



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

July 2023

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The Harris Poll

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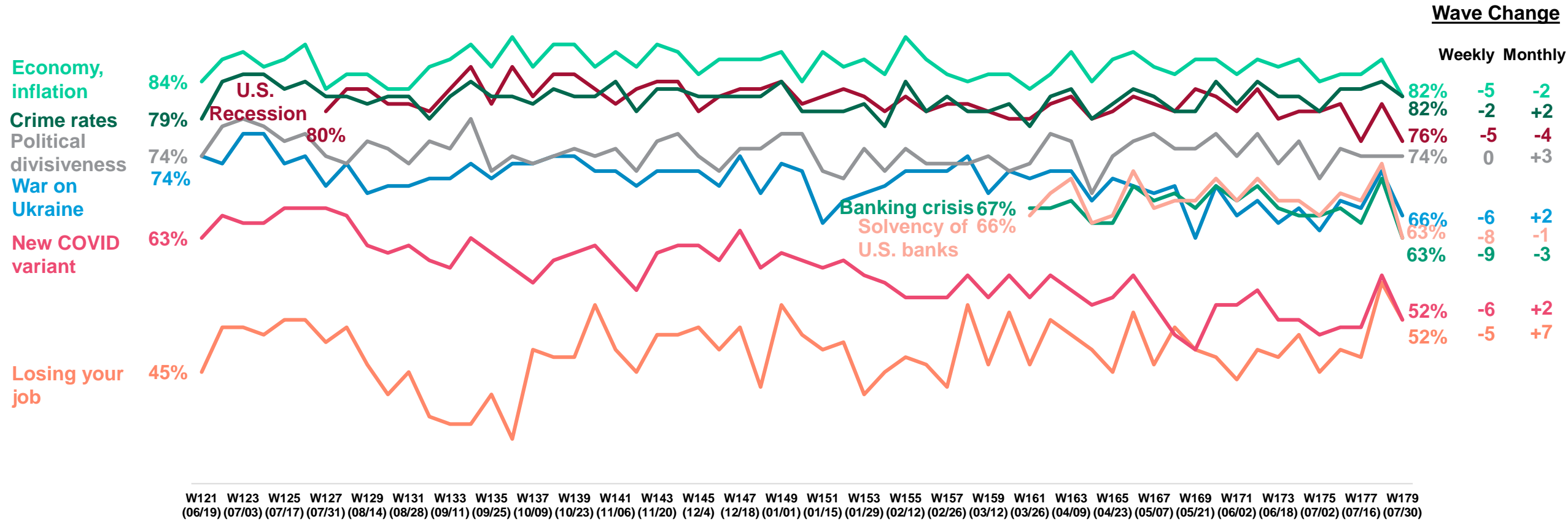
lrodney@harrispoll.com





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

Trended Fear Curves During COVID-19



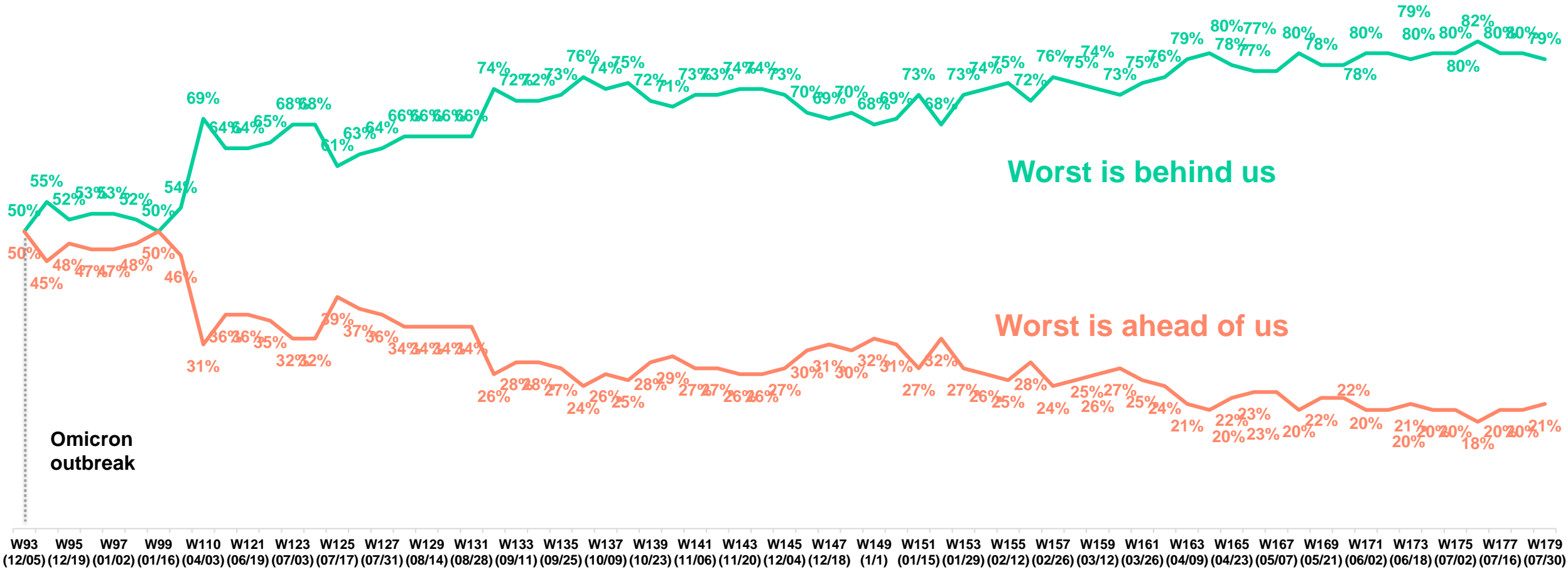
W121 (06/19) W123 (07/03) W125 (07/17) W127 (07/31) W129 (08/14) W131 (08/28) W133 (09/11) W135 (09/25) W137 (10/09) W139 (10/23) W141 (11/06) W143 (11/20) W145 (12/4) W147 (12/18) W149 (01/01) W151 (01/15) W153 (01/29) W155 (02/12) W157 (02/26) W159 (03/12) W161 (03/26) W163 (04/09) W165 (04/23) W167 (05/07) W169 (05/21) W171 (06/02) W173 (06/18) W175 (07/02) W177 (07/16) W179 (07/30)

2022

2023



Optimism Holding Strong That The Worst Of COVID Is Behind Us

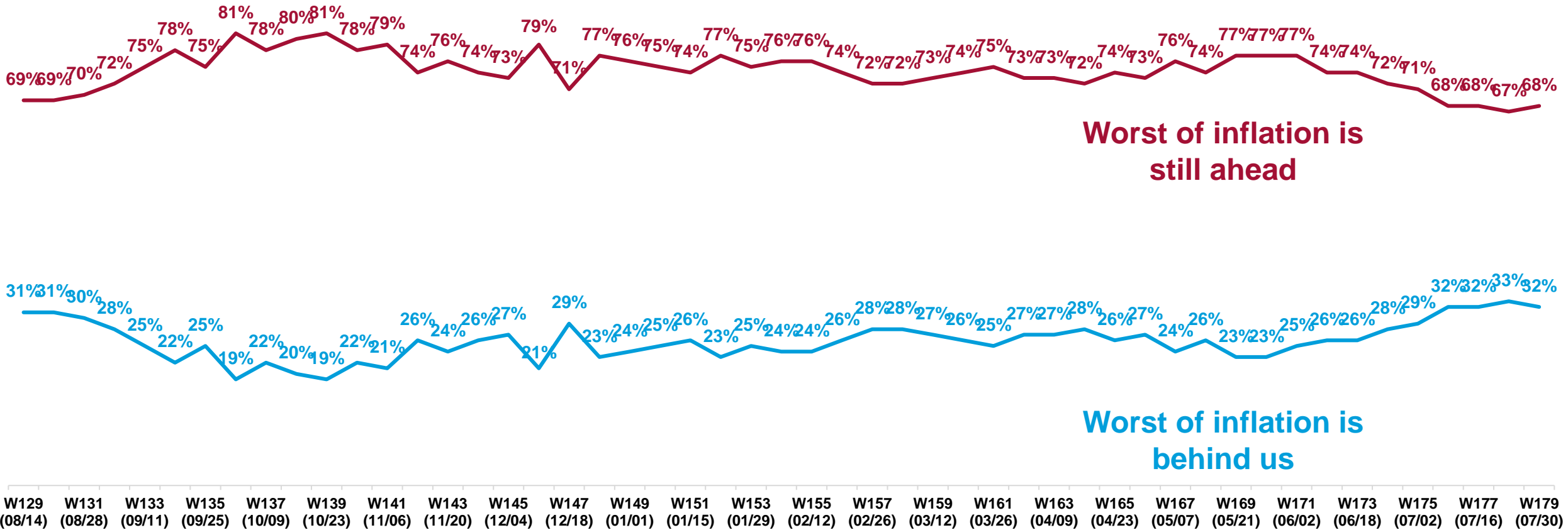




Yet Only A Third Believe The Worst Of Inflation Is Behind

(79%) 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

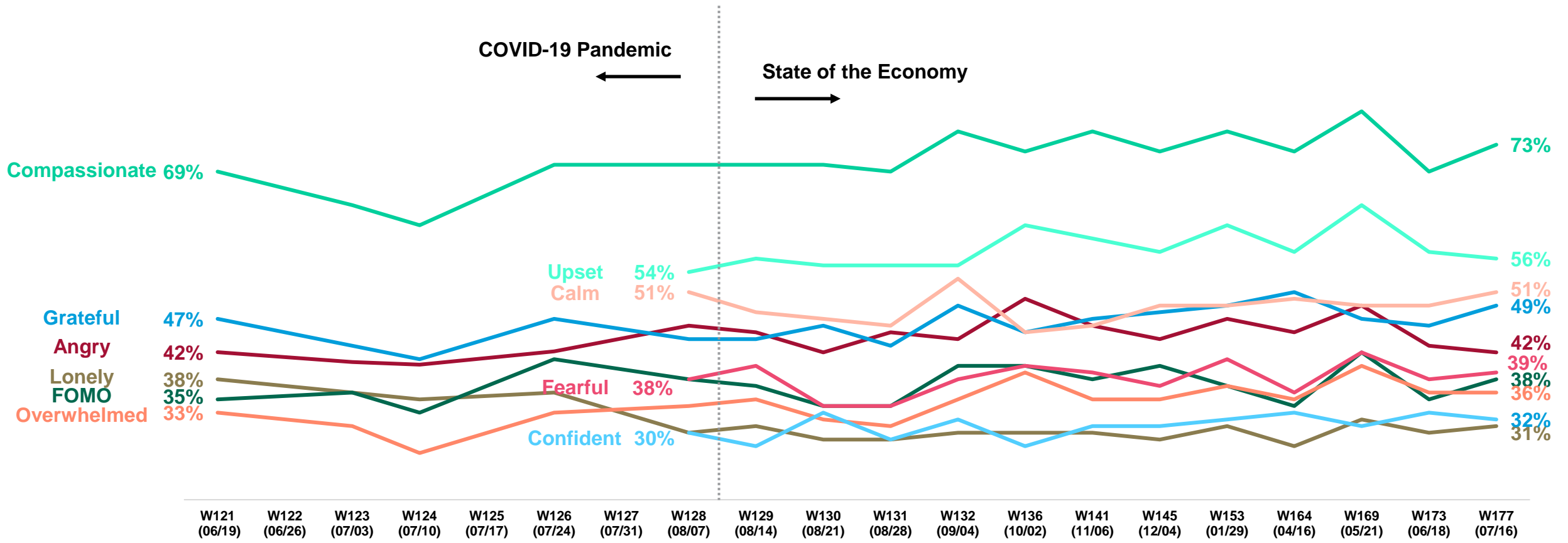


A Nation With Mixed Emotions On The Economy; Over Half Remain Upset

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

← COVID-19 Pandemic

→ State of the Economy

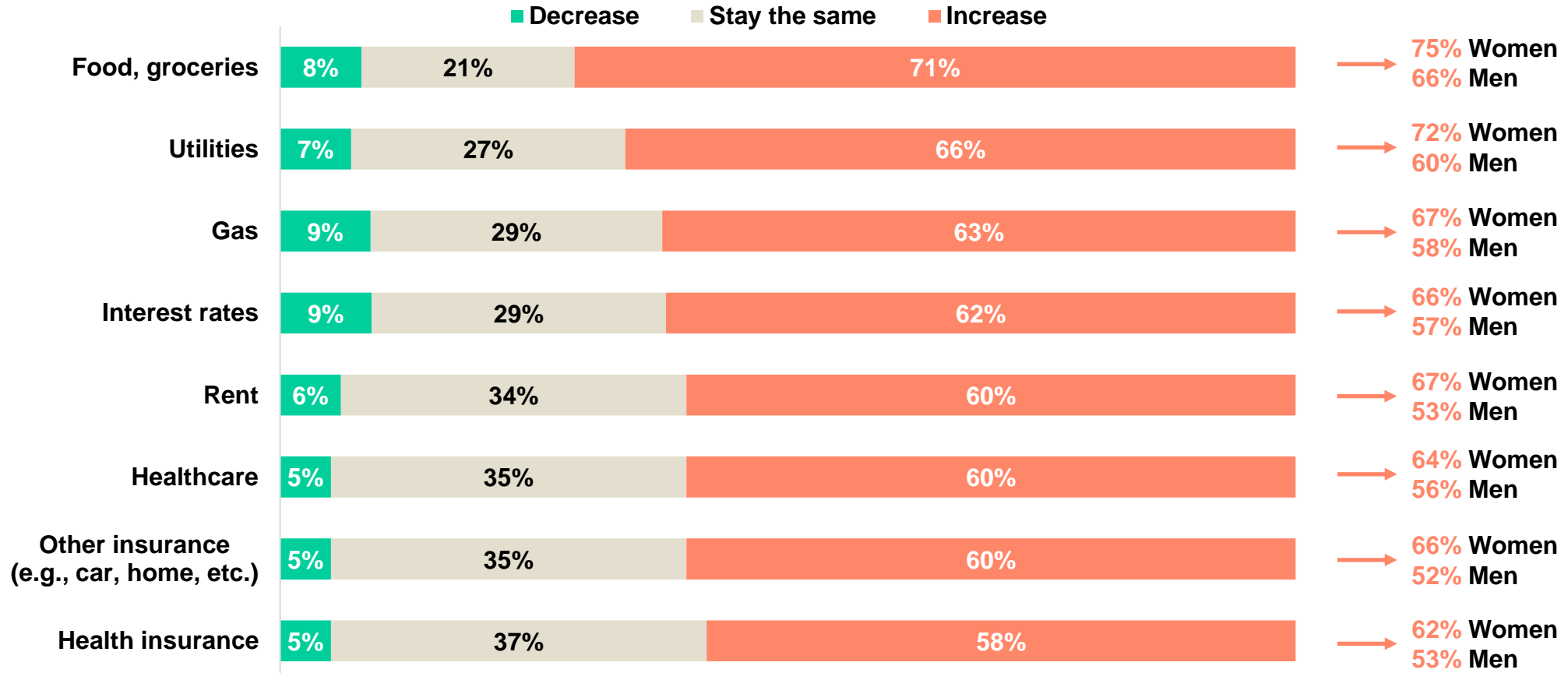


Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)
 BASE: GENERAL PUBLIC W177 (n=2039)
 UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?
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6 In 10+ Expect Prices To Increase For Necessities – Groceries, Gas, Rent, Etc. Yet Women Are More Likely To Predict 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 America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (n=2039)

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?

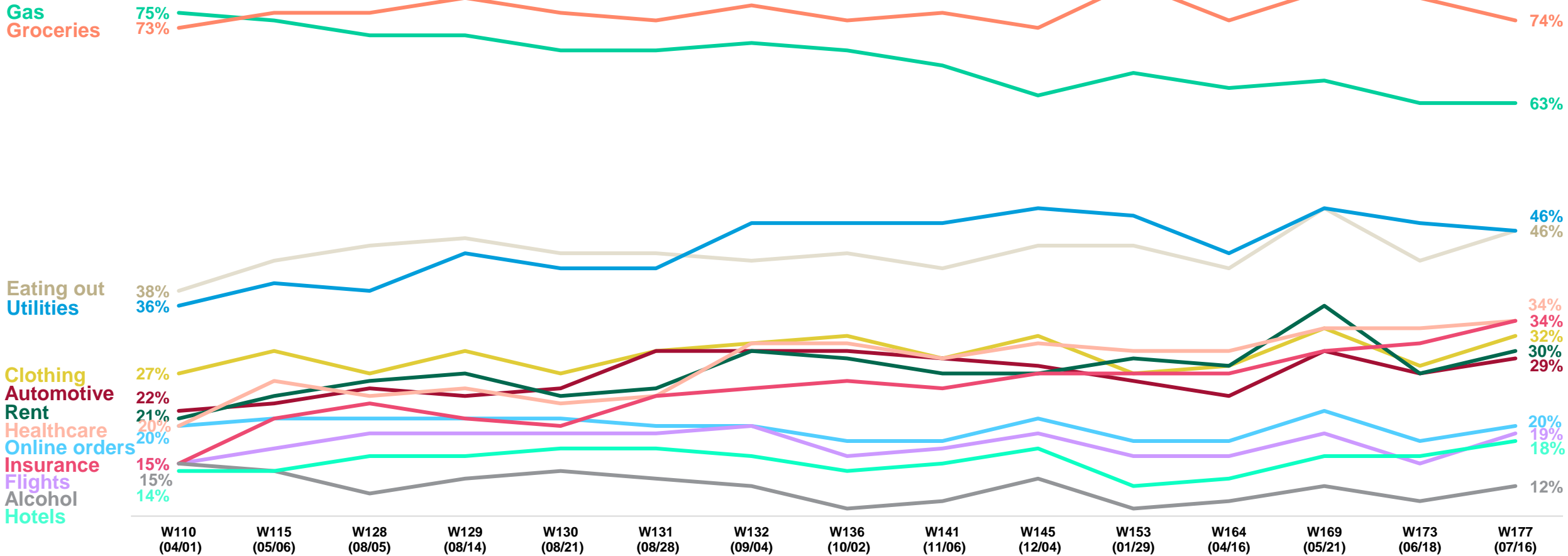
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The Impact Of Inflation On Daily Budgets Still Remains A Full Year Later

Especially Key Essentials: Gas, Groceries, and 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 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (n=2039)

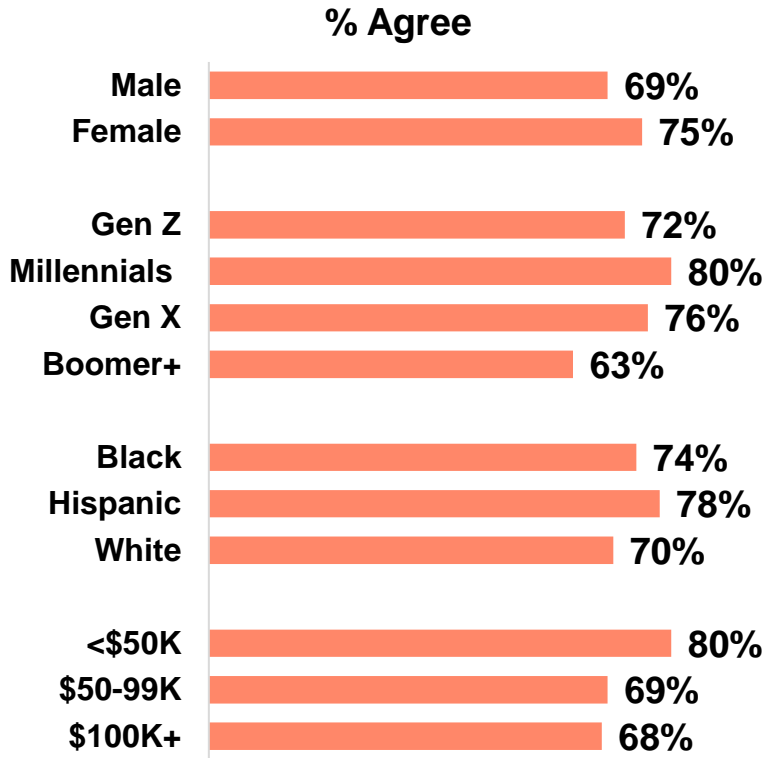
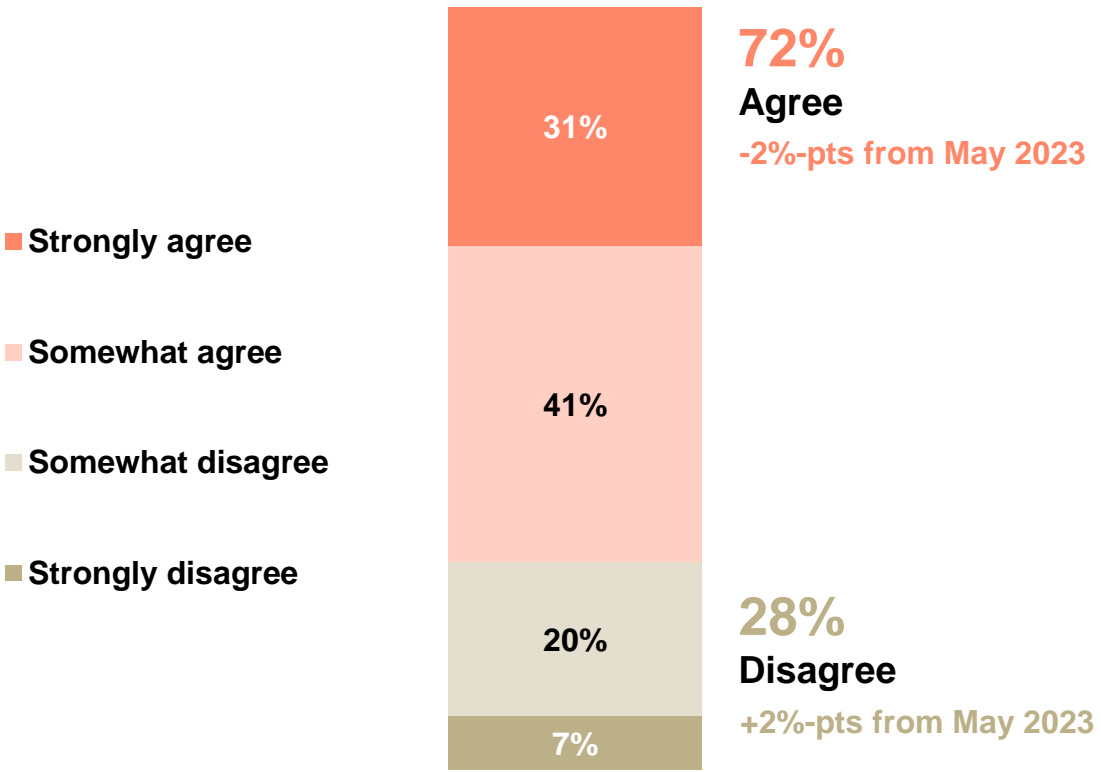
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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The Monthly Impact Of Inflation Is Still Noticeable For Over 7 In 10 Americans

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

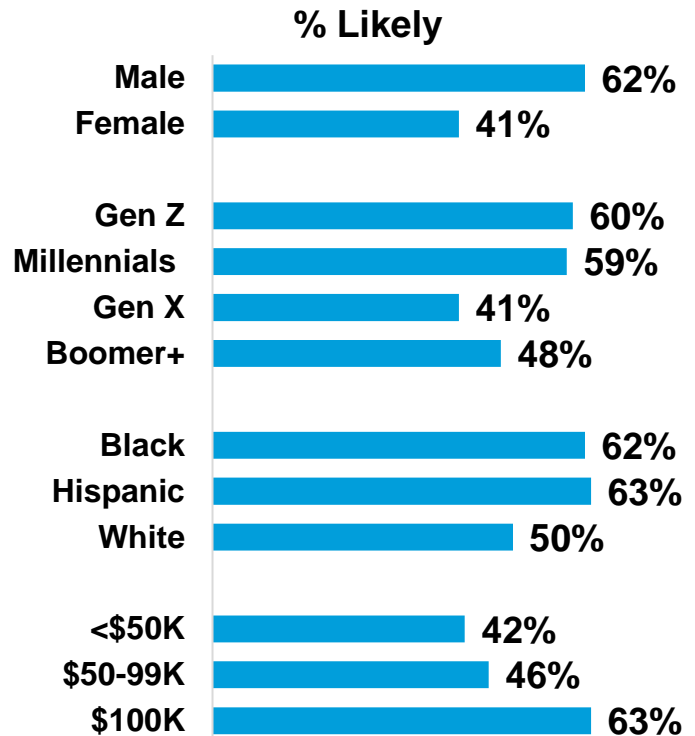
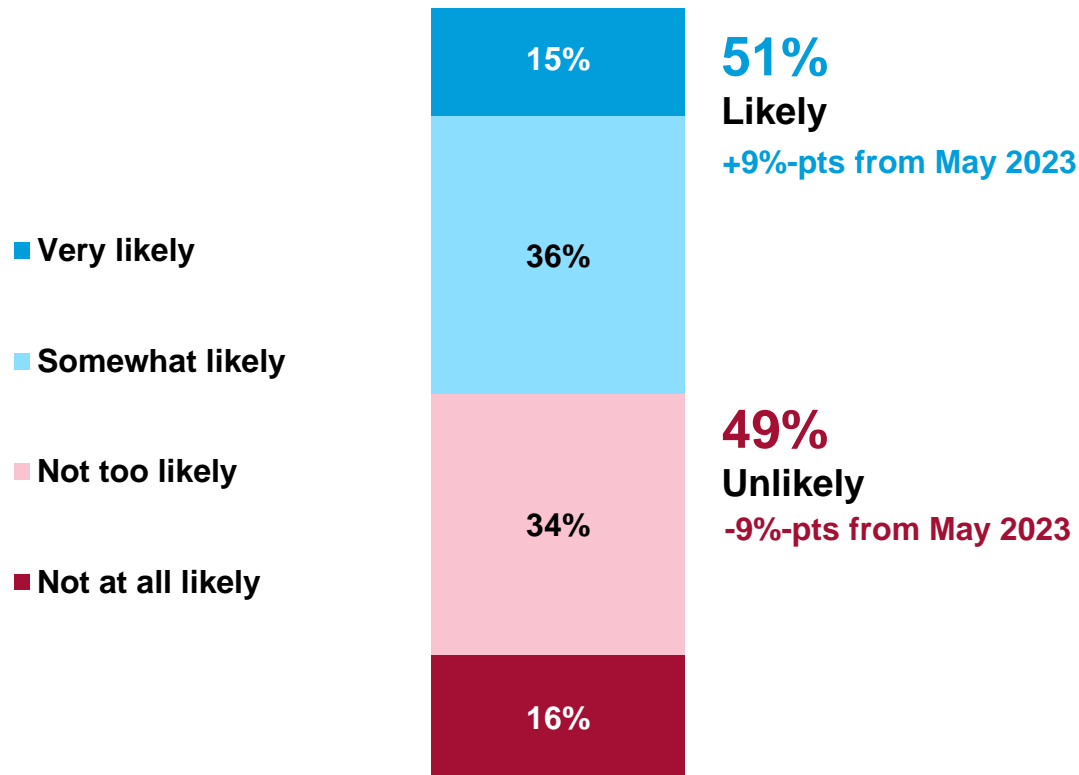


Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)
 BASE: GENERAL PUBLIC W177 (n=2039)
 TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?
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However Now Half Of Americans Believe Inflation Will Taper Off By 2024

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 177 (07/14-07/16/2023)
 BASE: GENERAL PUBLIC W177 (n=2039)
 INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?
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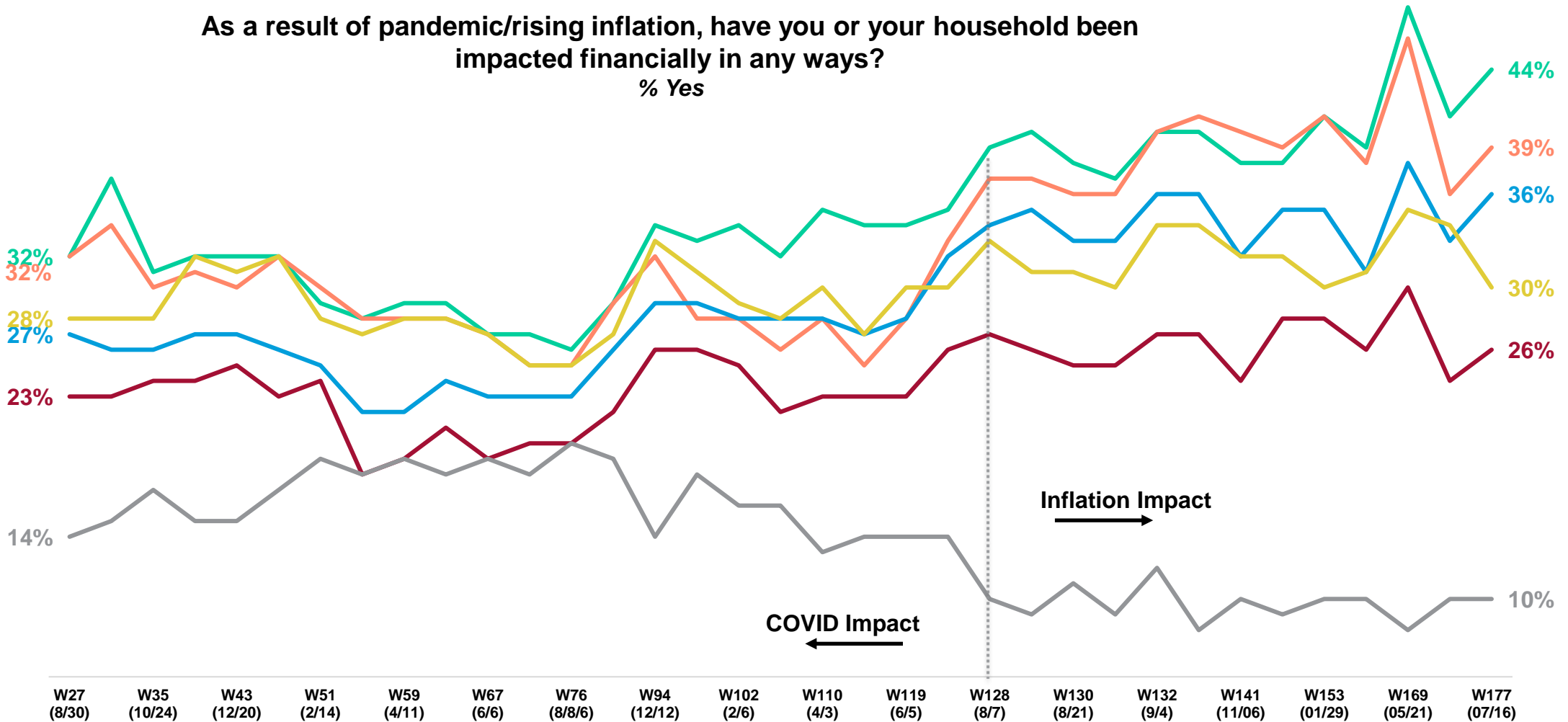
Inflation Still Leads To Debt Accumulation, Reduced Savings, & The Need For Additional Income

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

% Yes

- Sought out new or additional income
- Stopped, cut back on savings
- Providing financial support to a family member
- Accumulated more debt than usual
- Missed (or soon will) a bill payment

N/A – I have not been impacted financially



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (n=2039)

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

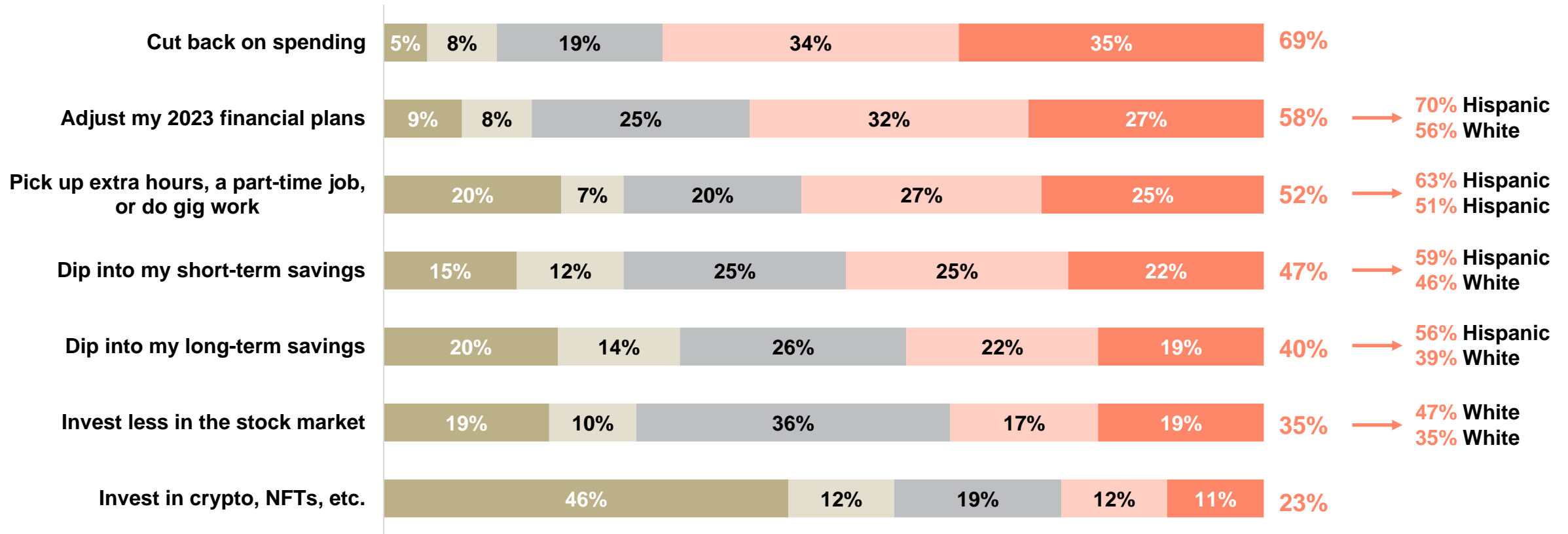
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More Than Half Are Picking Up Hours, Gig Work While Adjusting Financial Plans & Reducing Spending

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 America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (n=2039)

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

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Voter Outlook

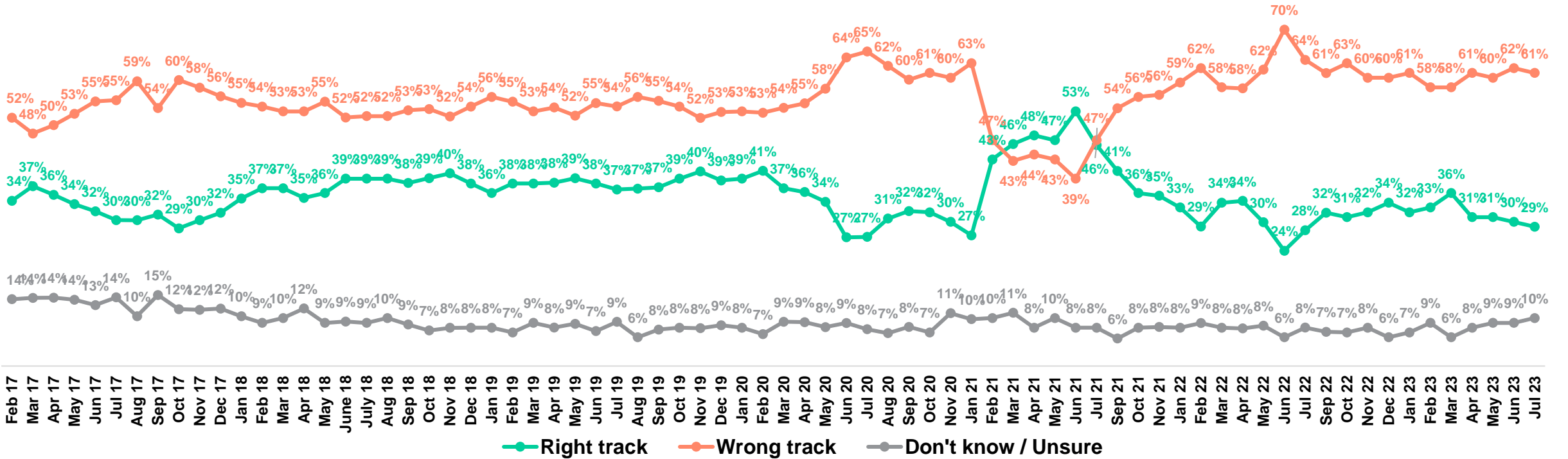
Harvard CAPS-Harris Poll (July 19-20, 2023)



Perception Of The Direction Of The Country Continues To Decline

Less Than 3 In 10 Say “Right Track”

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



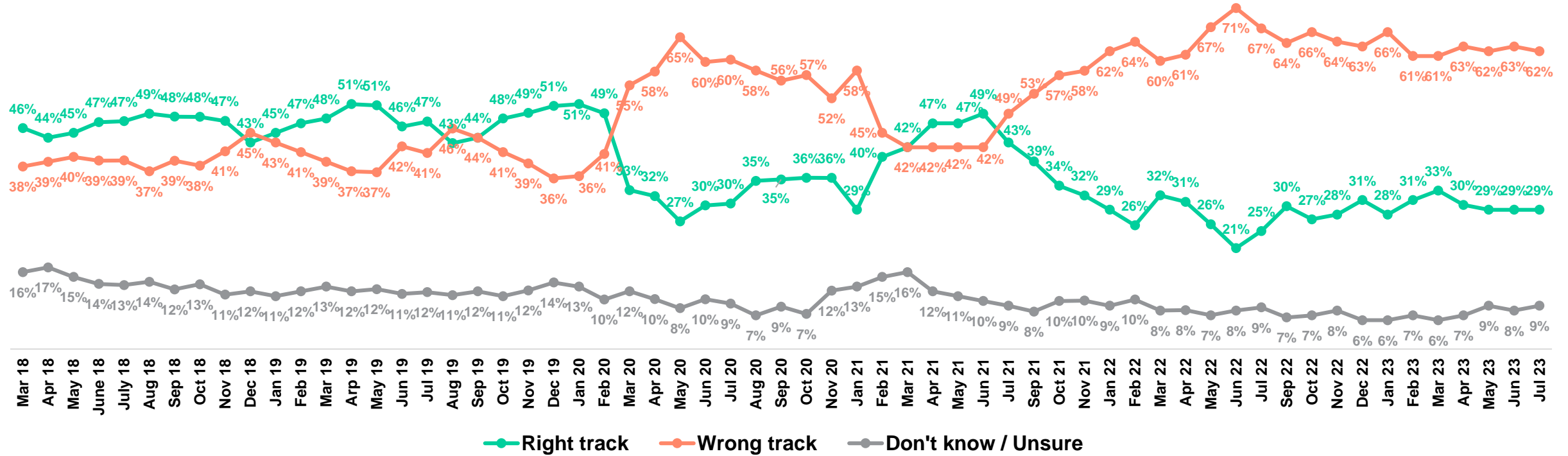
% Who Say “Right Track”

	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	07/23
GOP	15%	9%	12%	13%	14%	12%	18%	14%	18%	19%	14%	14%	10%	14%
DEM	55%	45%	51%	59%	55%	60%	58%	57%	55%	58%	54%	55%	54%	51%
IND	17%	15%	18%	21%	19%	20%	22%	21%	23%	27%	22%	20%	21%	19%



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

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



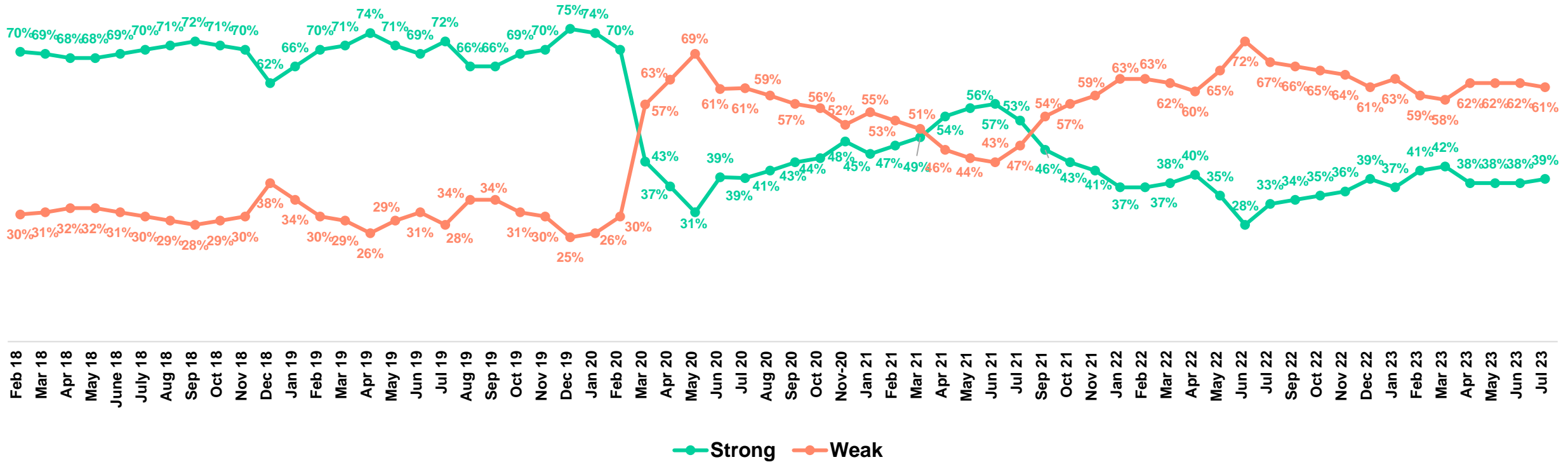
% Who Say "Right Track"

	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	07/23
GOP	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%	19%	12%	14%	11%	13%
DEM	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%	58%	54%	55%	51%	51%
IND	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%	27%	20%	20%	22%	18%



Perceived Strength Of The U.S. Economy Continues To Be Well Below 50% Remains Virtually Unchanged Since April

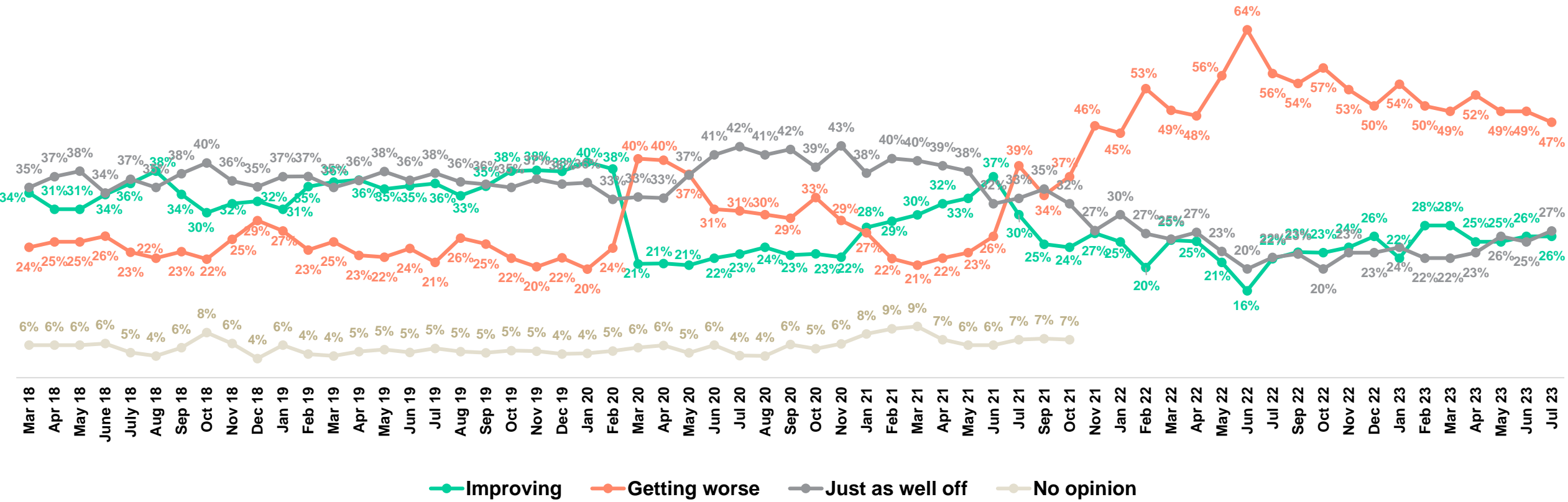
July Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





Just Under Half Of Voters Say Their Personal Financial Situation Is Worsening

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

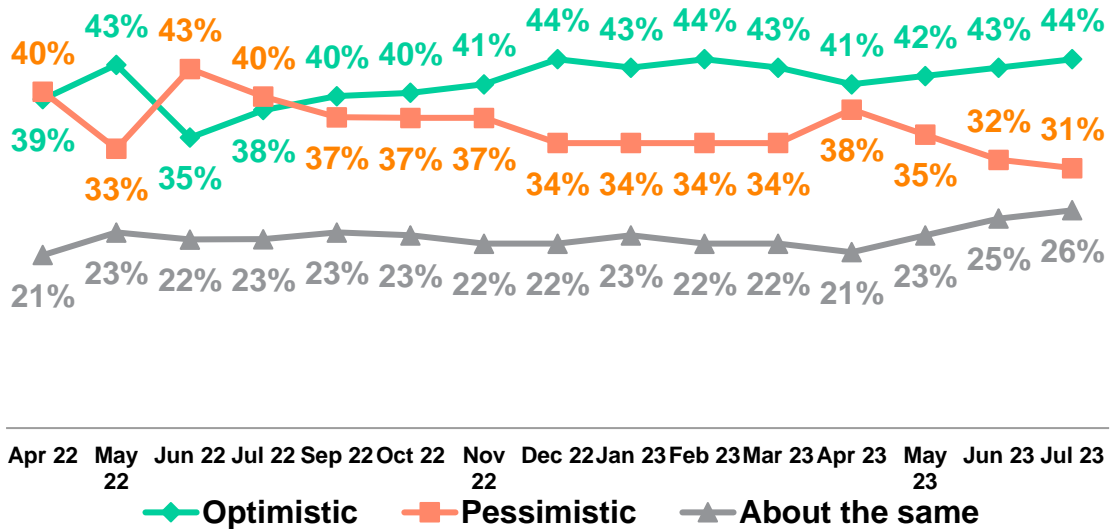




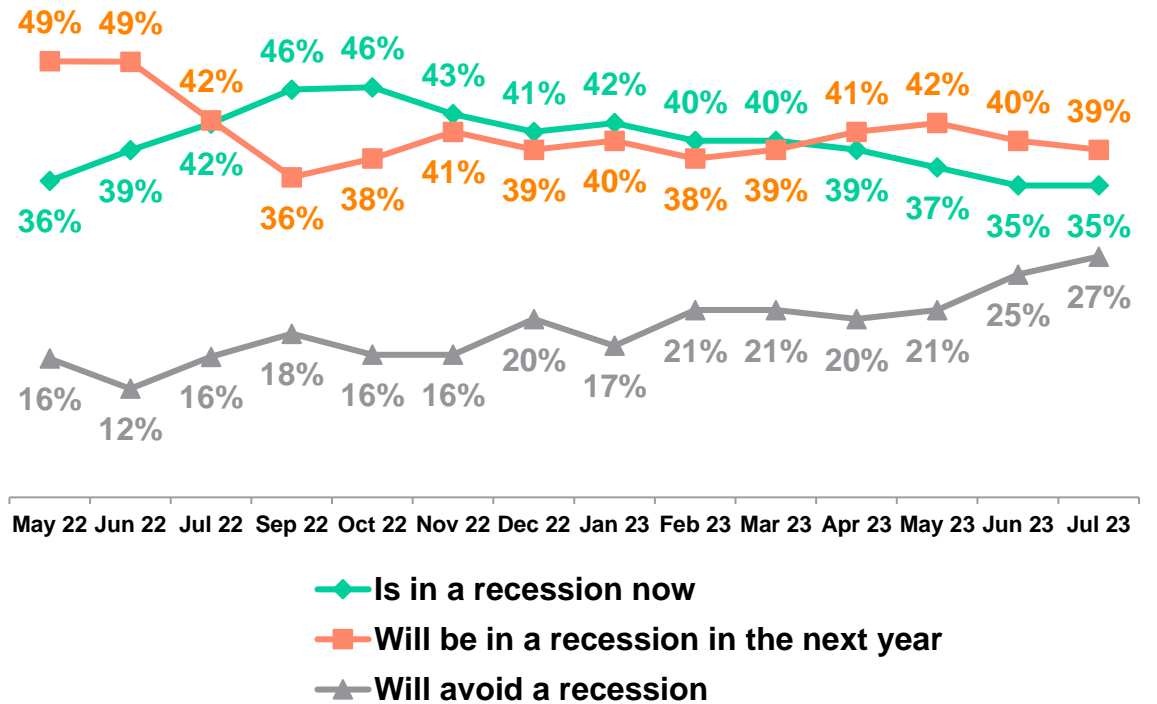
More Americans Are Optimistic Rather Than Pessimistic About Their Lives Over The Next Year, With Pessimism Decreasing Since April

July 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

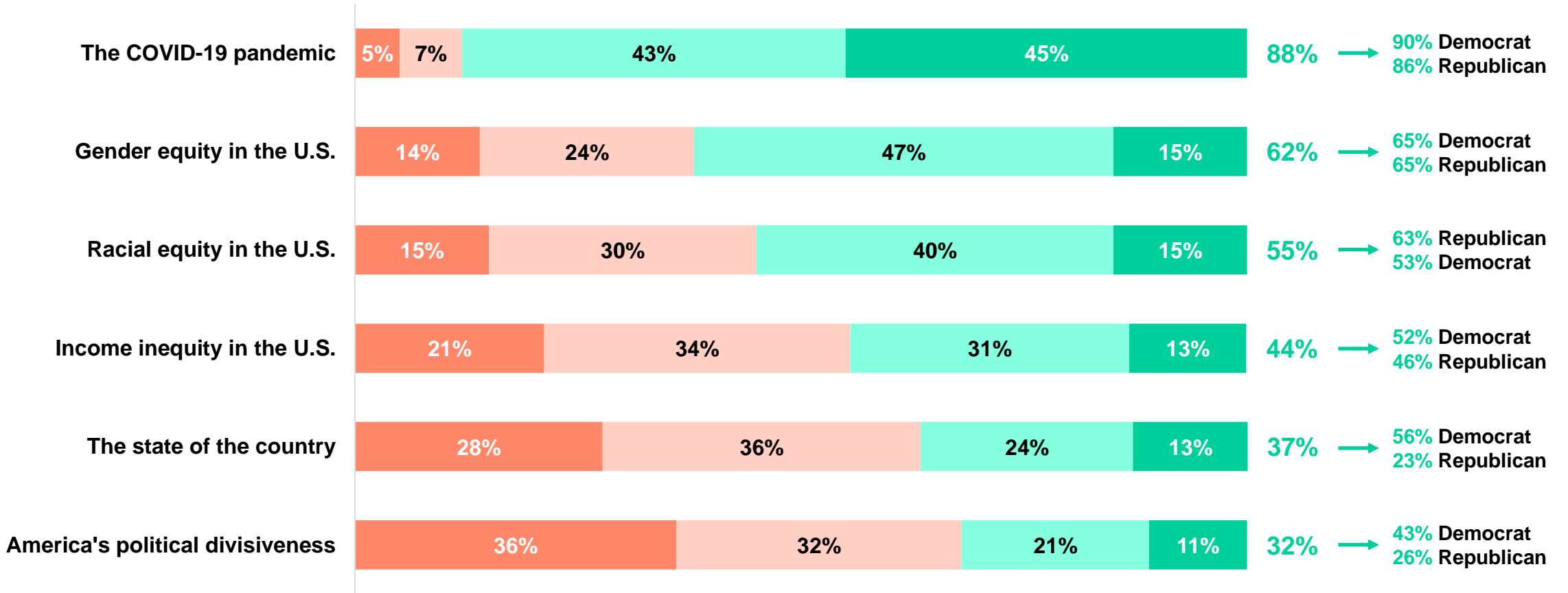
The State of America



Less Than Half Believe Income Inequity, Political Divisiveness Are Getting Better

Do you think the following are getting better or worse?

■ Much worse
 ■ Somewhat worse
 ■ Somewhat better
 ■ Much better
 ■ Better NET



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (n=2039)

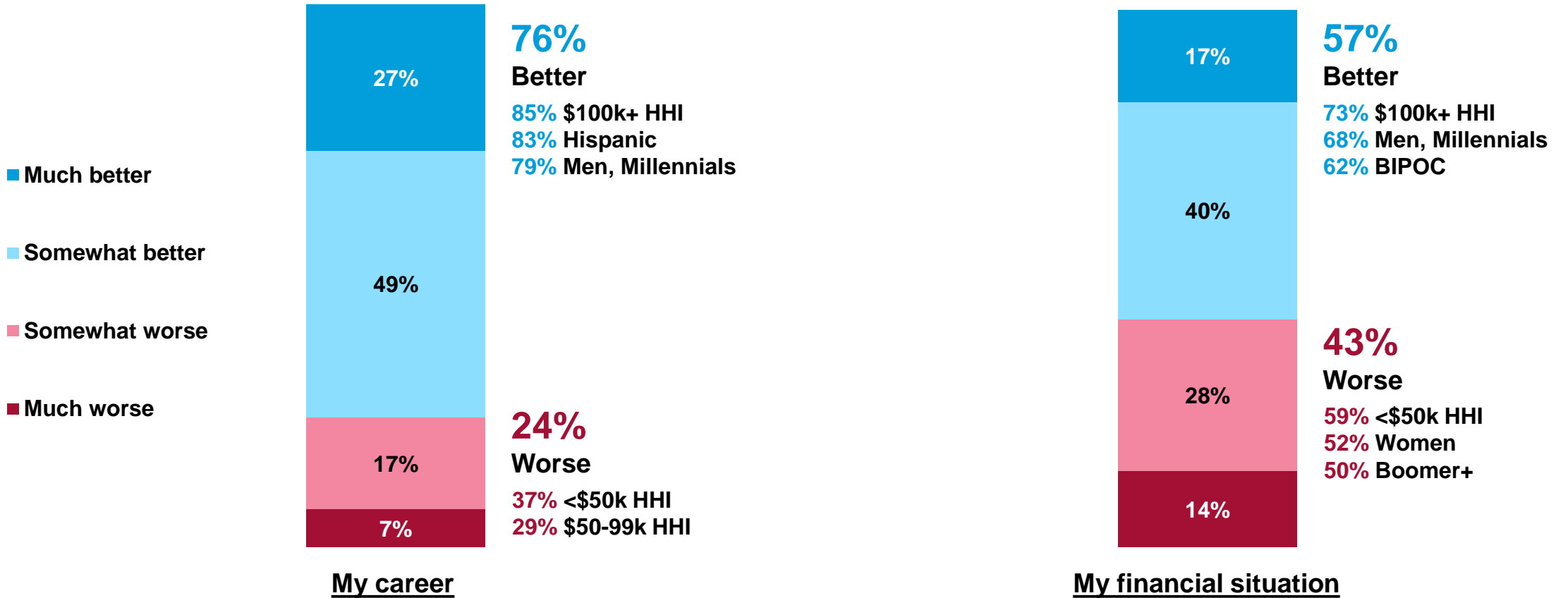
TND05. Do you think the following are getting better or worse?

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Careers May Be Improving, But Financial Situations Are Lagging Behind

Do you think the following are getting better or worse?



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (n=2039)

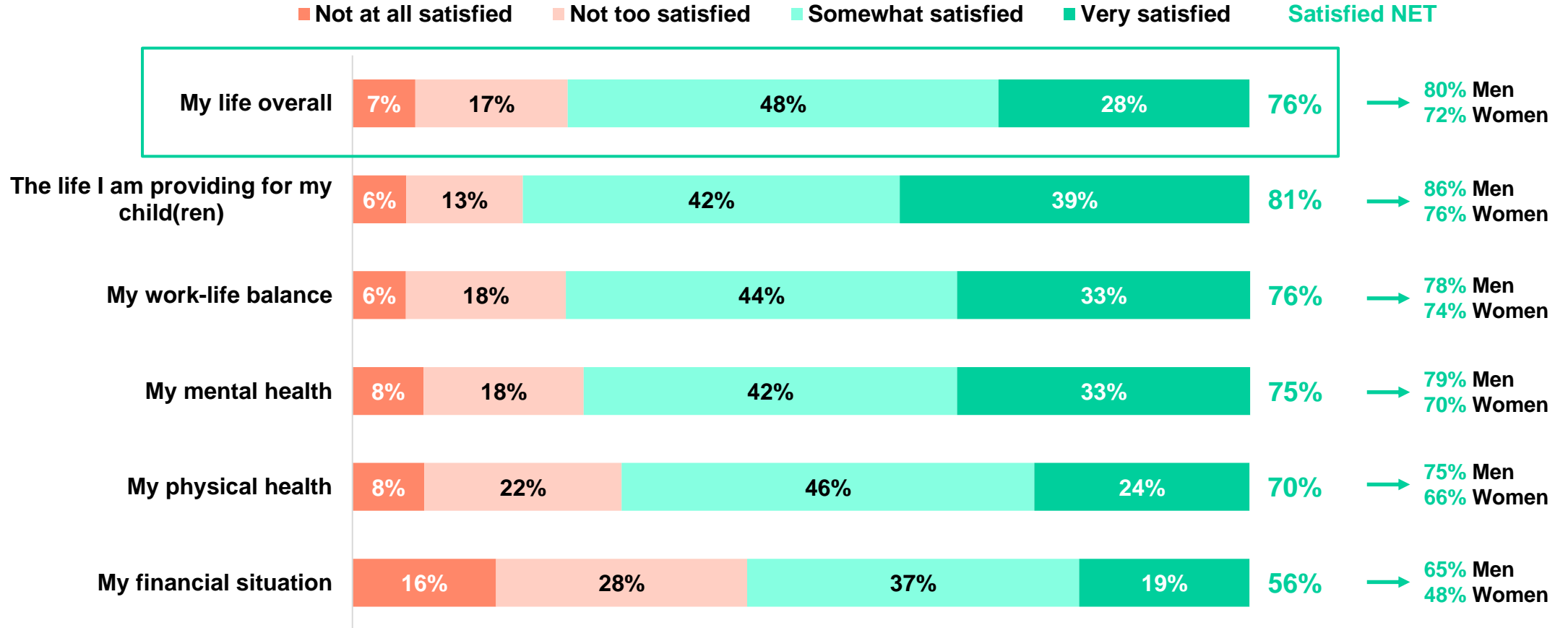
TND05. Do you think the following are getting better or worse?

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More Americans Satisfied With Their Physical, Mental Health Than Their Finances

How satisfied are you with the following?



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (bases vary)

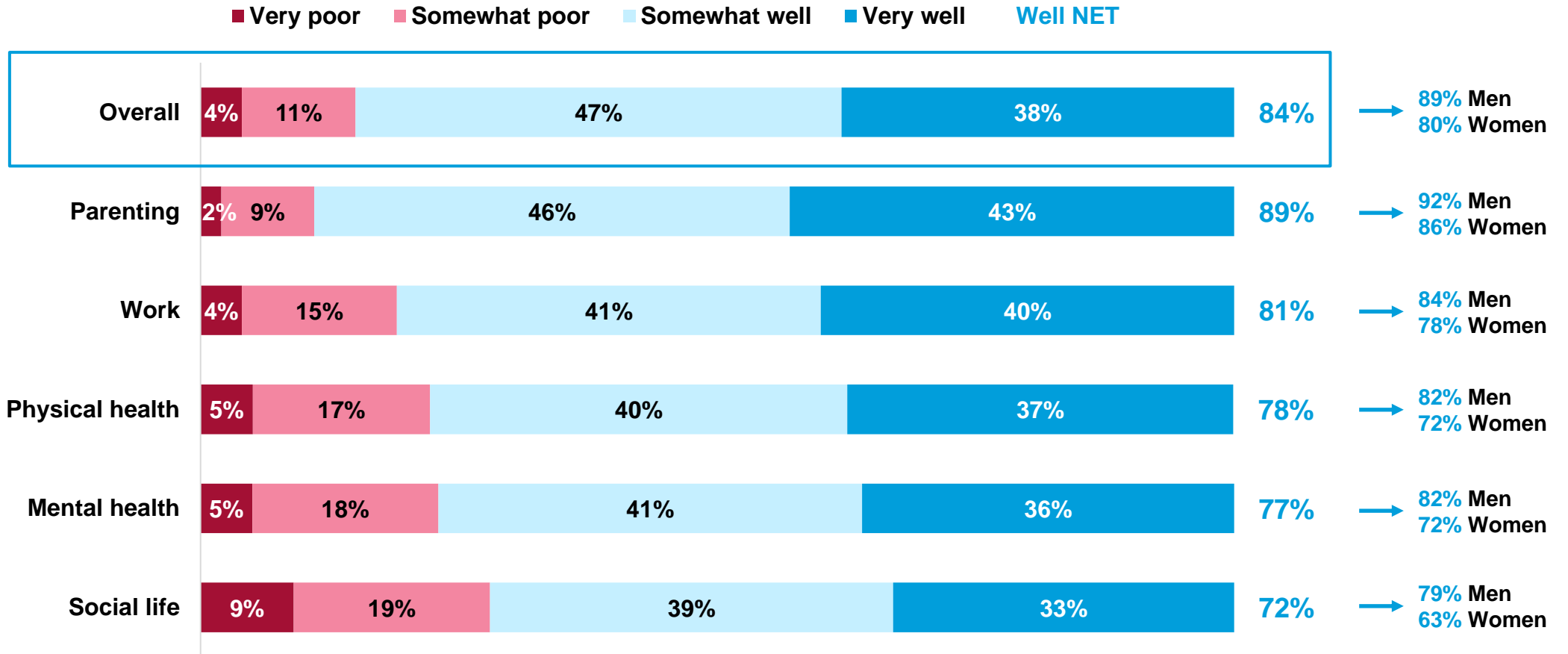
TND08. How satisfied are you with the following?

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Majority Of Parents Say They Are Doing Well Across Life, Work, Parenting, Etc. But Differences Arise Between Mothers and Fathers

How are you doing across the following?
Among parents with children under 18



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: PARENTS WITH KIDS <18 W177 (bases vary)

TND10b. How are you doing across the following?

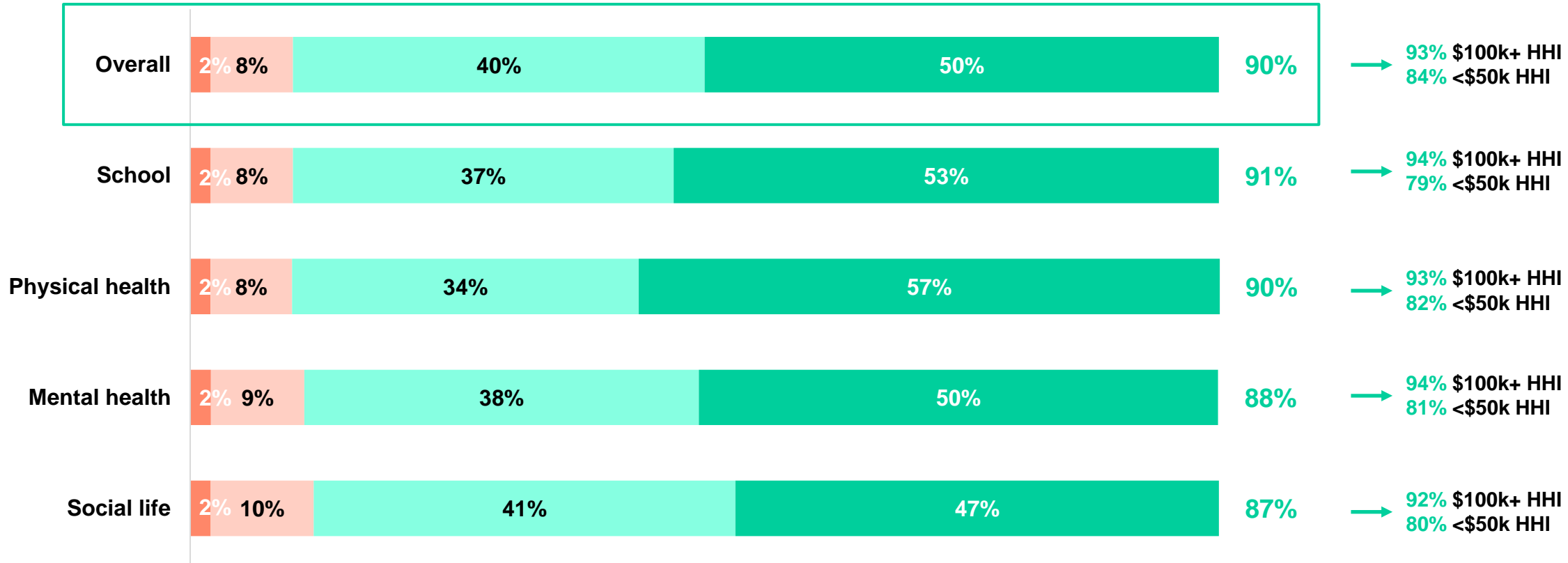
Harris Insights & Analytics LLC, A Stagwell Company © 2020



And Parents Are Optimistic On Their Children’s Schooling, Health, & Social Life

How are your children doing across the following?
Among parents with children under 18

Very poor Somewhat poor Somewhat well Very well Well NET



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: PARENTS WITH KIDS <18 W177 (bases vary)

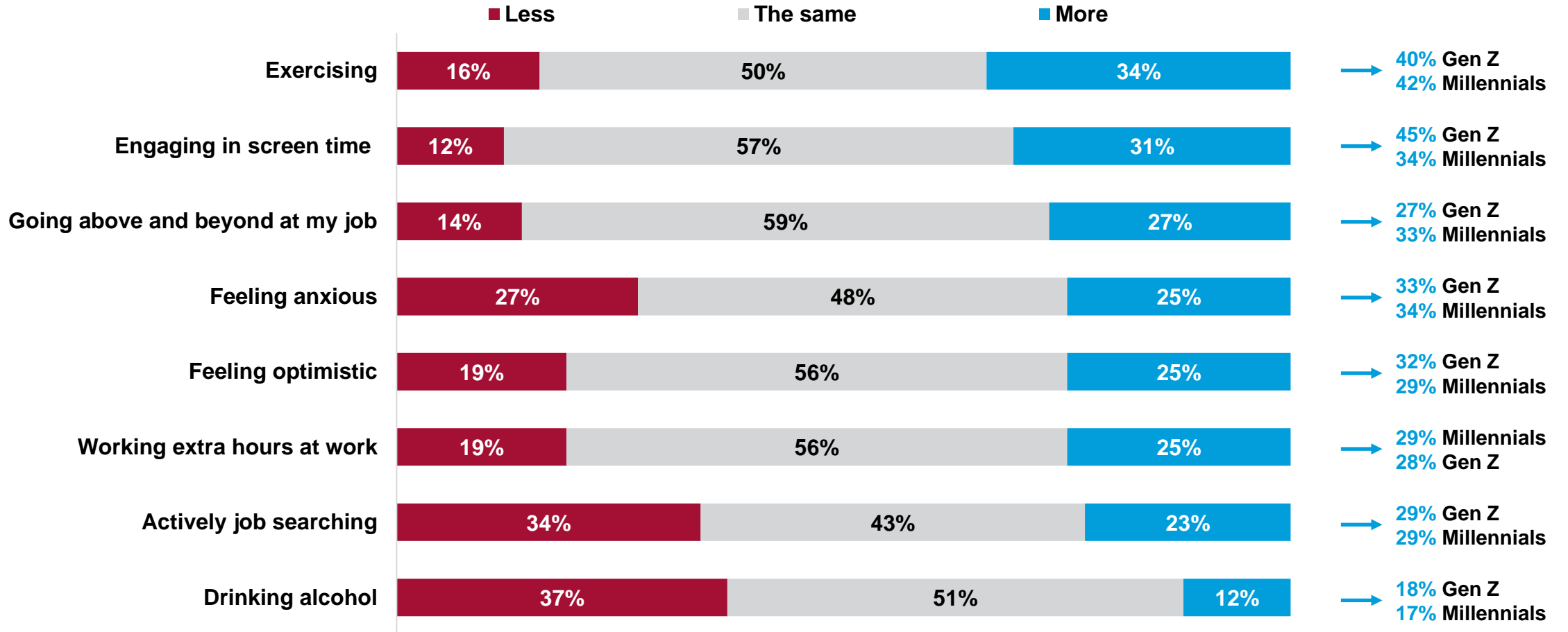
TND10. How are your children doing across the following?

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Younger Americans Have Increased Their Work, Their Anxiety, & More

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 America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (bases vary)

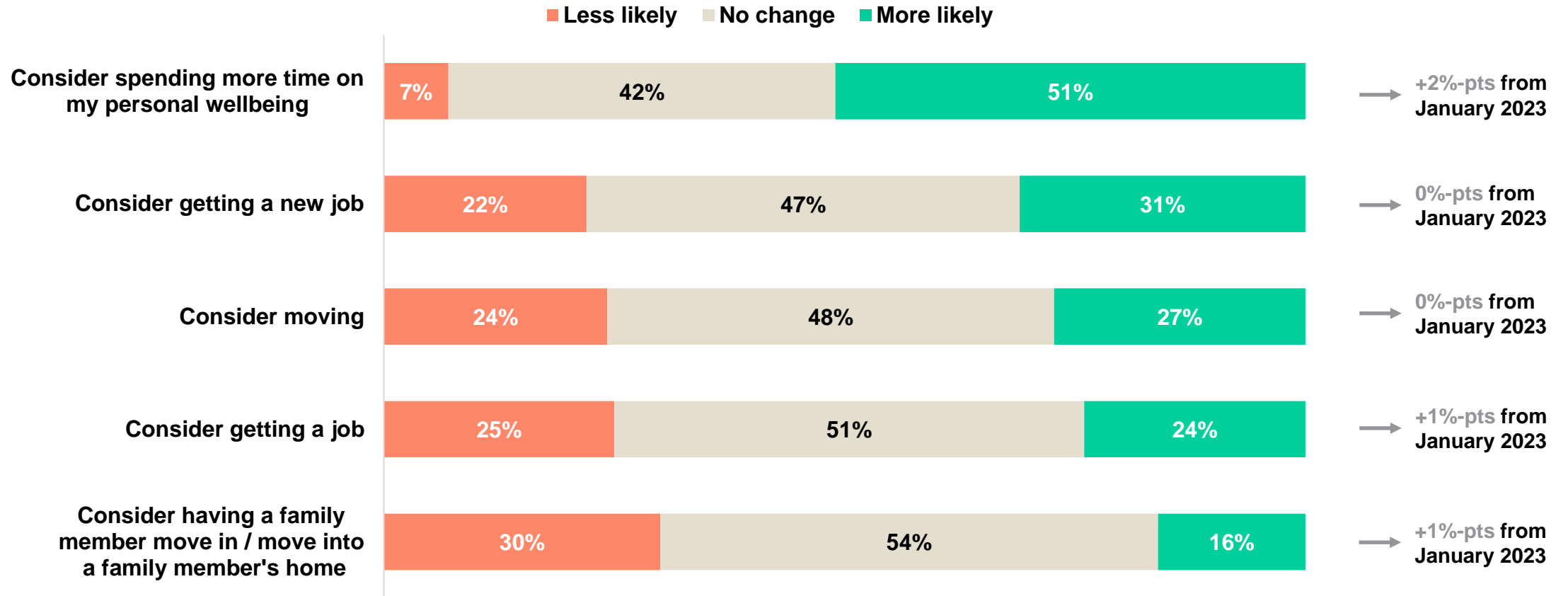
TND07. Please tell us a little bit about your daily life and personal habits vs. six months ago, are you doing/experiencing any of the following more or less?

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Americans Continue To Consider Big Personal Changes In Their Lives

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



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (bases vary)

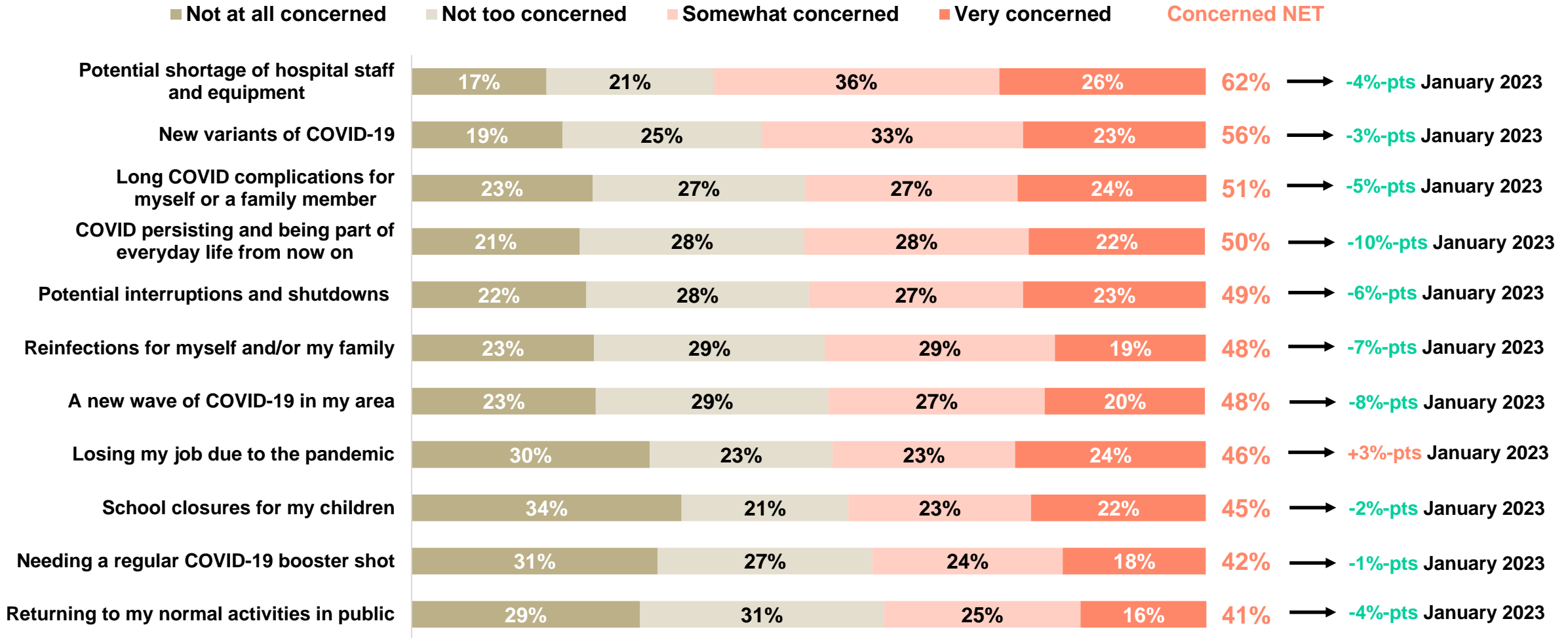
TND09. In the next six months are you more likely to do any of the following because the state of the world?

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COVID Concerns Have Cooled, But Shortages, New Variants Still On The Mind

How concerned are you about each of the following due to the COVID-19 pandemic?



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)

BASE: GENERAL PUBLIC W177 (bases vary)

TND06. How concerned are you about each of the following due to the COVID-19 pandemic?

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HARRIS POLL IN THE MEDIA

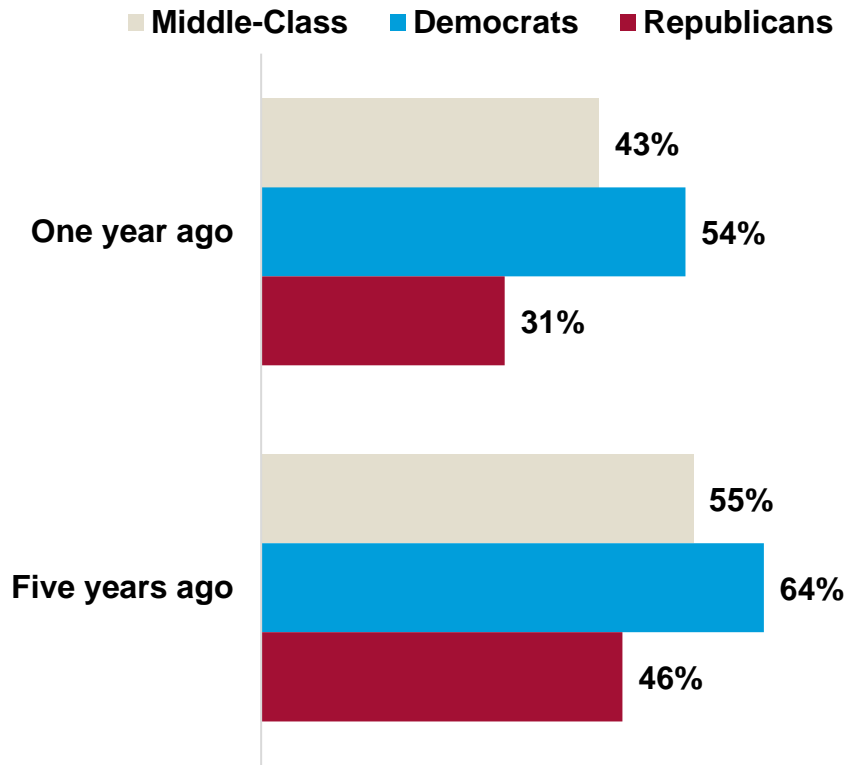
The American Middle-Class



Middle-Class Americans Feel Disillusioned With Their Future Financial Situations

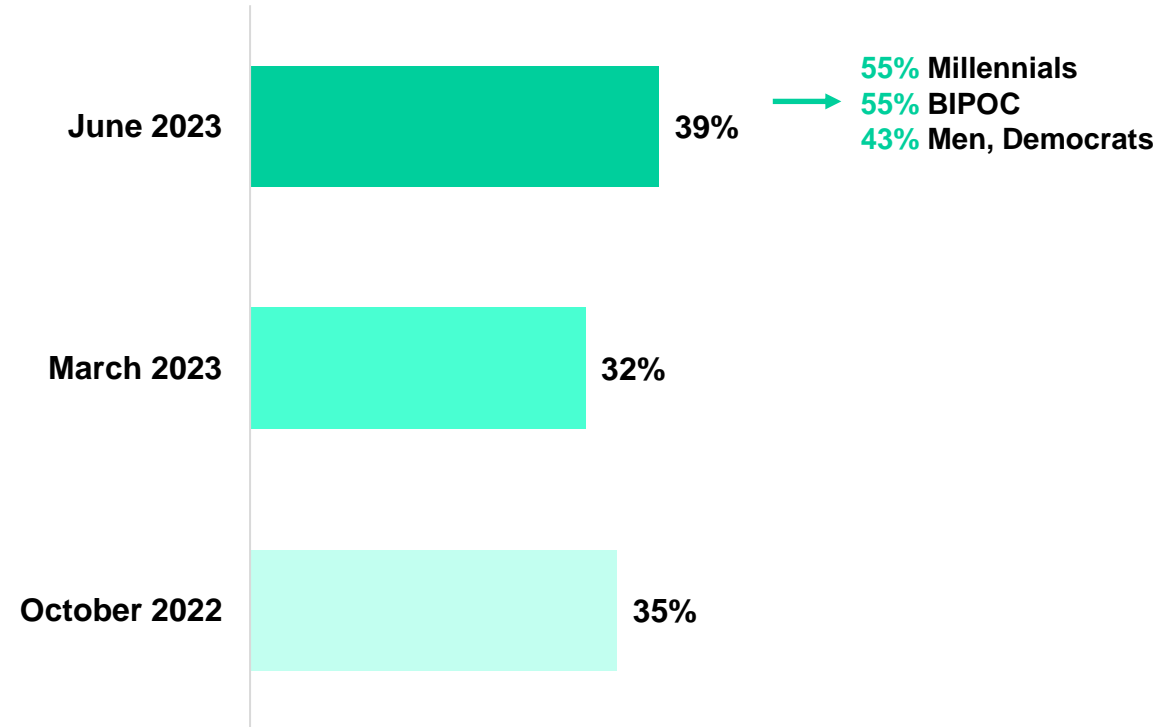
How would you describe your current financial situation compared to...?

% Better among middle-class Americans



Thinking of the future, what do you expect your financial situation to be in the next year?

% Better among middle-class Americans



Bloomberg

The US Middle Class's Economic Anxiety Will Decide the 2024 Election

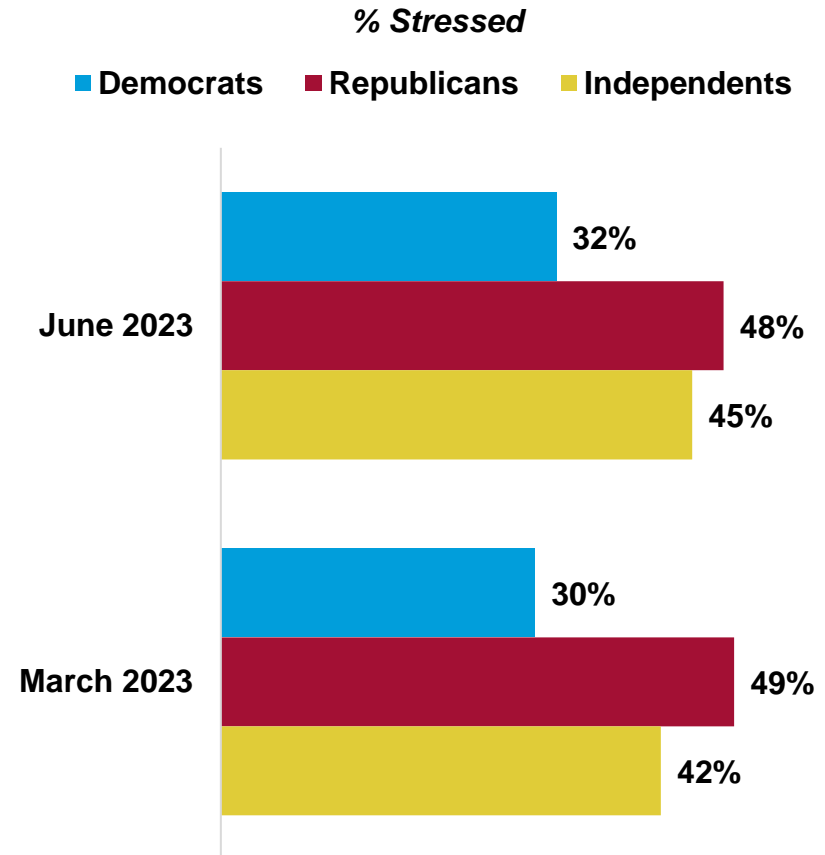
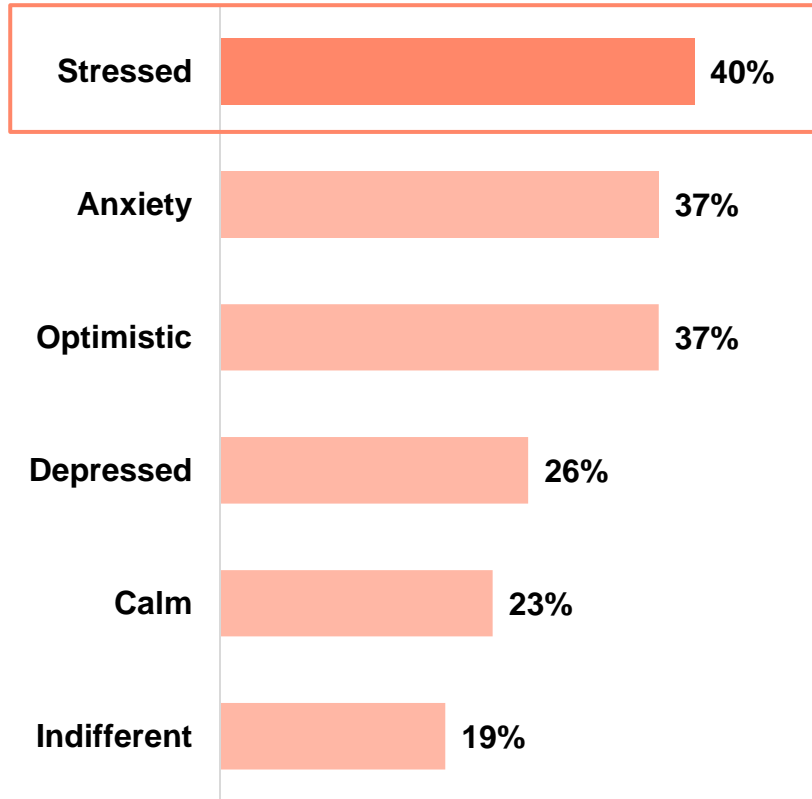
[Read more here](#)

Source: Harris Poll America This Week Tracker Waves 173 & 174 (06/16-06/25/23)
BASE: MIDDLE CLASS AMERICANS W1173-174 (n=4109)
MID04. How would you describe your current financial situation compared to...?
INF39. Thinking of the future, what do you expect your financial situation to be in the...
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Middle-Class Americans Are Stressed Out Thinking About The Economy

When thinking about the current state of the U.S. economy, which of the following emotions do you feel?
Among middle-class Americans



Source: Harris Poll America This Week Tracker Waves 173 & 174 (06/16-06/25/23)

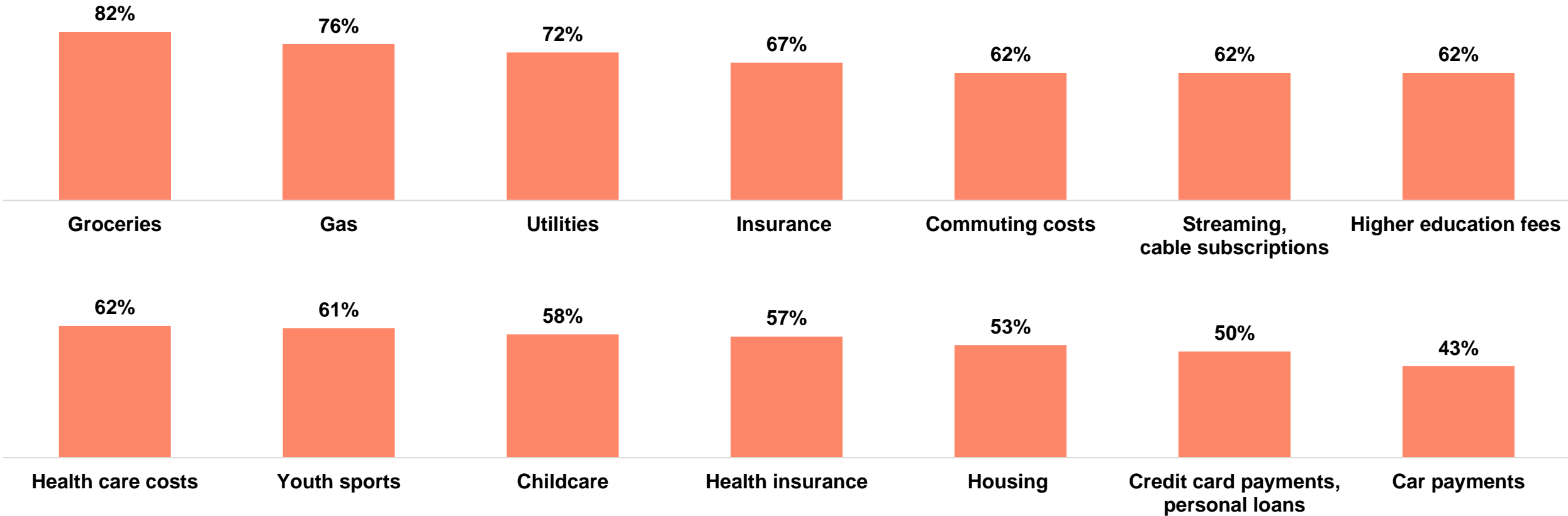
BASE: MIDDLE CLASS AMERICANS W1173-174 (n=4109)

INF41 When thinking about the current state of the U.S. economy, which of the following emotions do you feel? Please select all that apply.



Partly Because Fixed Costs Across The Board Have Increased

Thinking of your current fixed costs that your household regularly pays for, how much have the following items risen in cost over the last three years?
% Increased among middle-class Americans who pay for the following fixed costs



Source: Harris Poll America This Week Tracker Waves 173 & 174 (06/16-06/25/23)

BASE: MIDDLE CLASS AMERICANS WHO PAY FOR FIXED COSTS W1173-174 (Variable Bases)

BMC01. Thinking of your current fixed costs that your household regularly pays for, how much have the following items risen in cost over the last three years?

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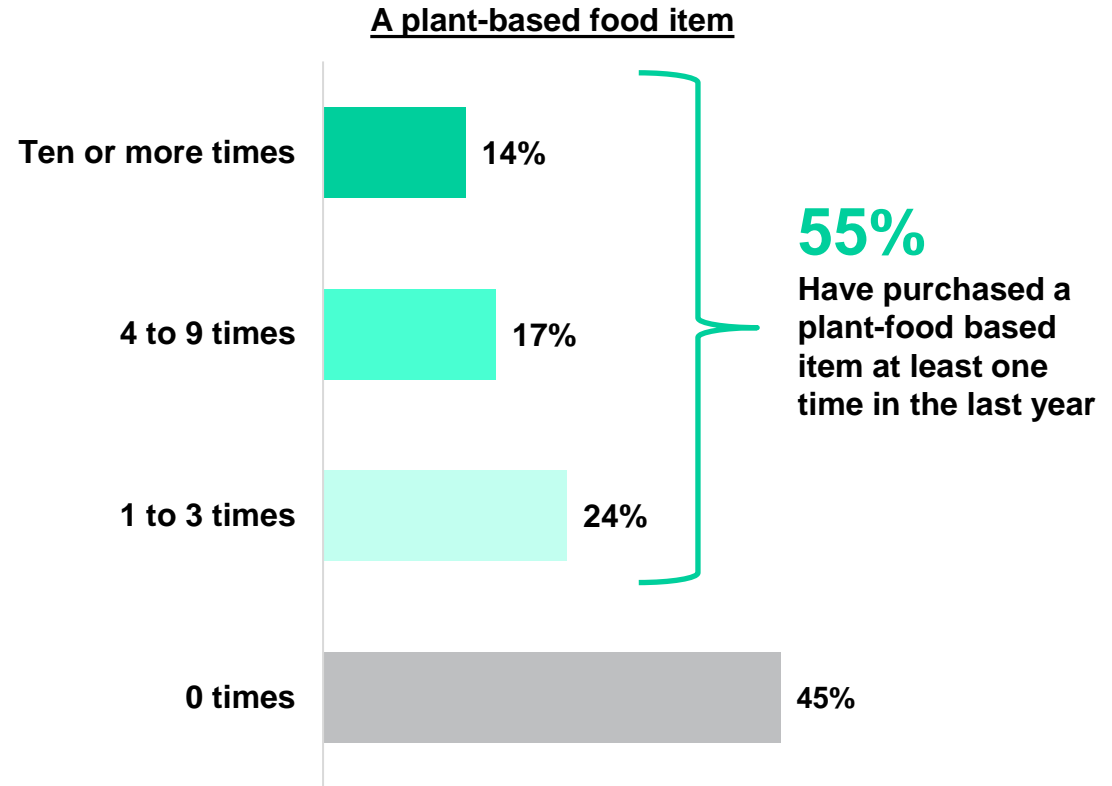
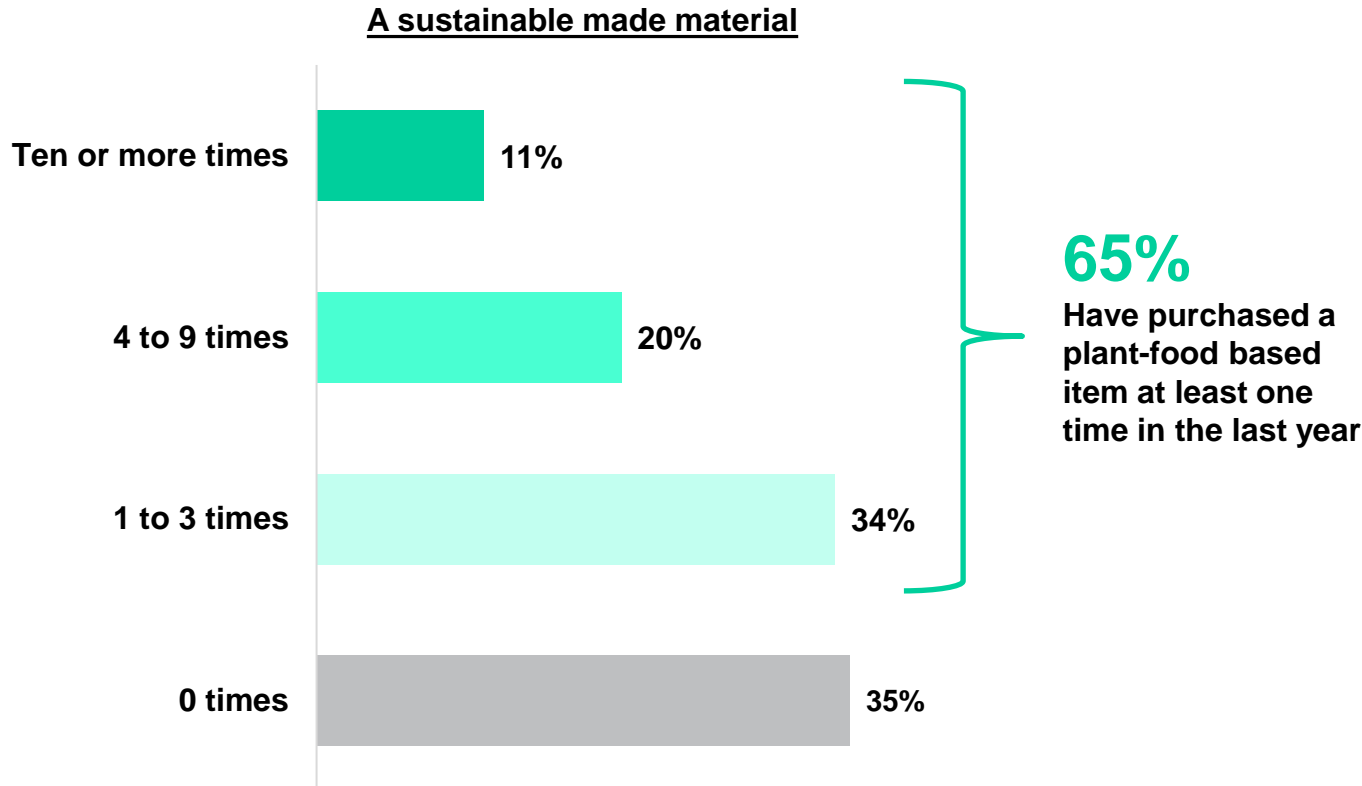
HARRIS POLL IN THE MEDIA

The Call For Sustainability



More Than Half Of Americans Have Purchased Sustainable Items, Plant-Based Food

How many times have you purchased the following in the past year?



RETAIL BREW

Almost two-thirds of Americans believe it's important retailers prioritize sustainability: survey

[Read more here](#)

Source: Harris Poll America This Week Tracker Waves 174 (06/23-06/30/2023)
BASE: GENERAL PUBLIC W174 (n=2006)
RB20. How many times have you purchased the following in the past year?



3 In 4+ Say Shopping Sustainably Is Difficult Due To Both Prices & Retailers And Many Want Increased Transparency In Face Of Greenwashing

81%

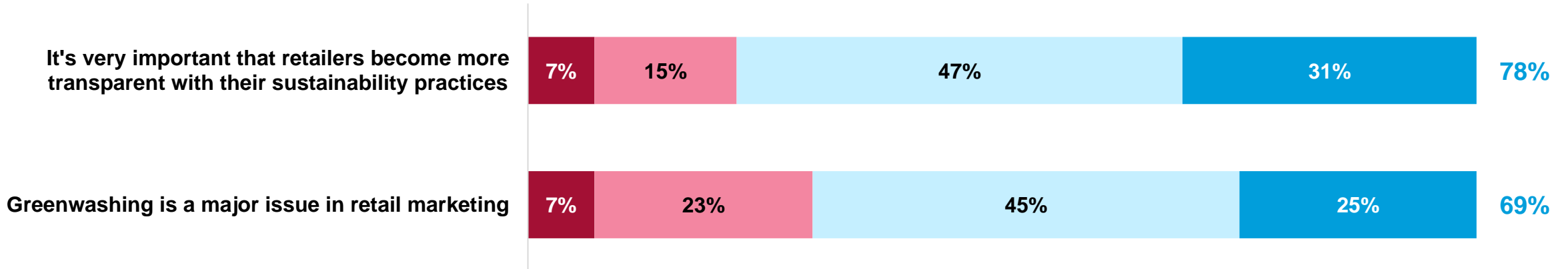
Say it's difficult to shop sustainable when the prices of sustainable goods are more expensive

74%

Say it's difficult to shop sustainable when the majority of retailers don't prioritize sustainable practices

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

■ Strongly disagree
 ■ Somewhat disagree
 ■ Somewhat agree
 ■ Strongly agree
 Agree NET



Source: Harris Poll America This Week Tracker Waves 174 (06/23-06/30/2023)

BASE: GENERAL PUBLIC W174 (n=2006)

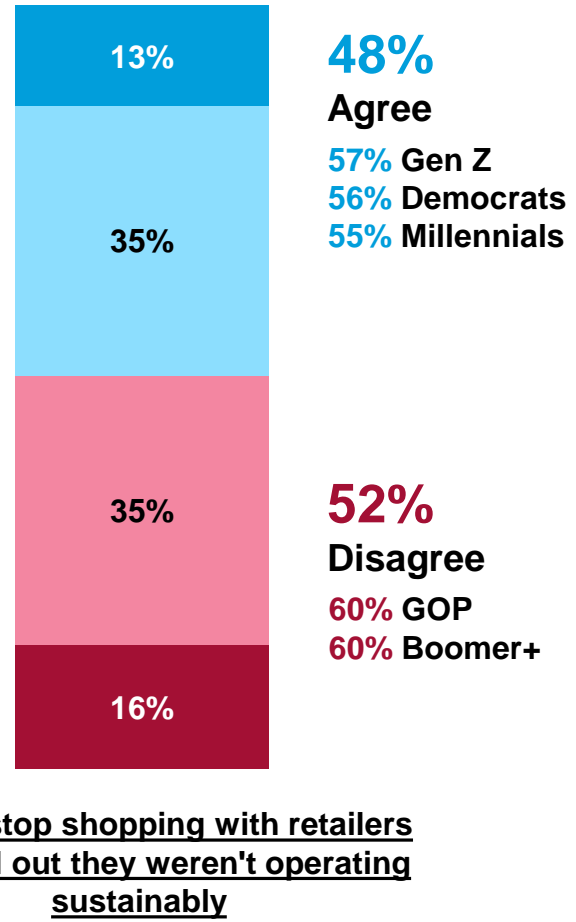
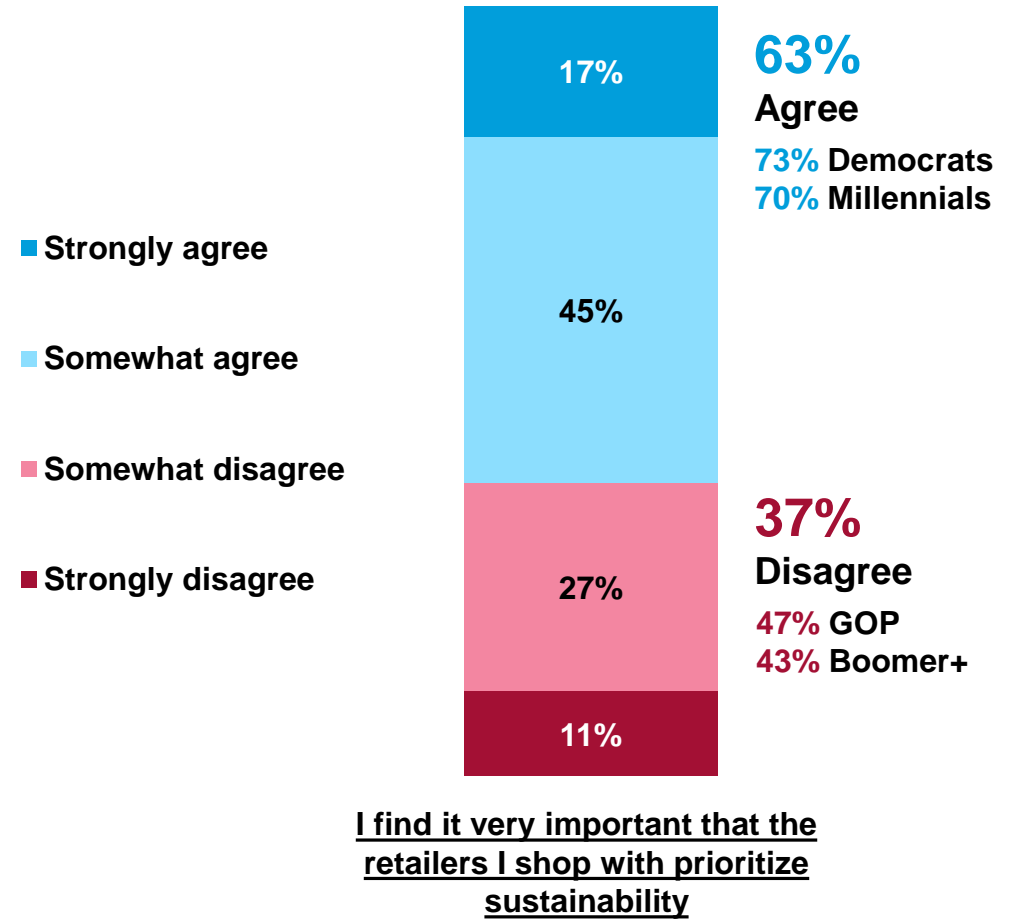
RB21. How much do you agree or disagree with the following statements?

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Consumers Find Sustainability Important, Ready To Walk Away From Companies That Aren't

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



Source: Harris Poll America This Week Tracker Waves 174 (06/23-06/30/2023)
BASE: GENERAL PUBLIC W174 (n=2006)
RB21. How much do you agree or disagree with the following statements?
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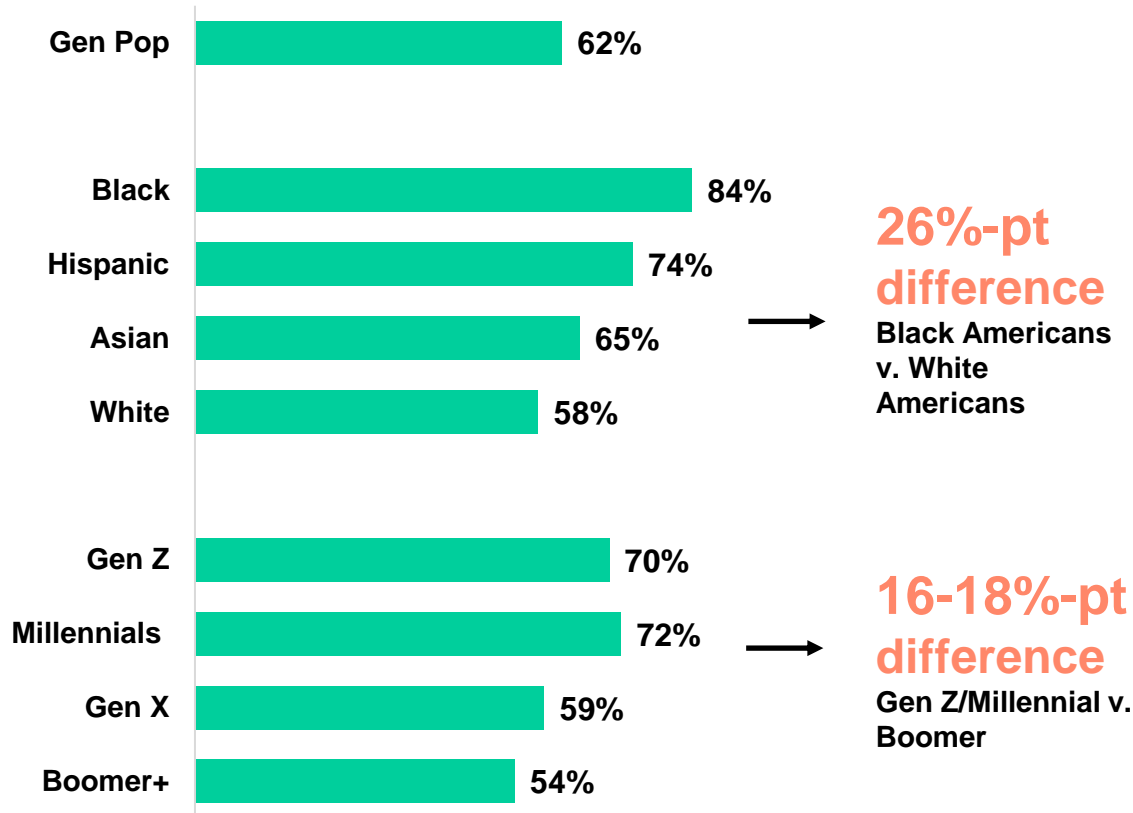
HARRIS POLL AT THE 2023 ESSENCE FESTIVAL OF CULTURE

Allyship With Little Action

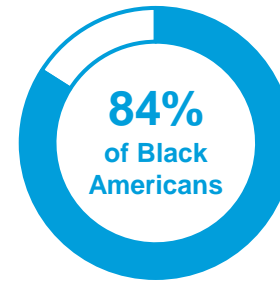


Systemic Racism Exists, Yet People Are Slow To Act

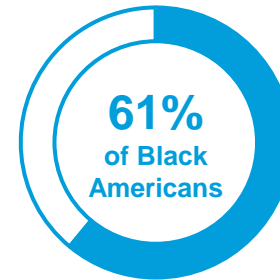
Do you believe there is systemic racism in America?
% Yes



Outcomes + Accountability



Agree “systemic racism is responsible for disparities”
v. 65% of White Americans (+19%-pts)



Strongly agree that “it’s important for society to address the impacts of discriminatory practices”
v. 37% of White Americans (+24%-pts)

ESSENCE

HOME · 2023 ESSENCE FESTIVAL OF CULTURE

“There’s A Sense Of Allyship, But Little Action”: Key Data Spotlights The State Of Wealth And Health At The Global Black Economic Forum At ESSENCE Fest

THE “GROUNDED IN TRUTH: THE STATE OF WEALTH AND HEALTH EQUITIES” PANEL USED RECENT DATA TO ASSESS THE PROGRESS BETWEEN BLACK AND BROWN COMMUNITIES REGARDING HEALTH, WEALTH, AND WORK.



[Read the story here](#)

[Watch Harris Poll CSO Libby Rodney's panel here](#)



The State Of Work: The Workplace Is Rife With Discrimination, Wage Gaps And Burnout

1 in 3

of Black and AAPI employees have experienced workplace discrimination related to their race/ethnicity.

3 in 4

of Black women agree “wage gaps are a problem in the U.S. workforce”

(v. BIPOC: 67%, AAPI: 73%, Black: 68%, White: 65%, Hispanic: 62%)

6 in 10

of Black women feel “burned out from their workplace”

(v. BIPOC: 49%, Black: 55%, AAPI: 53%, Hispanic: 47%, White: 43%)

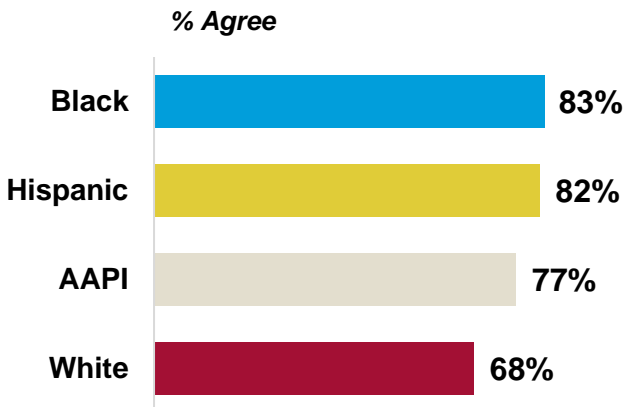
38% of Black men report they are unable to speak out against the discrimination they experience in the workplace.



The State Of Wealth: Generational Wealth In On The Minds Of Black & Hispanic Americans

83%

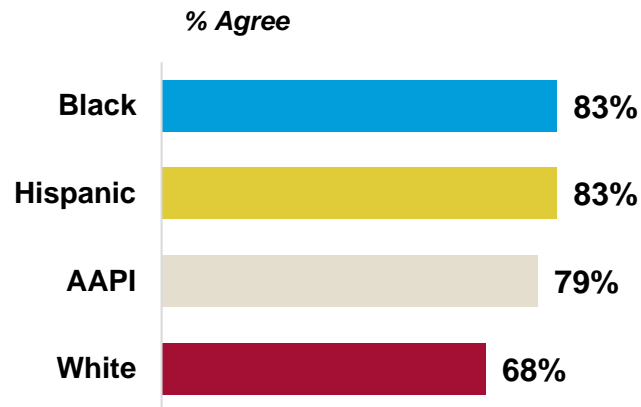
Of Black and Hispanic people report thinking “long-term about how to build generational wealth for my family”



15%-pt difference
Black Americans
v. White
Americans

83%

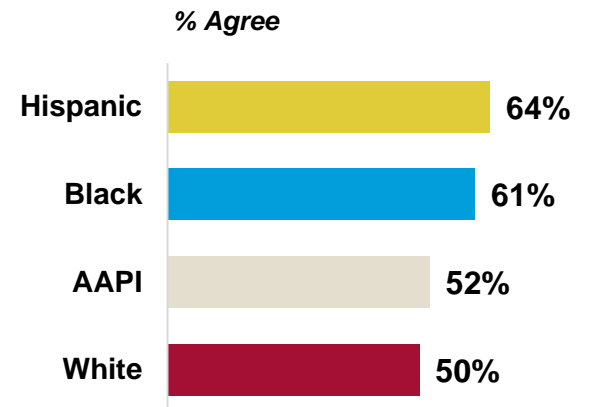
Of Black and Hispanic people are “interested in building wealth differently than their parents’ generation”



15%-pt difference
Black Americans
v. White
Americans

62%

Of Black and Hispanic people say they have a “hard time relating to financial advisors they’ve met or know of”



11%-pt difference
Black Americans
v. White
Americans



The State Of Health: Healthcare Is Compounding Tax Of Inequities

50%

of BIPOC Americans have experienced or witnessed discrimination based on race/ethnicity in a healthcare space

(Hispanic: 63%, Black: 46%, AAPI: 37%, White: 31%)

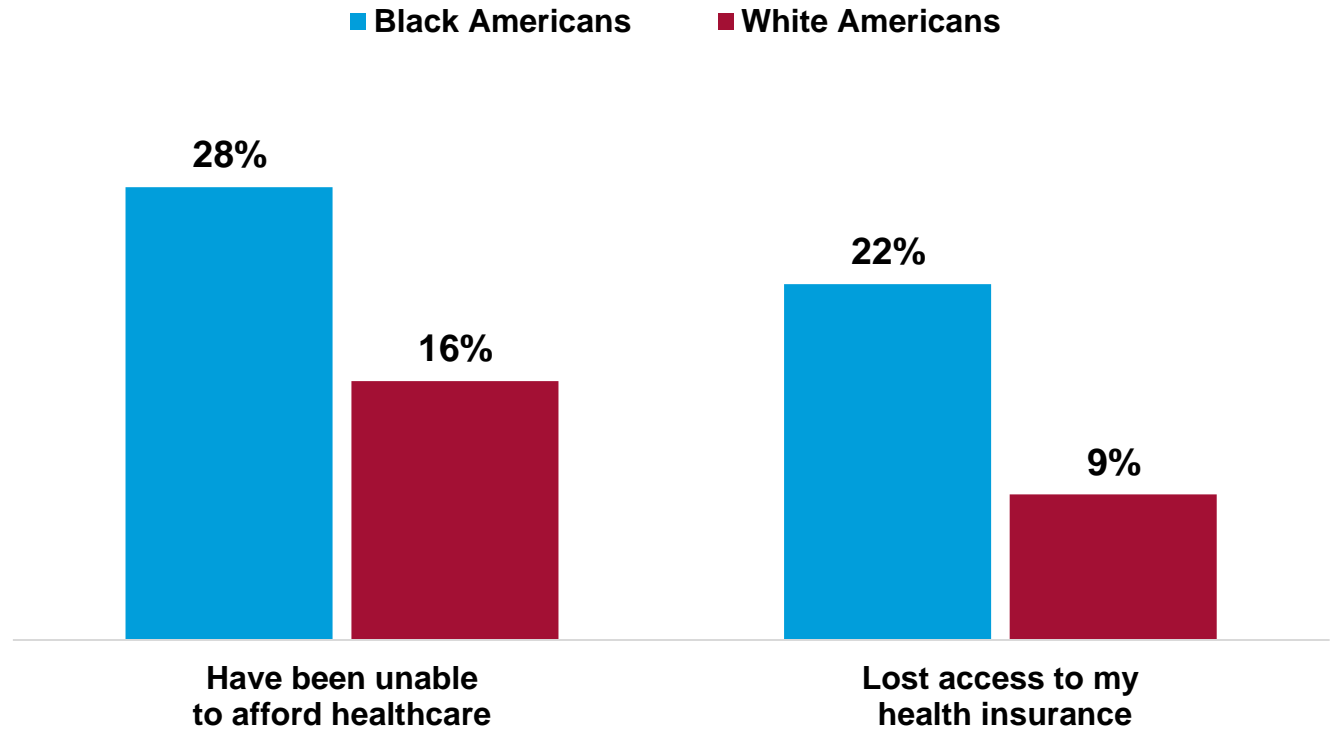
44%

Of Black Americans had to delay healthcare due to other costs being more urgent

(v. 35% of White Americans)

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

% Yes





Thank you!

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