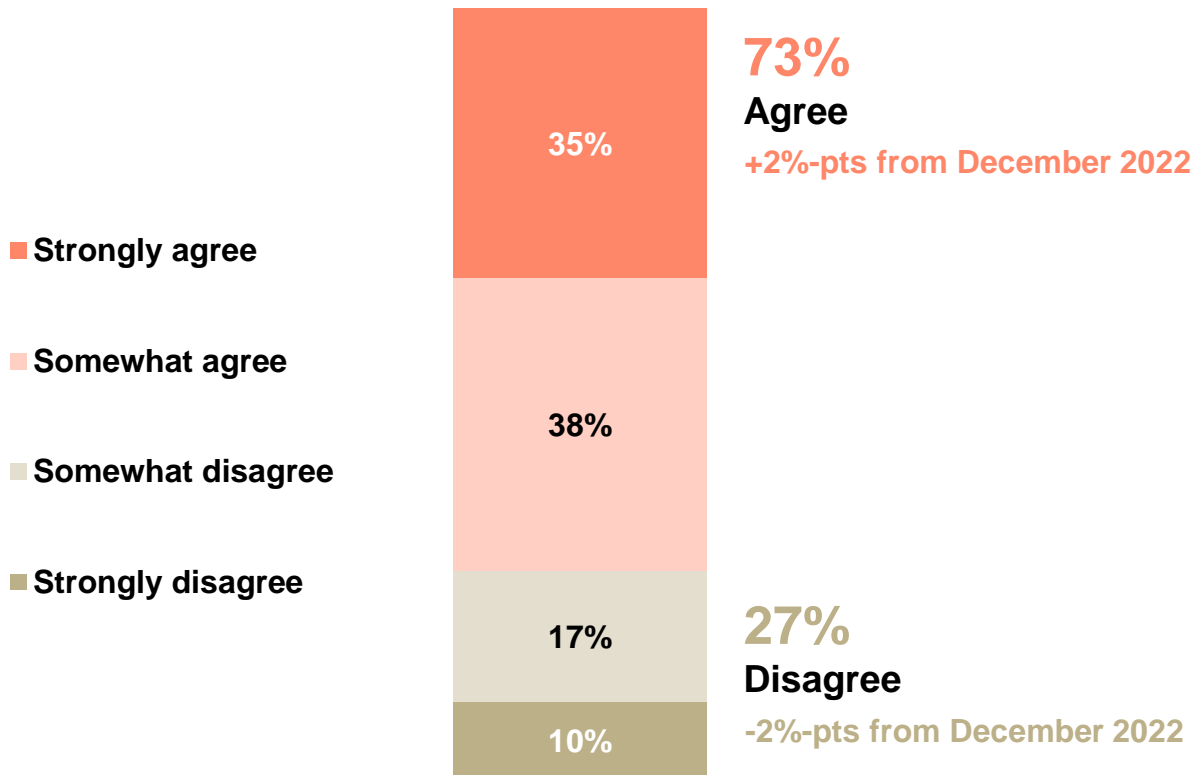
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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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?



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?

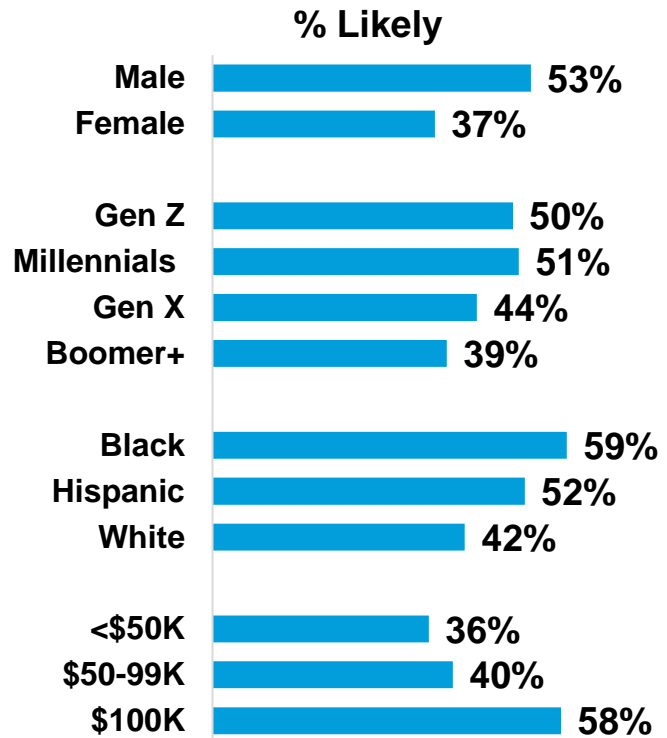
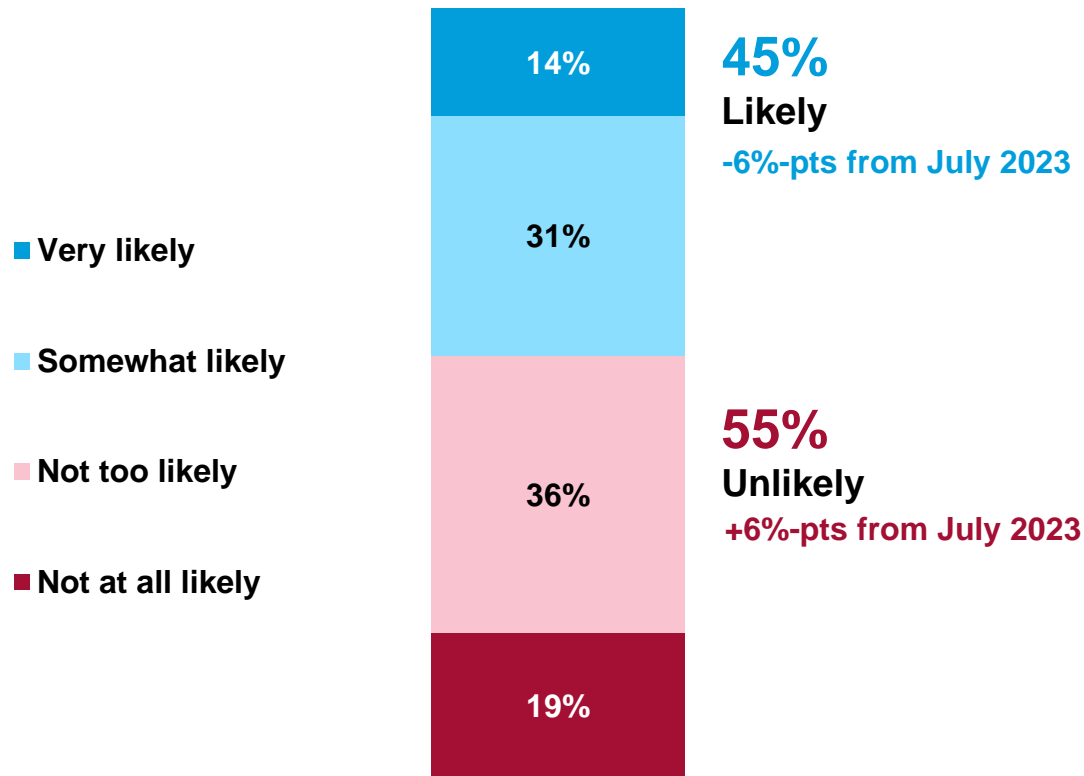
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# Optimism About Inflation Tapering Off Drops To Less Than Half Yet – Men, Younger, BIPOC, & High HHI Are More Optimistic

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



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

BASE: GENERAL PUBLIC W181 (n=2018)

INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?

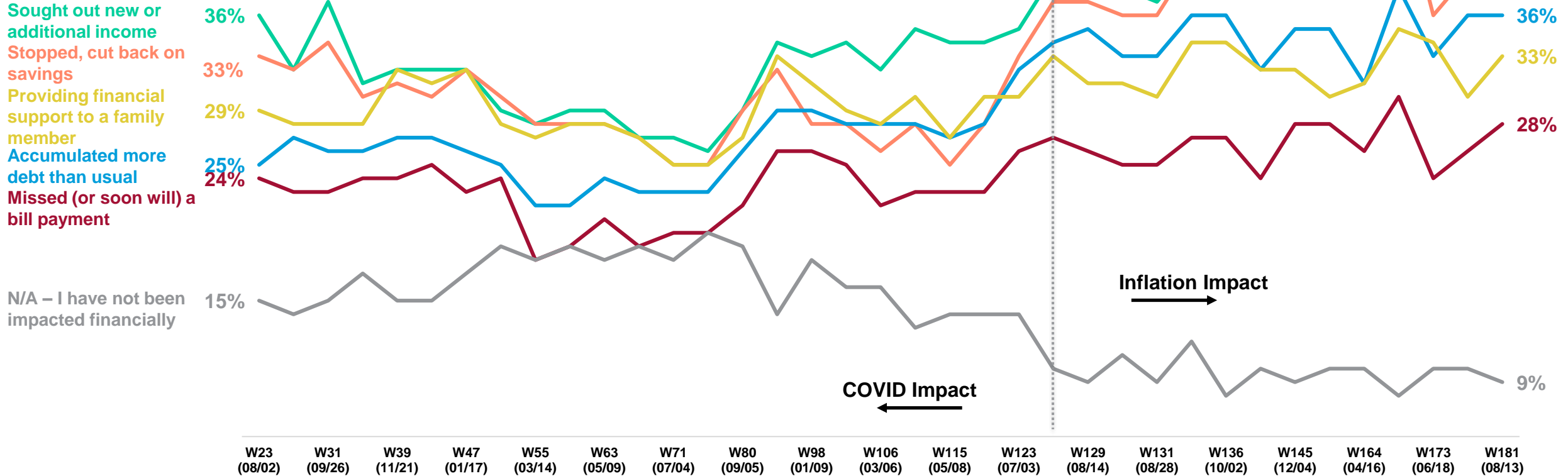
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# Over 2 In 5 Have Needed To Seek Out New Income & Cut Back On Savings

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

% Yes



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?

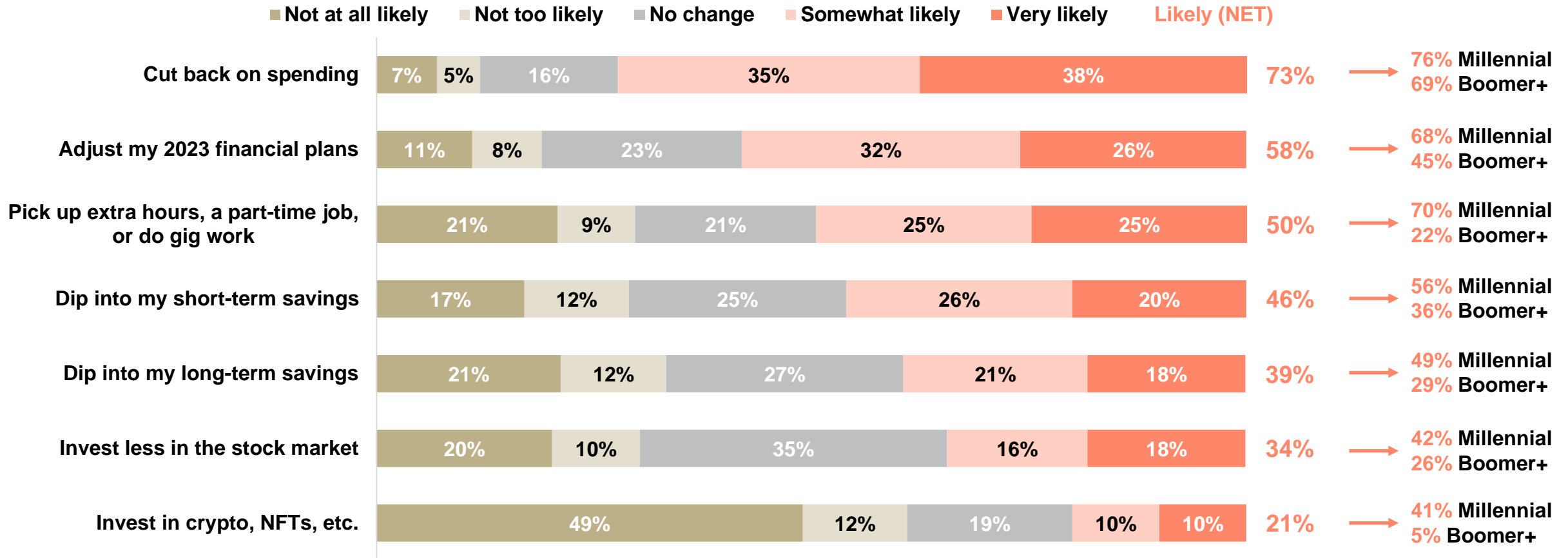
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# Americans Are Likely To Adjust Spending, Financial Plans, & Dip Into Savings

## Millennials Are Especially Likely To Act

How likely are you to do the following right now?



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?

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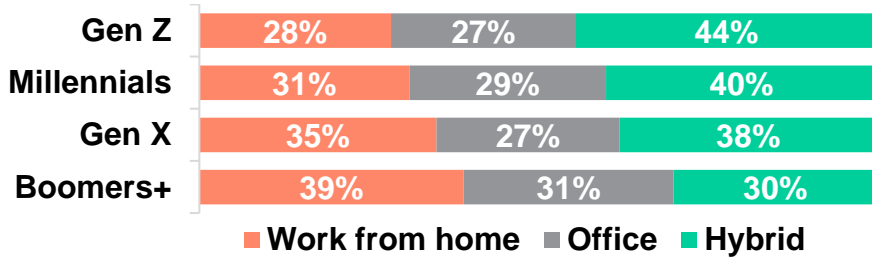
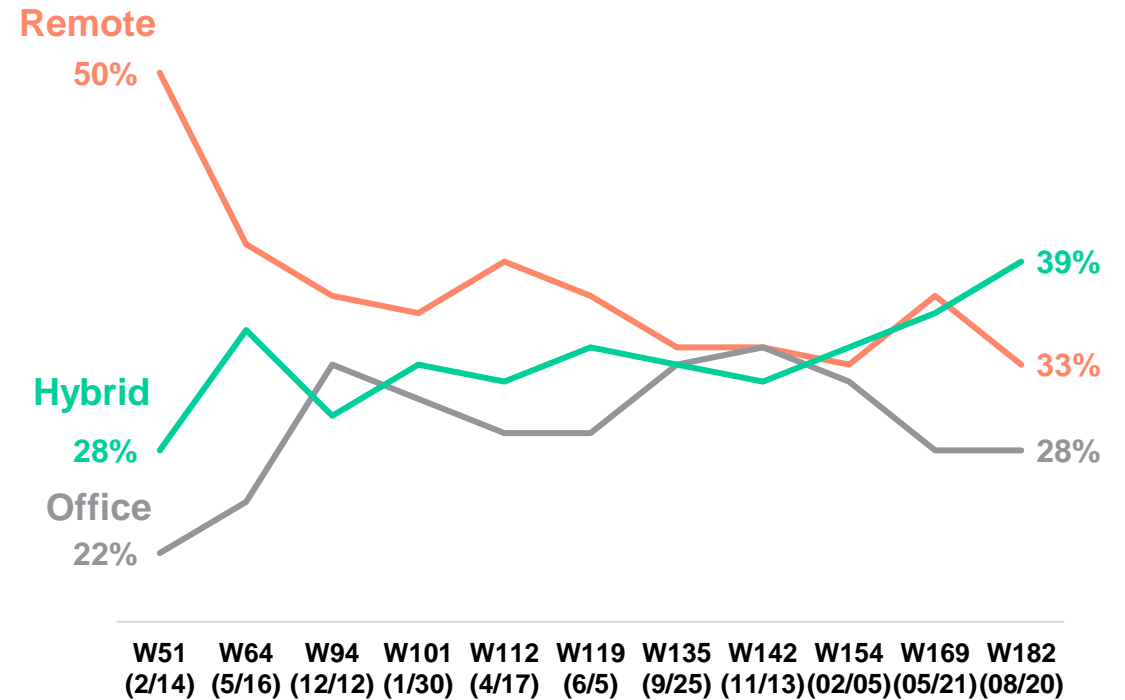
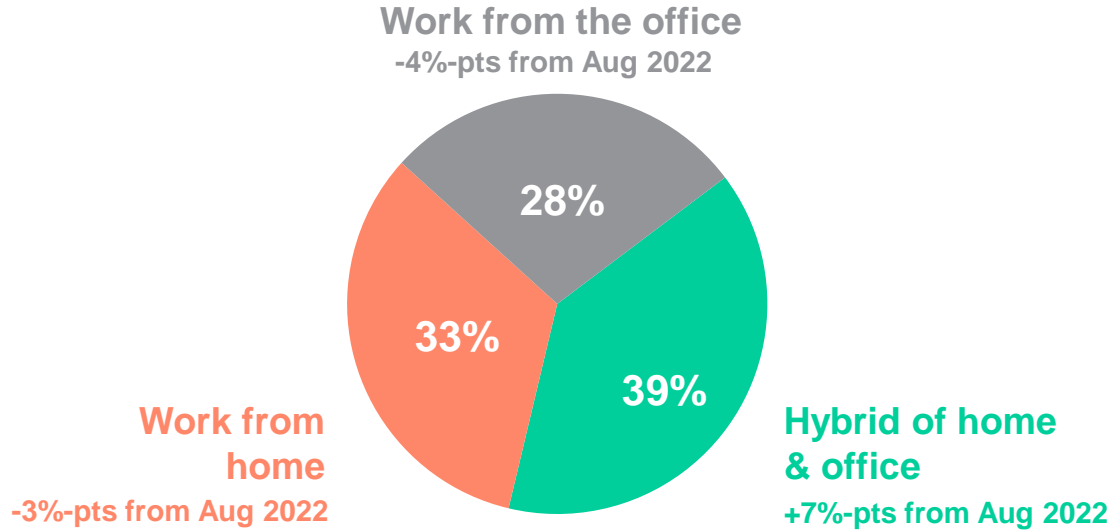
MONTHLY TREND PULSE

# 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



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

BASE: EMPLOYED W182 (n=1174)

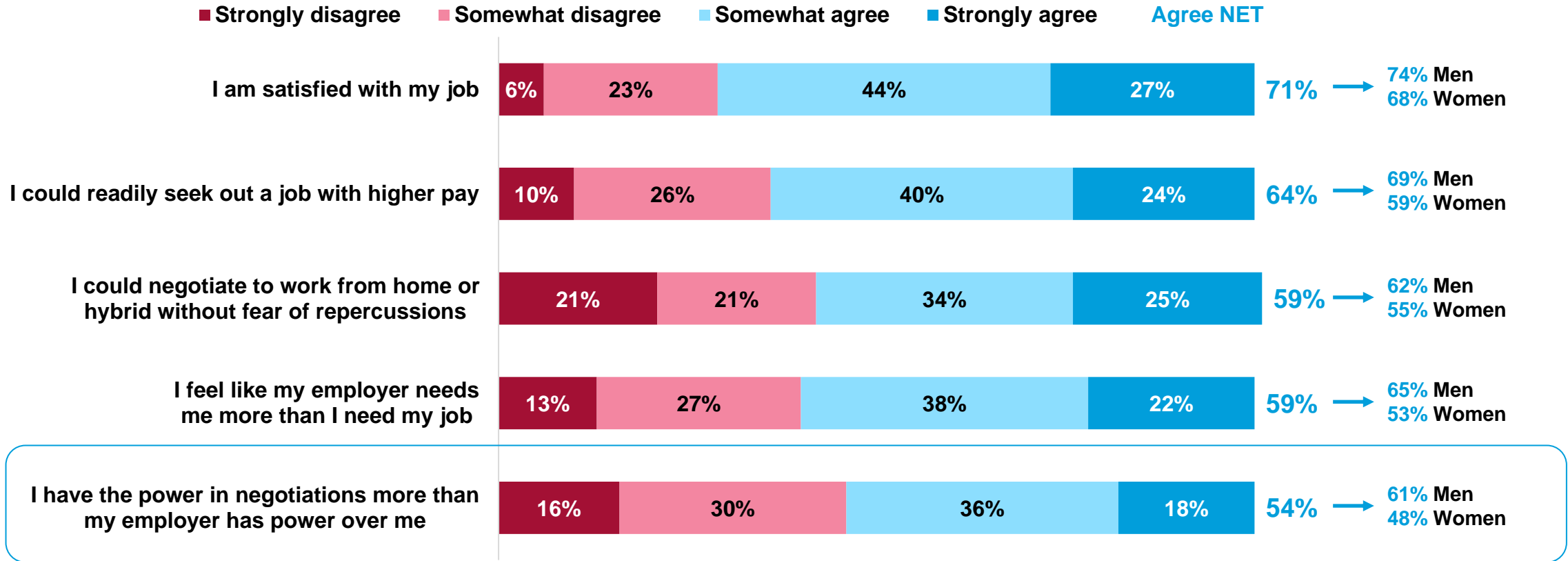
WFH1. If it were up to you, would you...

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# 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



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?

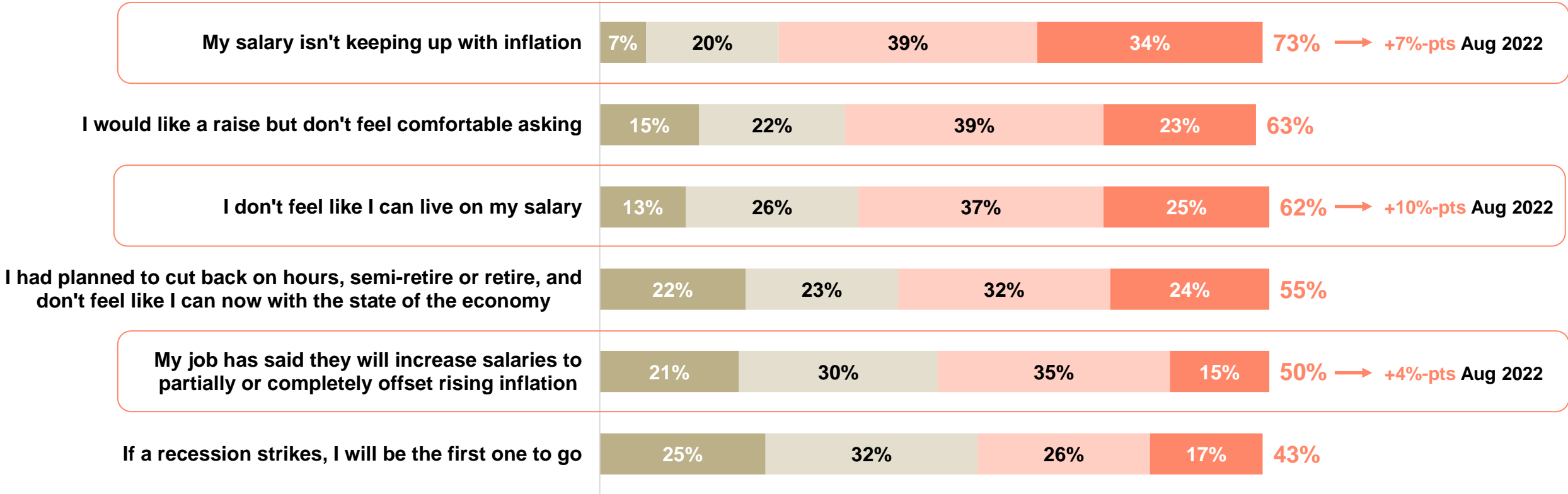
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# American Workers Feel Financially Squeezed: Wages Aren't Keeping Up

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 America This Week Tracker Wave 182 (08/18-08/20/2023)

BASE: EMPLOYED W182 (n=1174)

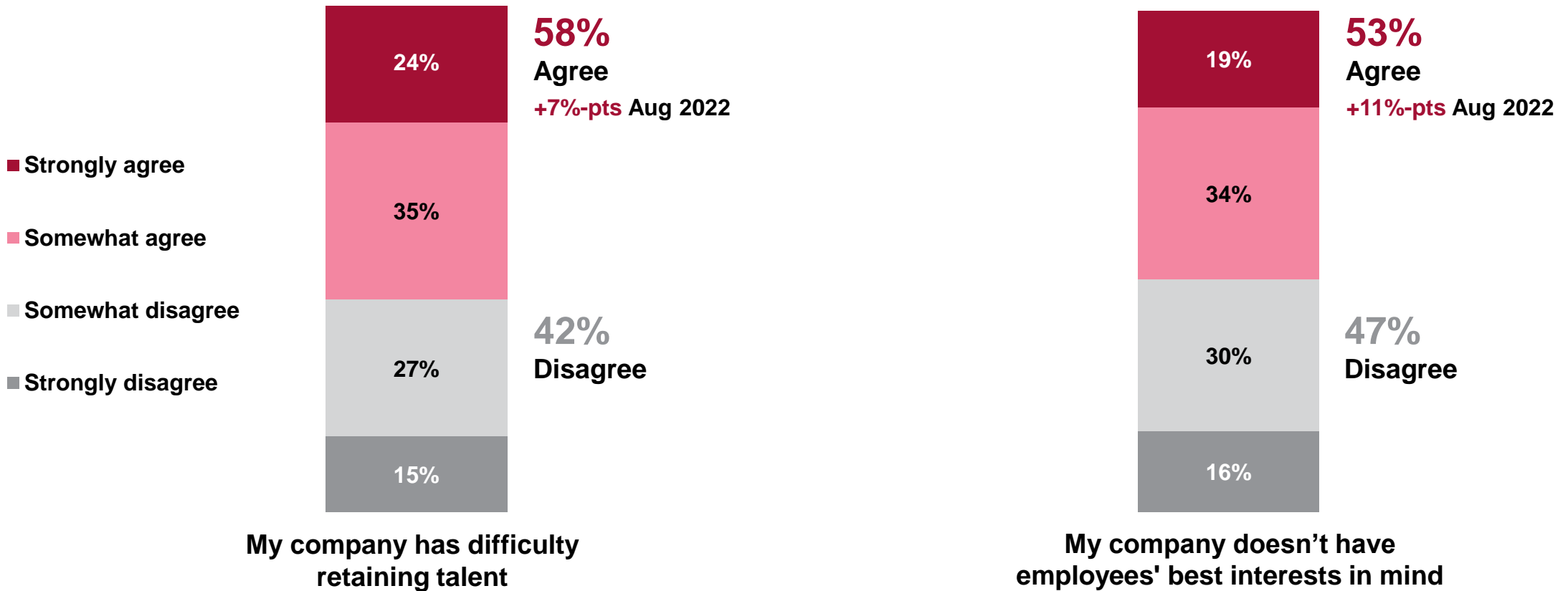
UTQ05. How much do you agree or disagree with the following?

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# 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*



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?

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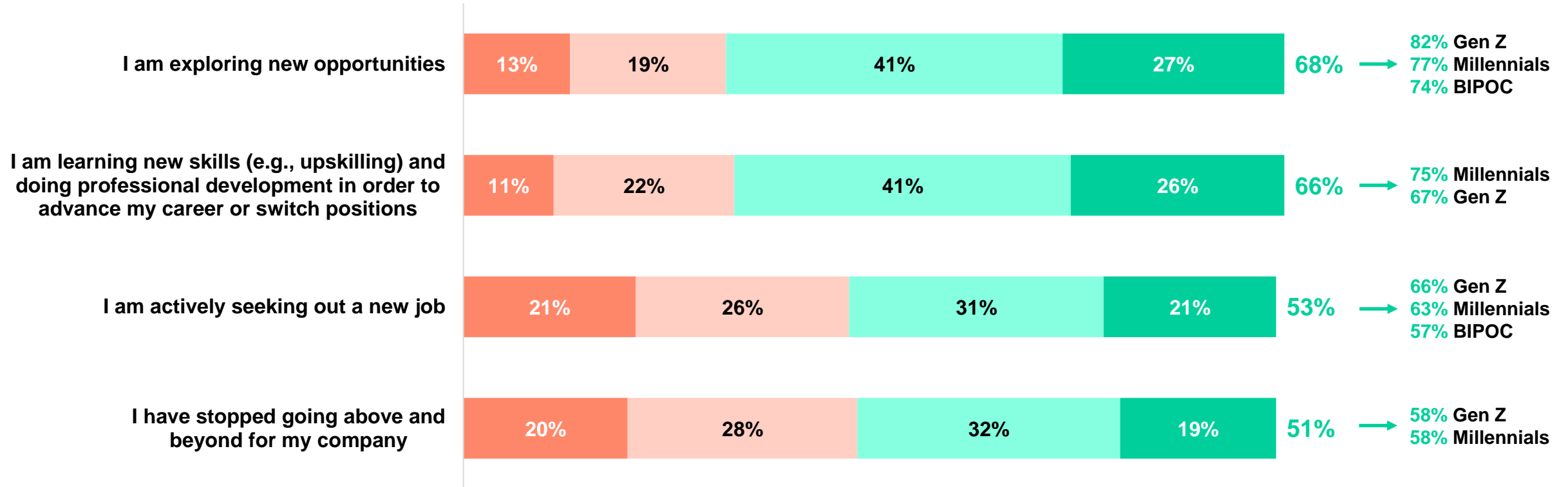




# Workplace Free Agents: Younger Workers Are Investing In Themselves, Future Opportunities

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

Strongly disagree   Somewhat disagree   Somewhat agree   Strongly agree   Agree NET



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?

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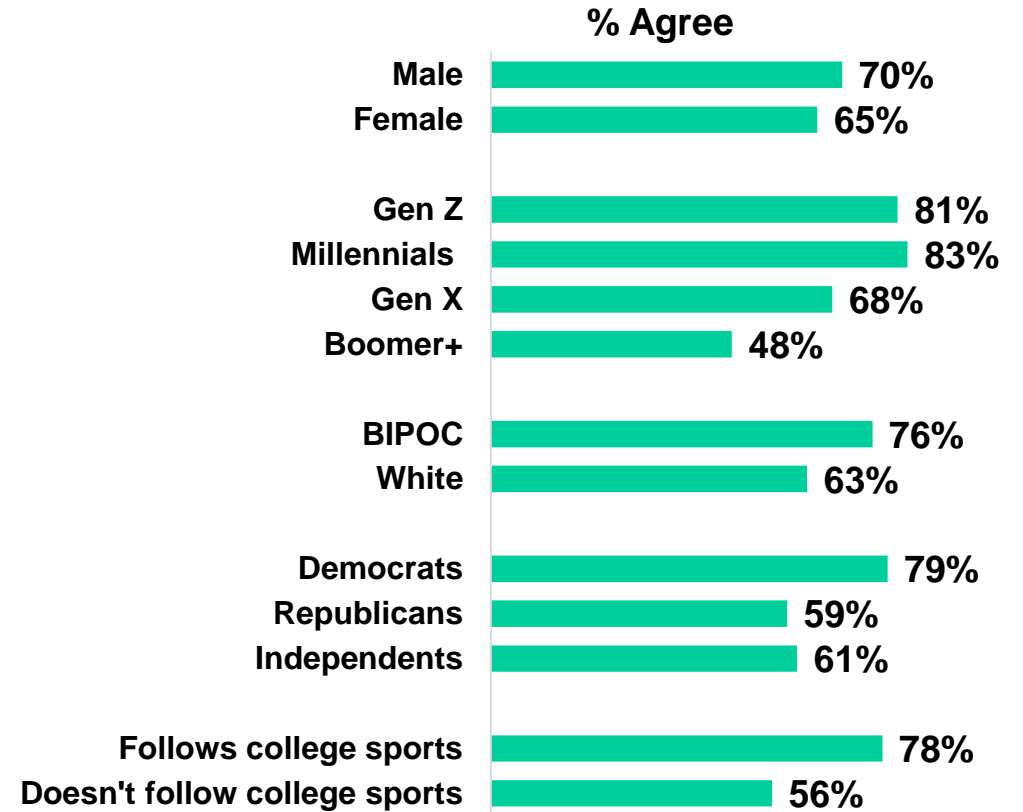
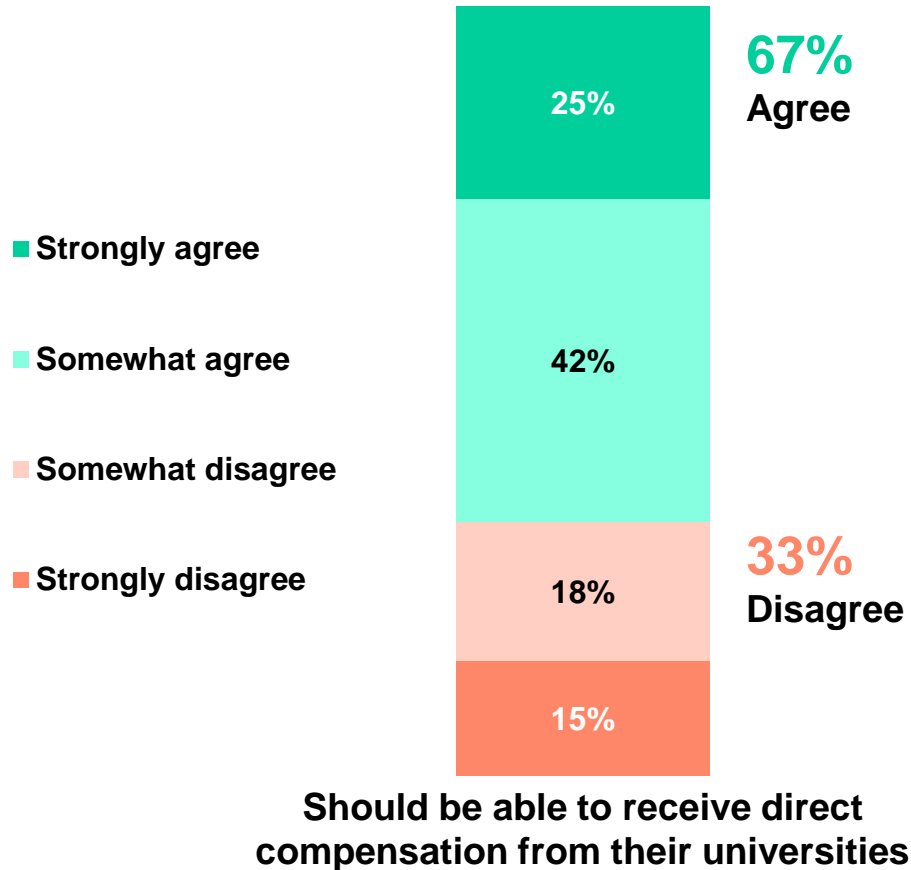
HARRIS POLL IN THE MEDIA

# 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...*



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...

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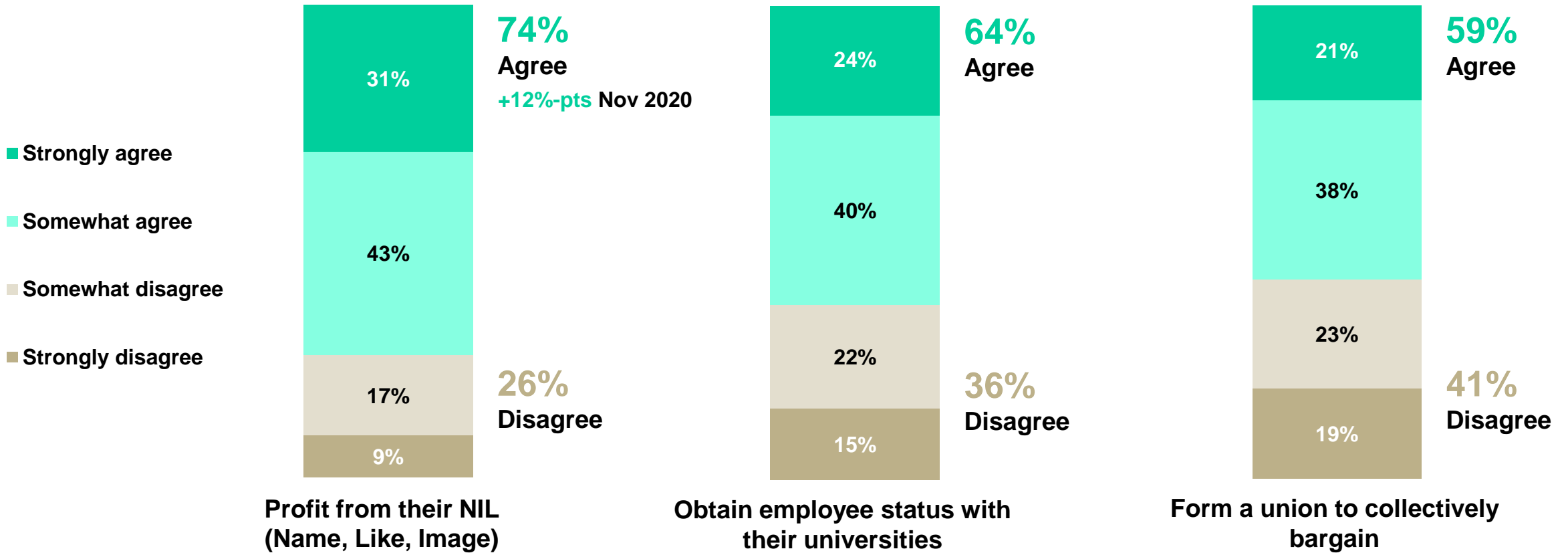
**67% OF AMERICANS FAVOR PAYING COLLEGE ATHLETES:**  
**SPORTICO/HARRIS POLL**

[Read more here](#) 19



# 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...*



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

BASE: GENERAL PUBLIC W181 (n=2018)

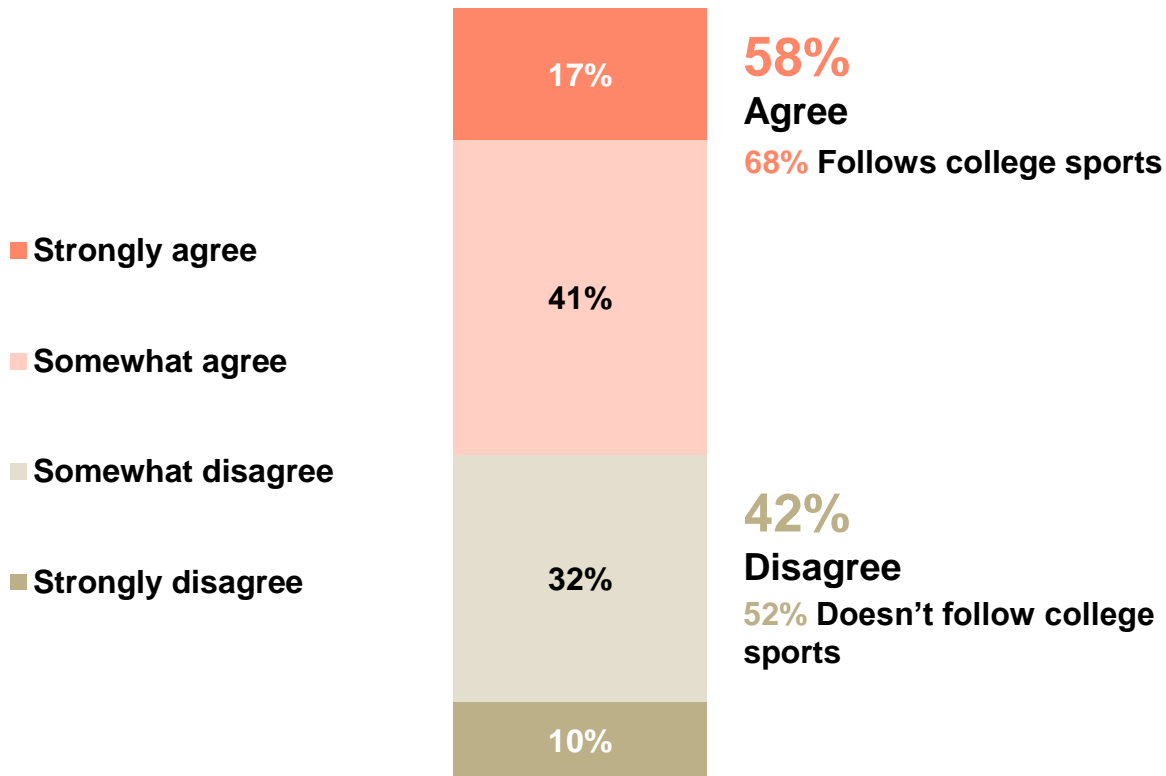
SPO03. How much do you agree or disagree with the following statements? NCAA college athletes...

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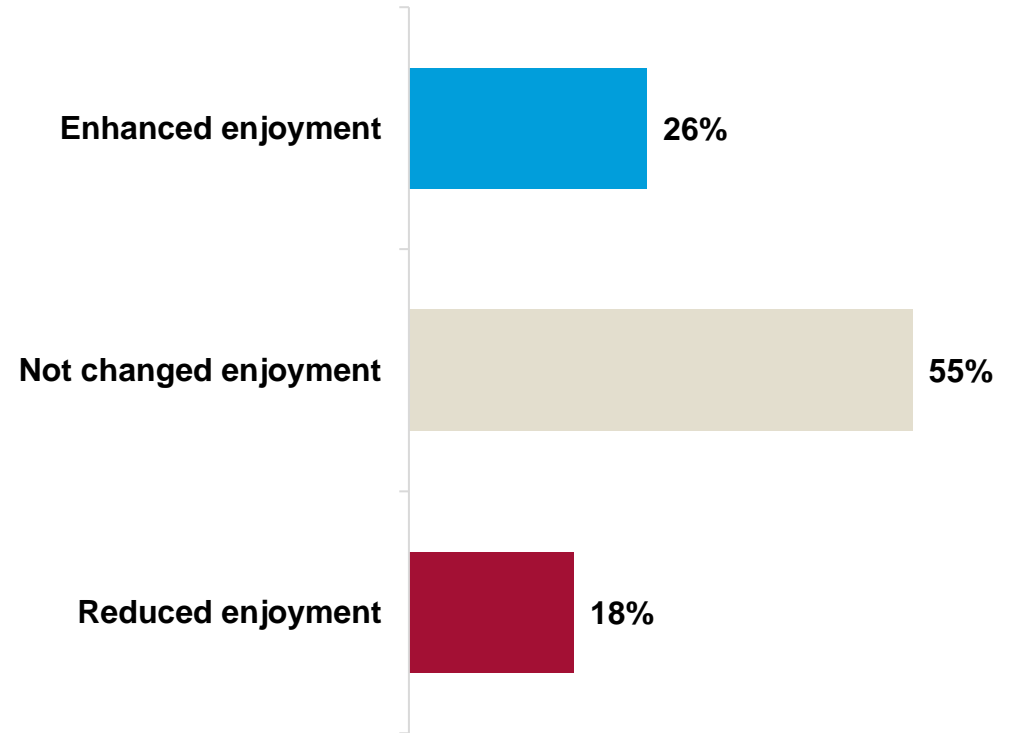


# Most Agree Conference Realignment Is A Problem, But Fans Aren't Fazed By It

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



Has the ongoing conference realignment in college sports changed your level of enjoyment of college sports?  
*Among those familiar with the realignment*



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

BASE: GENERAL PUBLIC W181 (n=2018)

SPO06. Have any of the following changed your level of enjoyment of college sports?

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**NCAA CONFERENCE CHAOS LEAVES MOST FANS UNFAZED: SPORTICO/HARRIS POLL** [Read more here](#)



# Thank you!

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