



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

October 2023

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The Harris Poll

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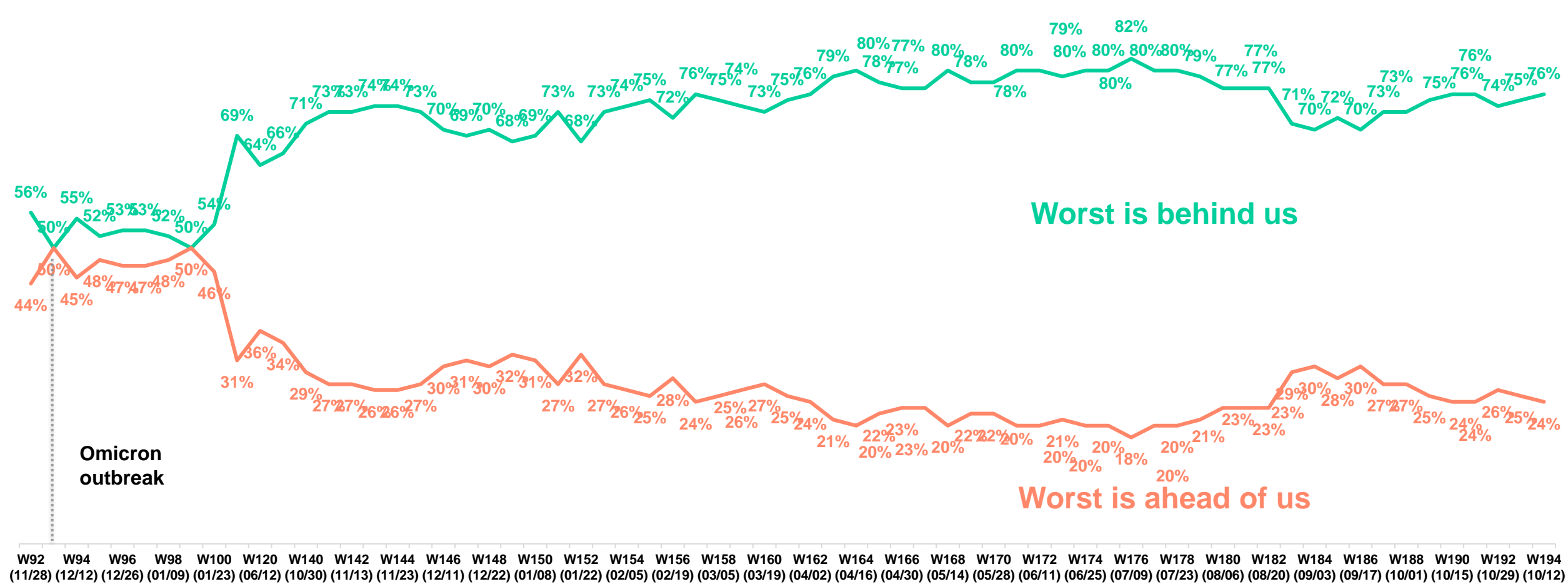
The Harris Poll

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Optimism Holding Strong That The Worst Of COVID Is Behind Us

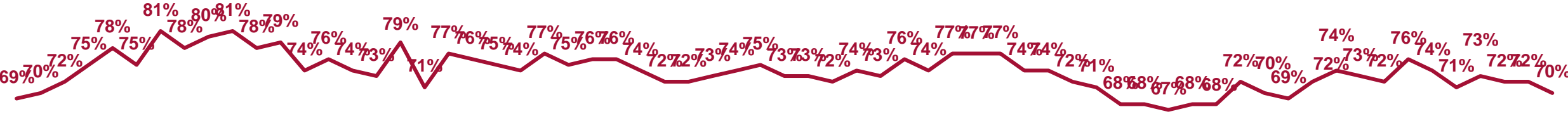




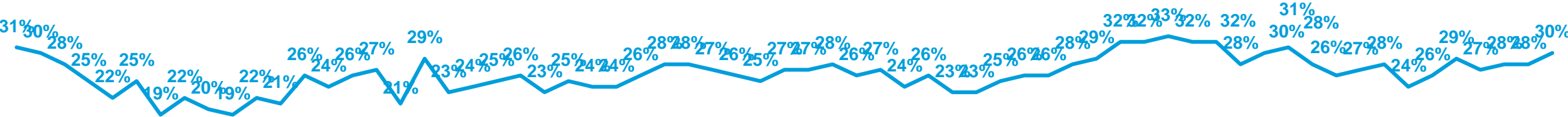
But 7 In 10 Americans Still Believe The Worst Of Inflation Is Yet to Come

(80%) think the amount of fear around inflation is sensible
(+1%-pt from Nov. 2022)

(78%) think the amount of fear around a recession is sensible
(+1%-pt from Nov. 2022)



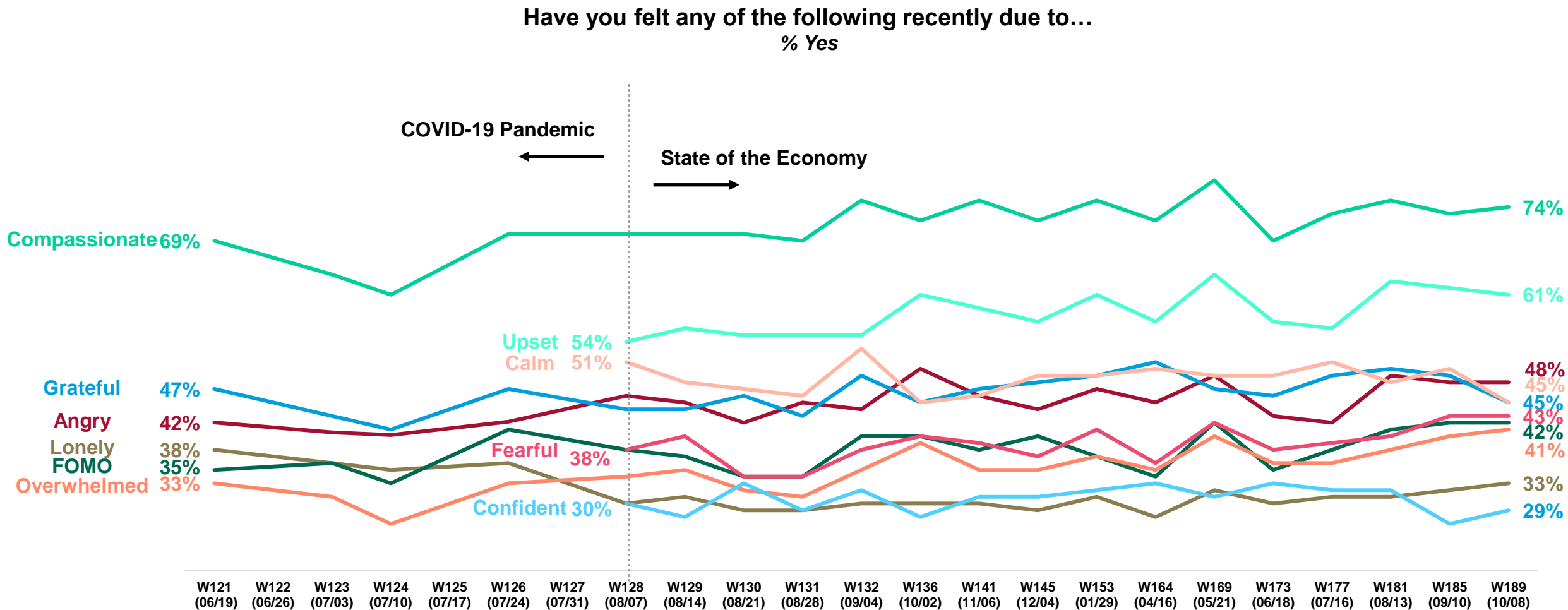
Worst of inflation is still ahead



Worst of inflation is behind us



A Nation With Mixed Emotions On The Economy; 6 In 10 Remain Upset



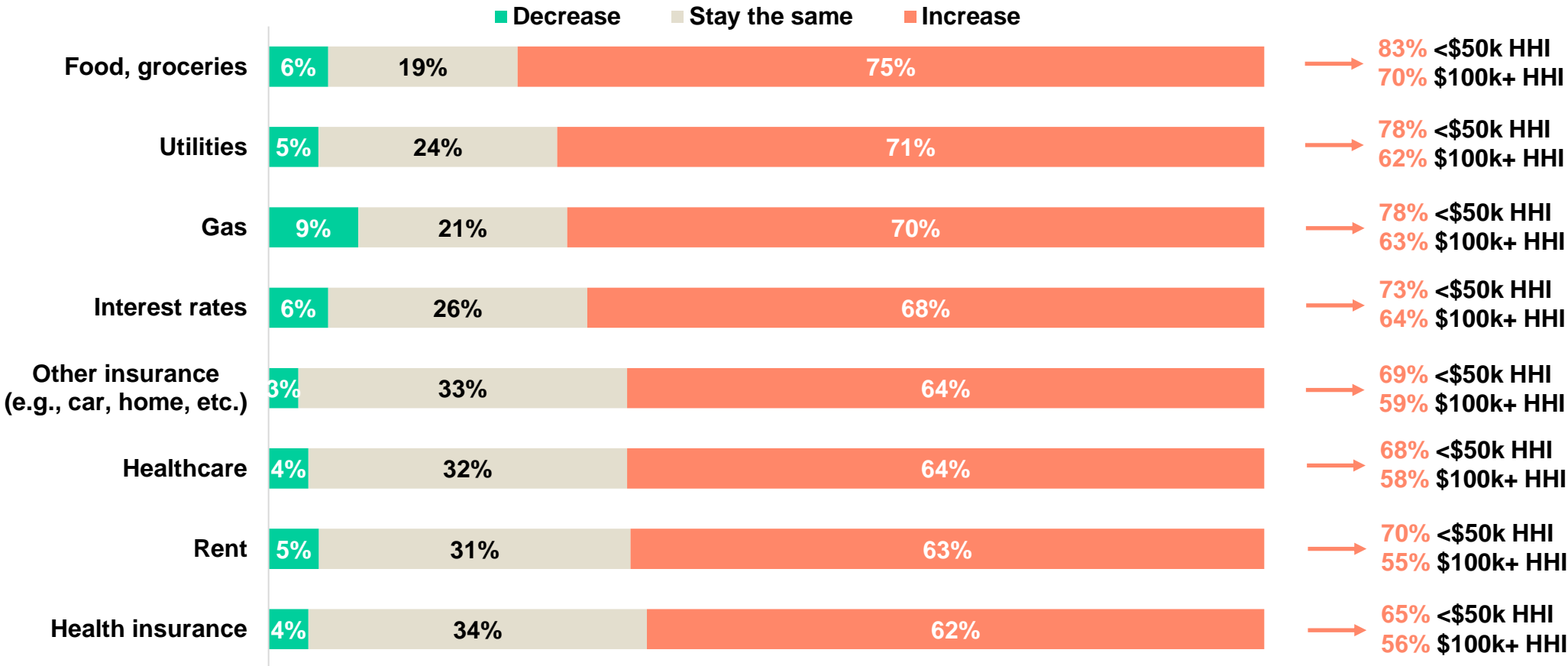
Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
UTQ04. Have you felt any of the following recently due to the state of the economy (e.g., rising inflation, bear market)?
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Majority Of Americans Believe Prices Will Keep Rising

Lower HHI More Likely To Think Prices Will Continue To Jump Up

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?

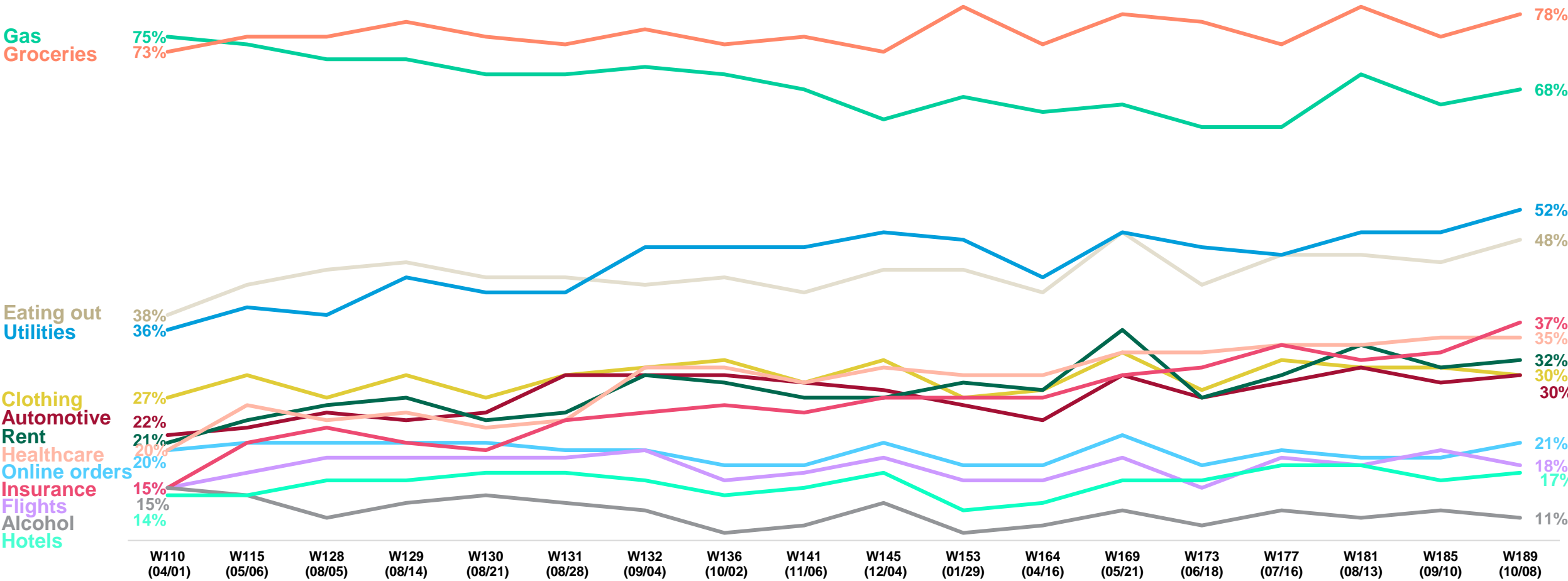


Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?
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Americans Notice Impact Of Gas, Groceries, Utilities Prices More This Month

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

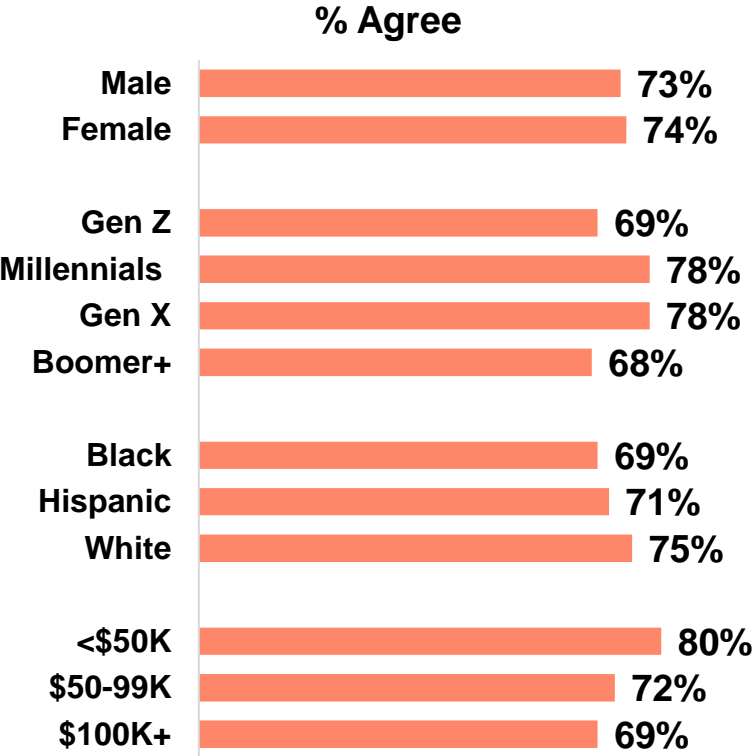
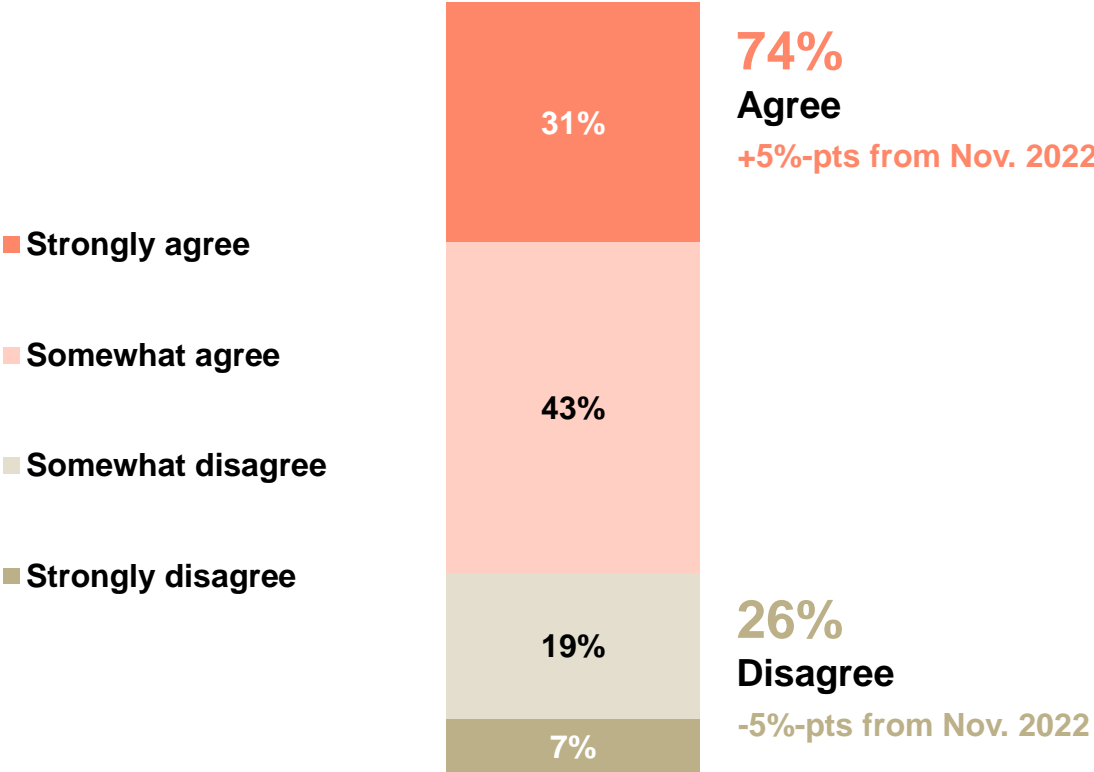


Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.
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More Americans Impacted By Inflation Today Than Same Time Last Year

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

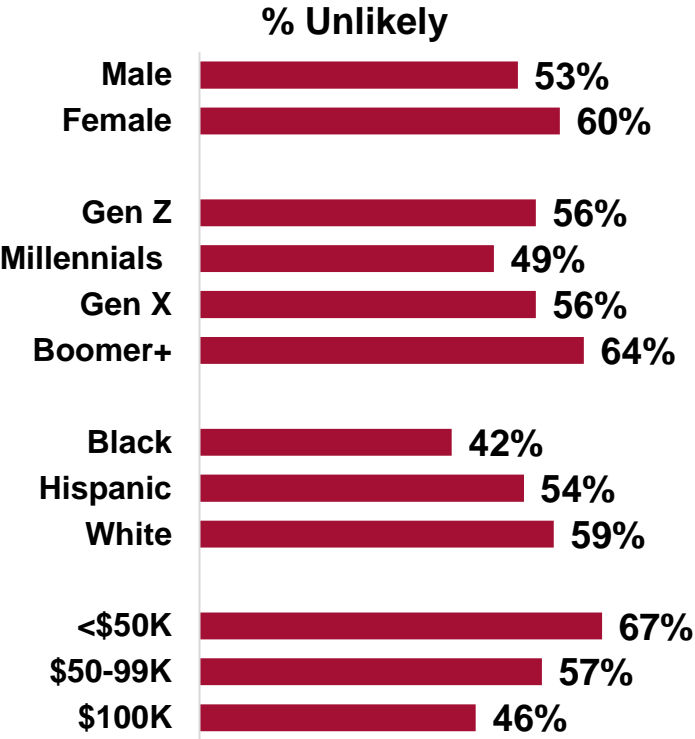
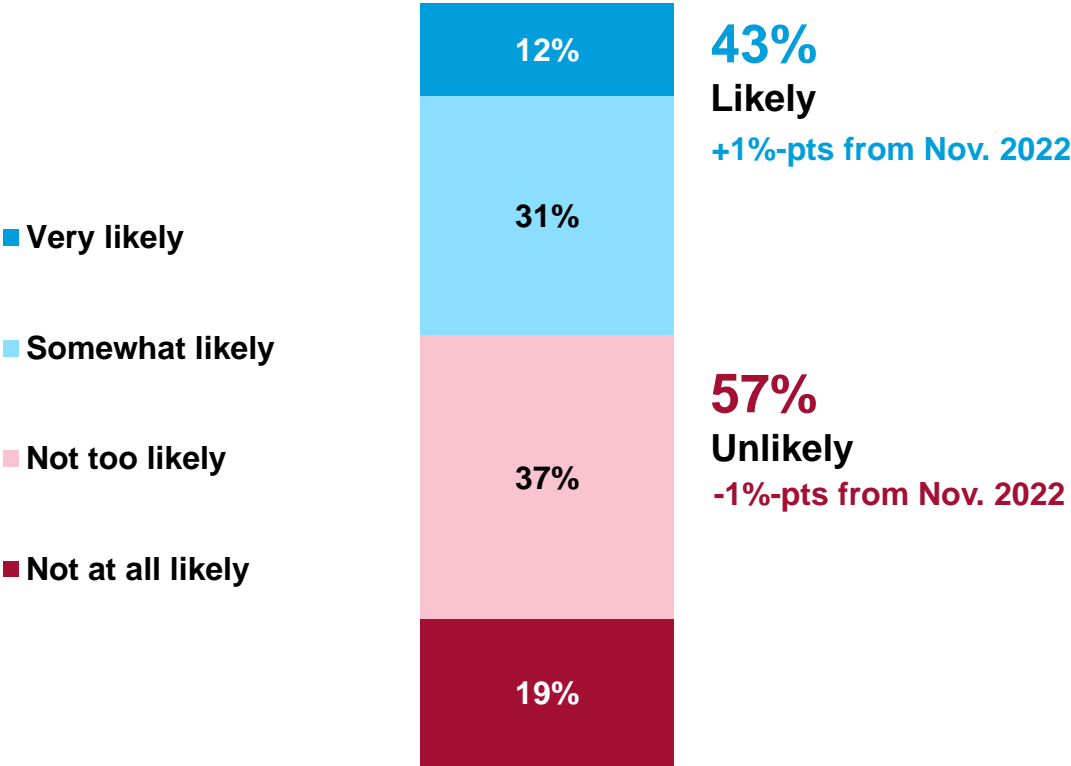


Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?
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Over Half Of Americans Doubt Inflation Will Taper Off By 2024

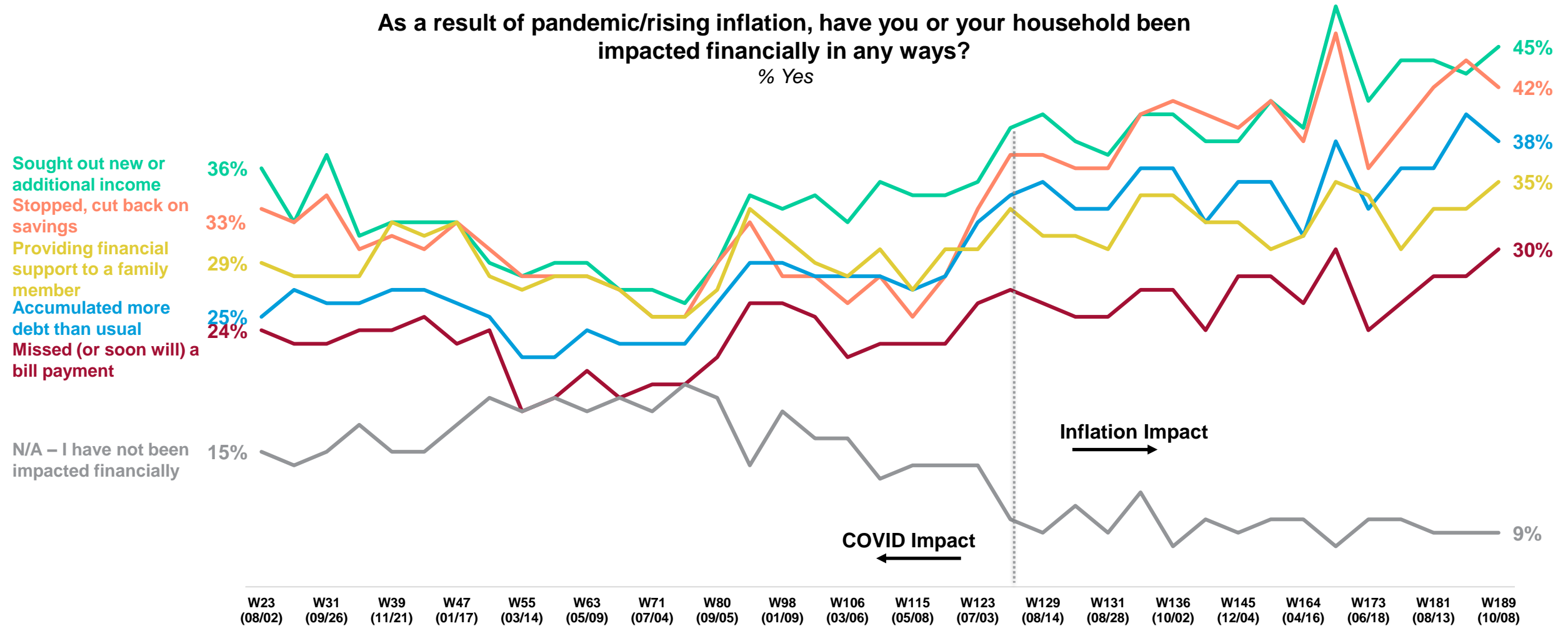
How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?



Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
INF22. How likely or unlikely do you think it is that rising inflation will taper off and decrease by 2024?
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Nearly Half Of Americans Have Needed To Seek Out New/Additional Income



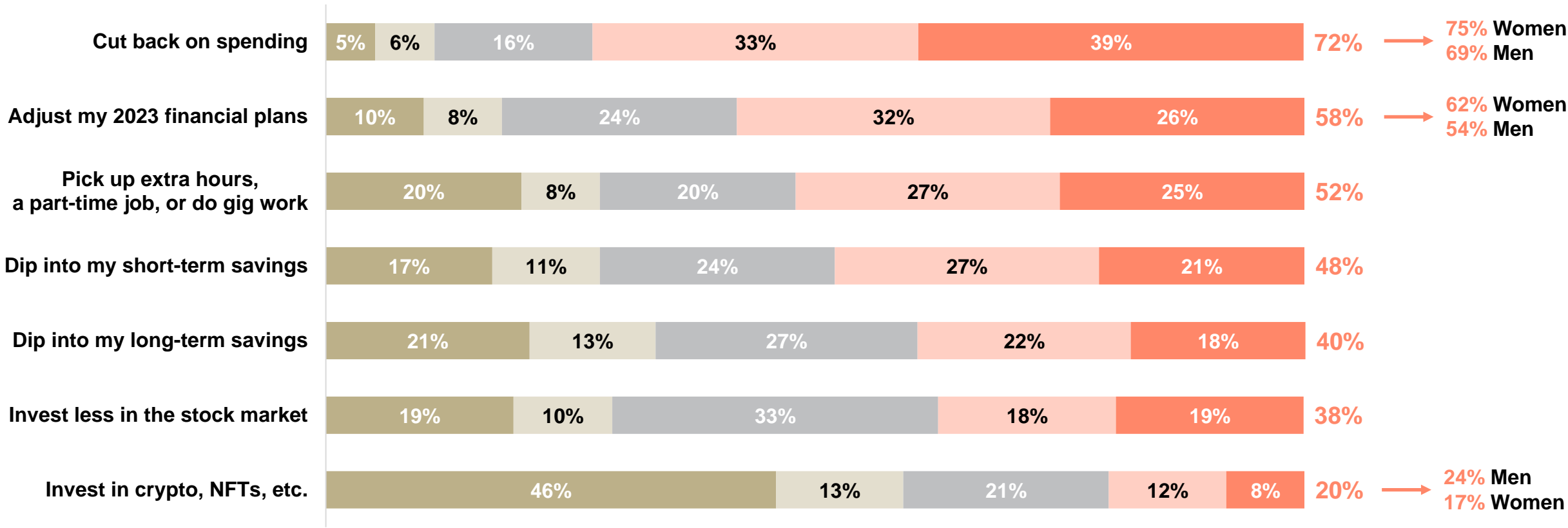
Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?
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Cutting Back & Adjusting Financial Plans Likely For Americans

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 189 (10/06-10/08/2023)
BASE: GENERAL PUBLIC W189 (n=2061)
STK06. How likely are you to do the following right now?
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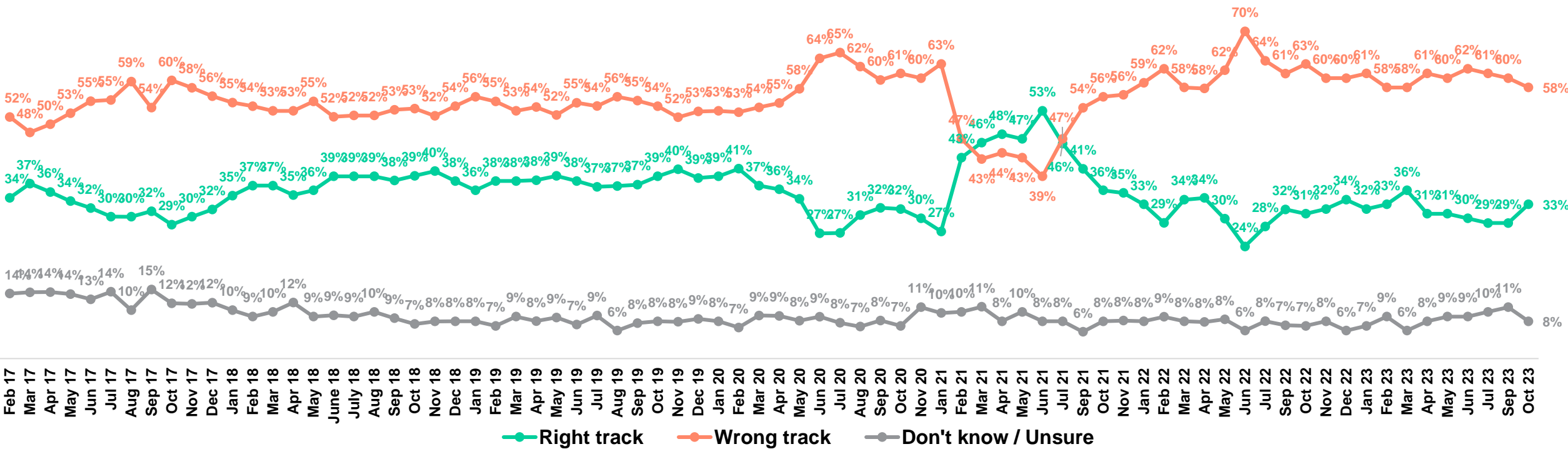
Voter Outlook

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



1 In 3 Say The Country Is On The “Right Track,” A Slight Uptick From Last Month

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



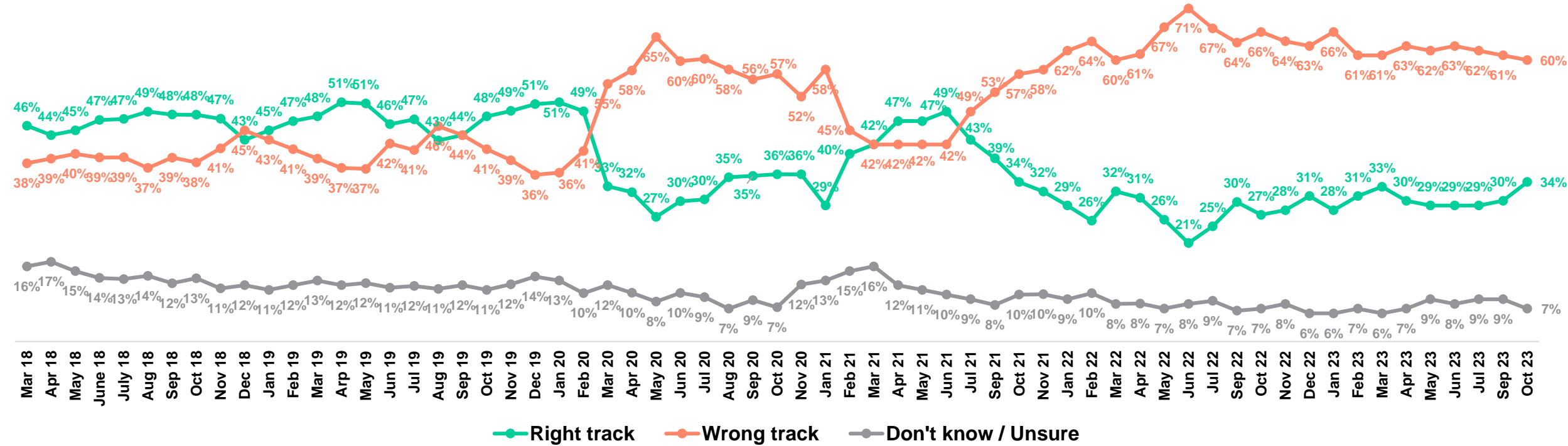
% Who Say “Right Track”

	11/22	12/22	01/23	02/23	03/23	04/23	05/23	06/23	07/23	09/23	10/23
GOP	12%	18%	14%	18%	19%	14%	14%	10%	14%	13%	14%
DEM	60%	58%	57%	55%	58%	54%	55%	54%	51%	50%	58%
IND	20%	22%	21%	23%	27%	22%	20%	21%	19%	21%	22%



One-Third Also Say The U.S. Economy Is On The Right Track

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



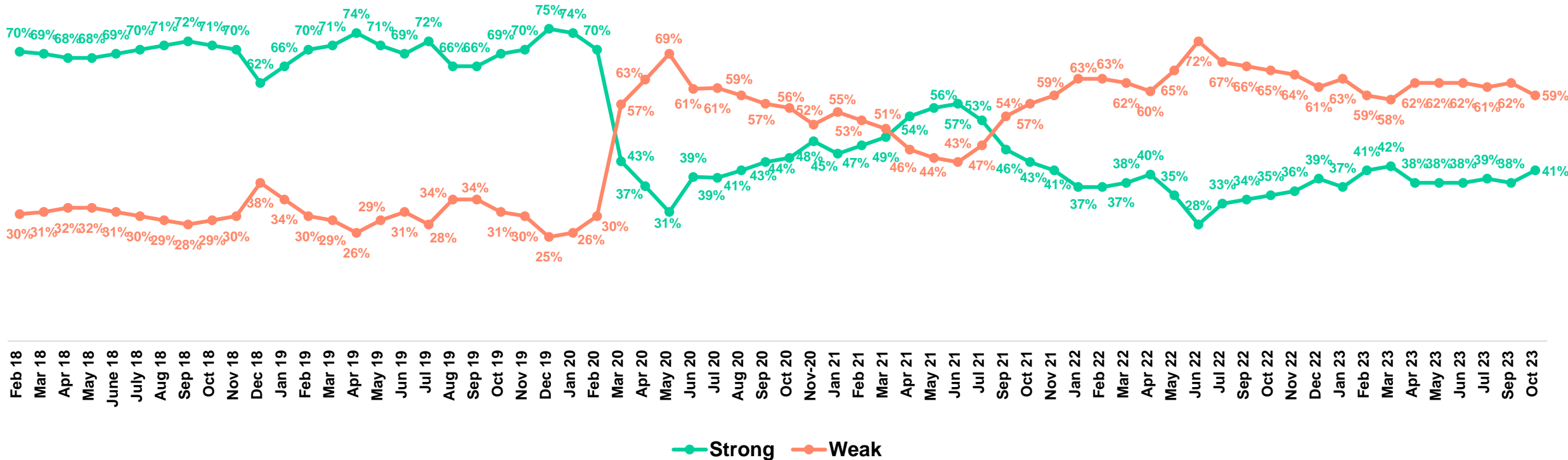
% Who Say "Right Track"

	11/22	12/22	01/23	02/23	03/23	04/23	05/23	06/23	07/23	09/23	10/23
GOP	11%	17%	12%	16%	19%	12%	14%	11%	13%	14%	13%
DEM	53%	52%	50%	53%	58%	54%	55%	51%	51%	50%	58%
IND	17%	21%	19%	23%	27%	20%	20%	22%	18%	23%	25%



Perceived Strength Of The U.S. Economy Remains Underwater, With A Slight +3%-pt Improvement From Last Month

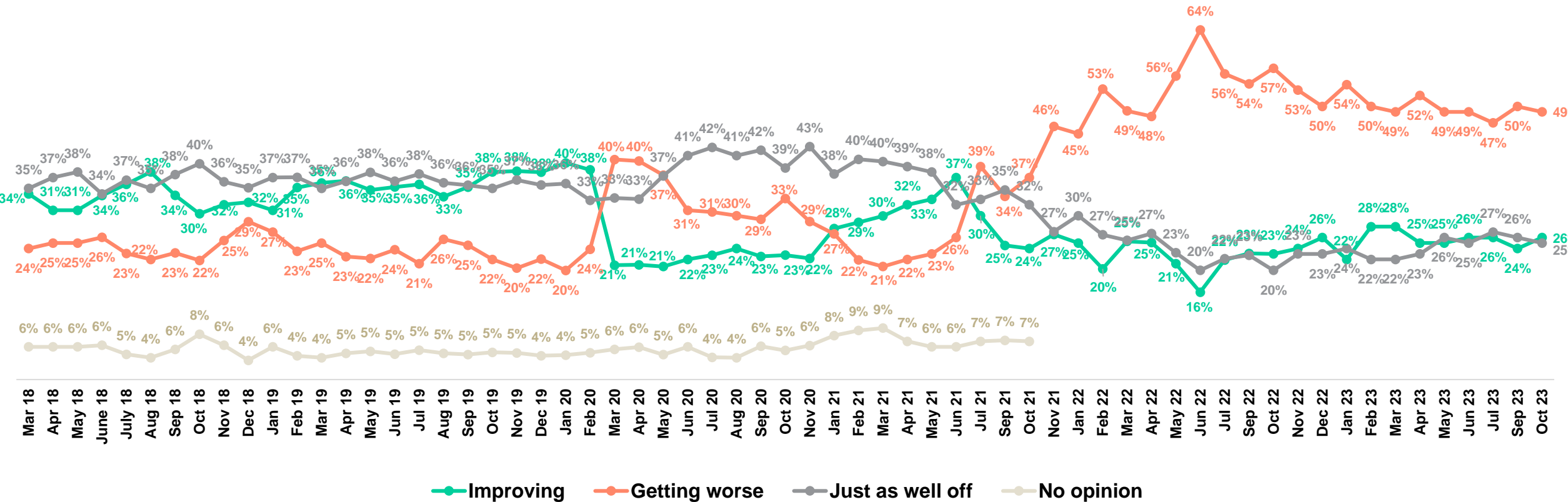
October Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





Half Of Voters Continue To Say Their Personal Financial Situation Is Worsening

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

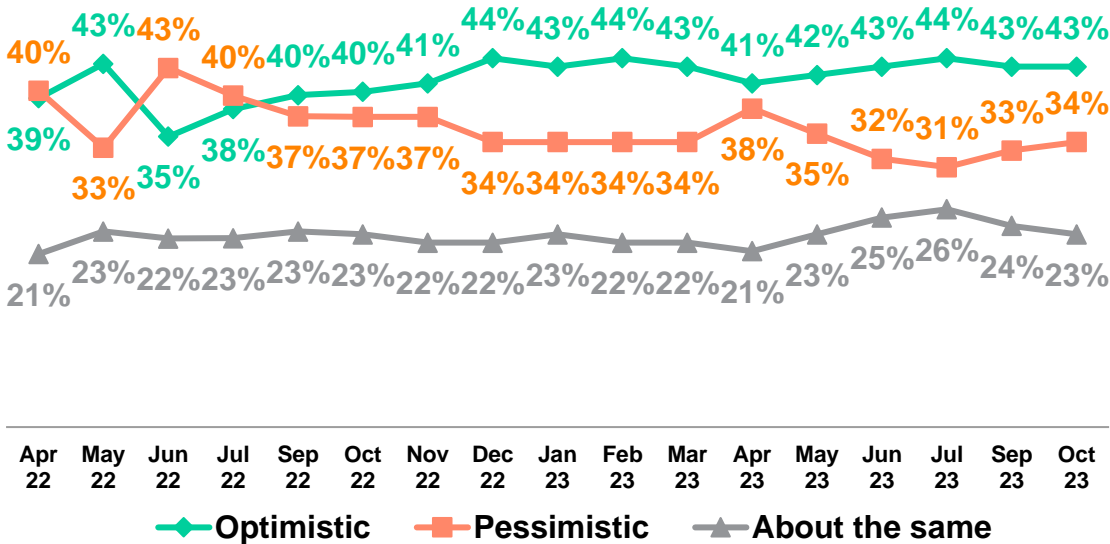




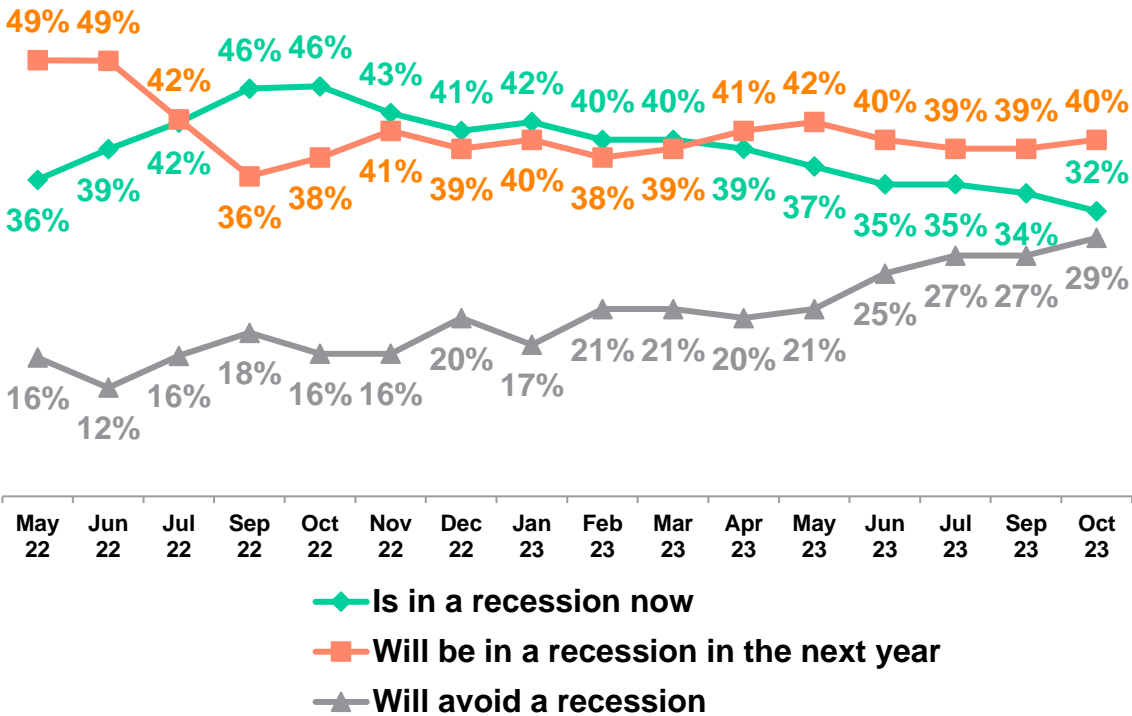
More Americans Are Optimistic Rather Than Pessimistic About Their Life Over The Next Year; Slightly More Voters Think The U.S. Will Avoid A Recession

October 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?





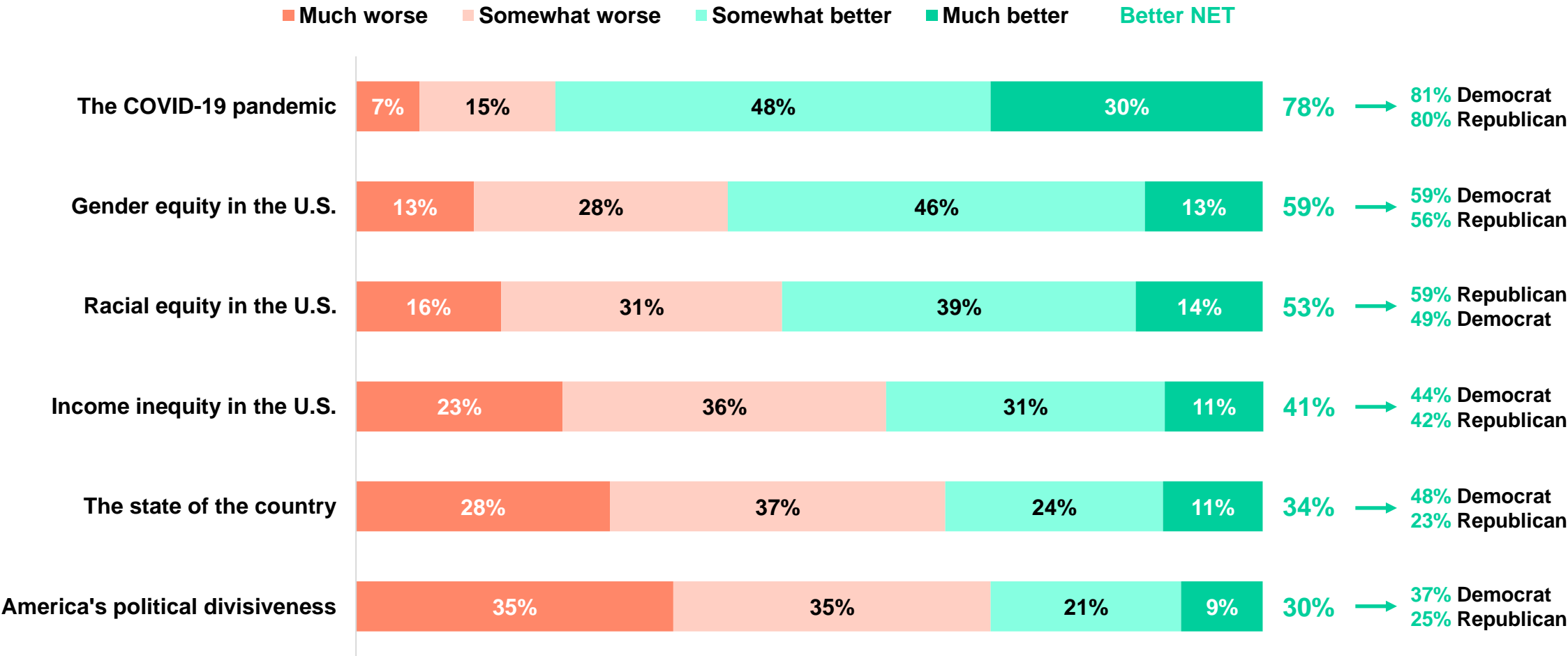
MONTHLY TREND PULSE

The State of America



2 In 3+ Say Political Divisiveness & The State Of Country Are Getting Worse

Do you think the following are getting better or worse?



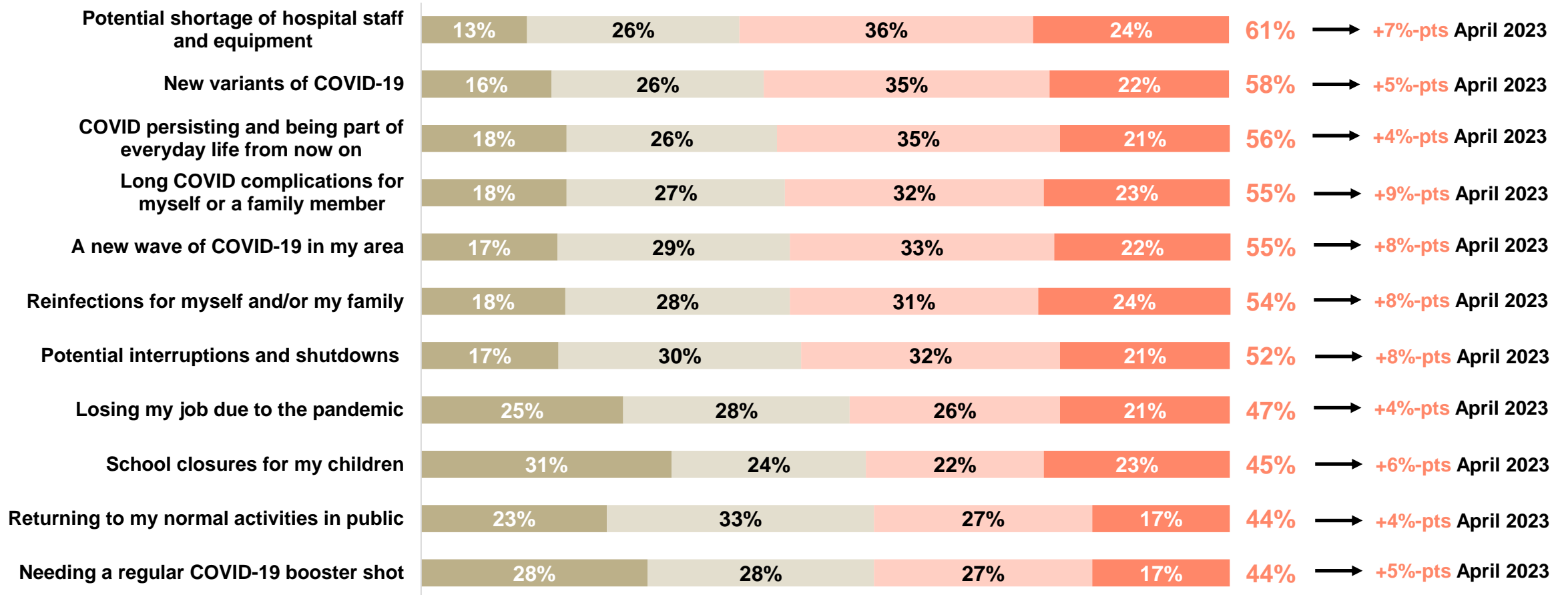
Source: Harris Poll America This Week Tracker Wave 192 (10/27-10/29/2023)
BASE: GENERAL PUBLIC W192 (n=2112)
TND05. Do you think the following are getting better or worse?
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Don't Forget COVID: Concerns Jump For Long-COVID, New Waves, Reinfections

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

■ Not at all concerned ■ Not too concerned ■ Somewhat concerned ■ Very concerned **Concerned NET**



Source: Harris Poll America This Week Tracker Wave 192 (10/27-10/29/2023)

BASE: GENERAL PUBLIC W192 (bases vary)

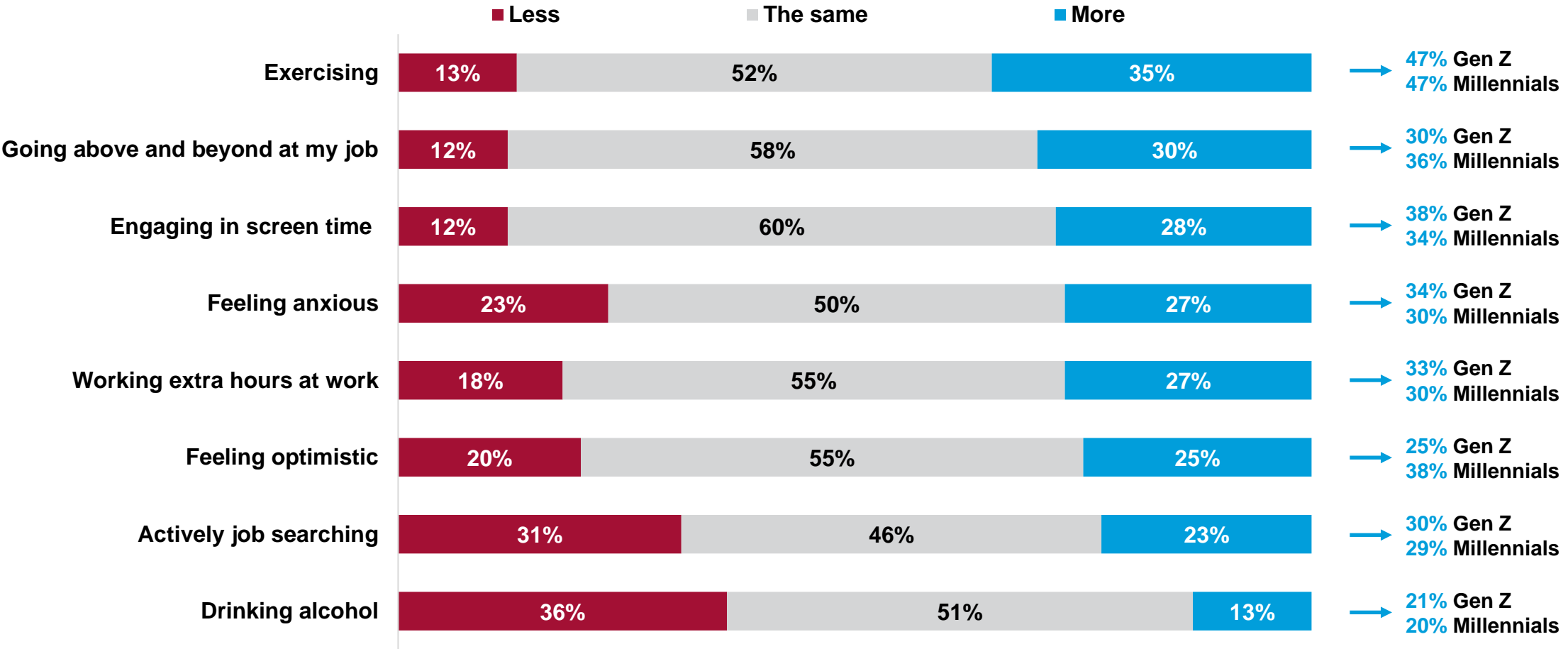
TND06. How concerned are you about each of the following due to the COVID-19 pandemic?

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Over 1 In 4 Americans Feel More Anxious Today Compared To 6 Months Ago

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?

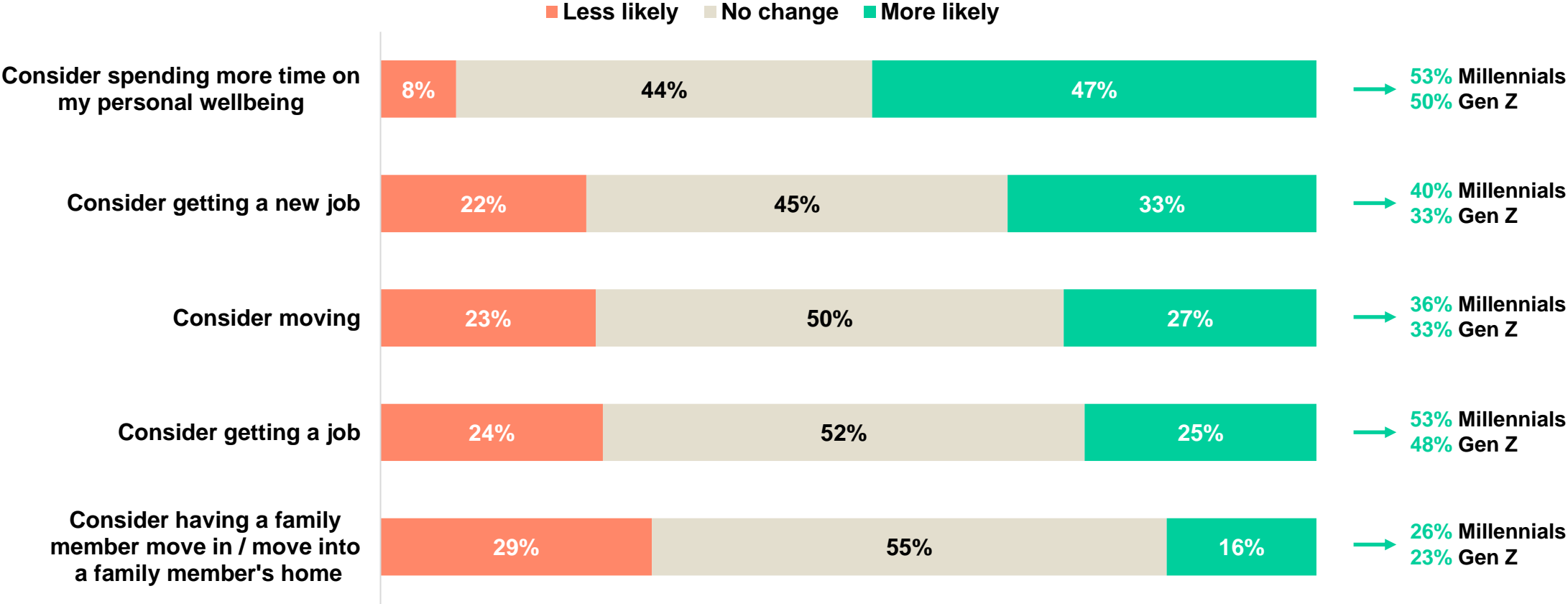


Source: Harris Poll America This Week Tracker Wave 192 (10/27-10/29/2023)
BASE: GENERAL PUBLIC W192 (bases vary)
TND07. Please tell us a little bit about your daily life and personal habits vs. six months ago, are you doing/experiencing any of the following more or less?
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And Many 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 192 (10/27-10/29/2023)
BASE: GENERAL PUBLIC W192 (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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Careers Are Improving, But Finances Are Worsening For More Than 2 In 5

Do you think the following are getting better or worse?

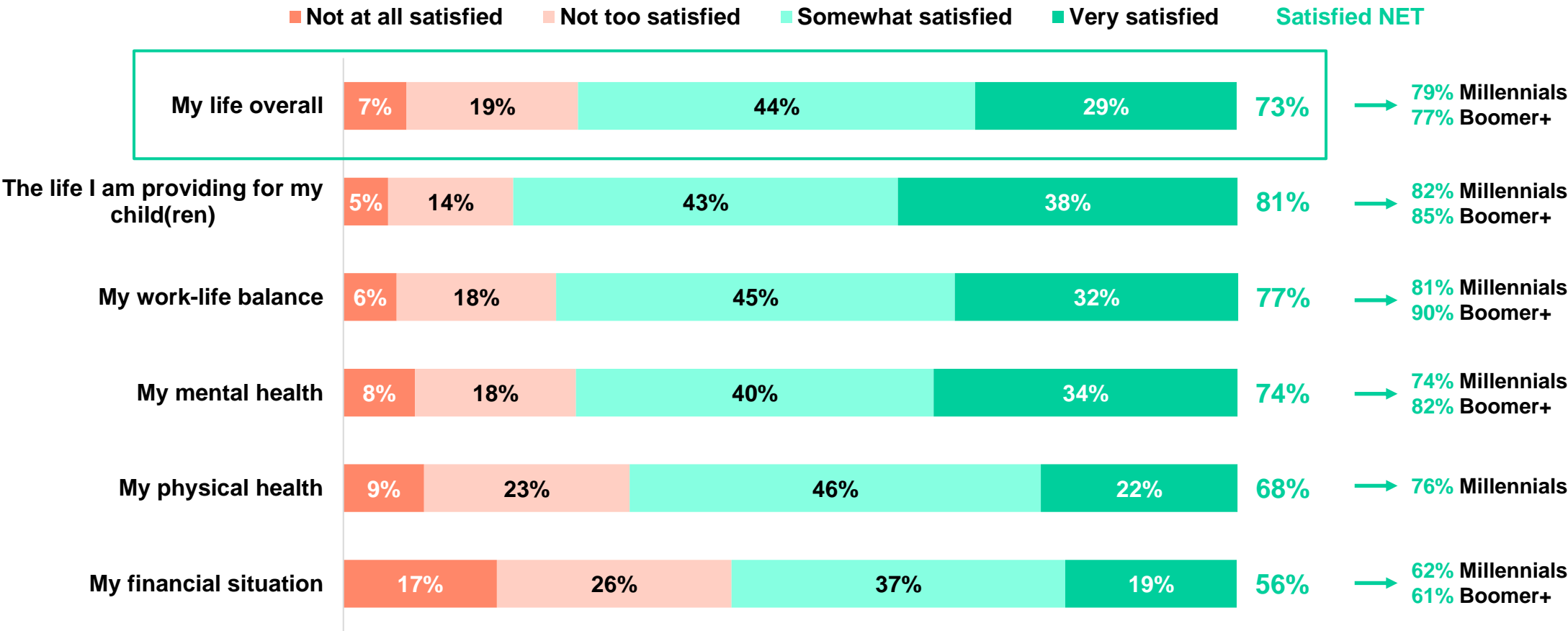


Source: Harris Poll America This Week Tracker Wave 192 (10/27-10/29/2023)
BASE: GENERAL PUBLIC W192 (n=2112)
TND05. Do you think the following are getting better or worse?
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As Just A Fifth Report Being Very Satisfied With Their Financial Situations

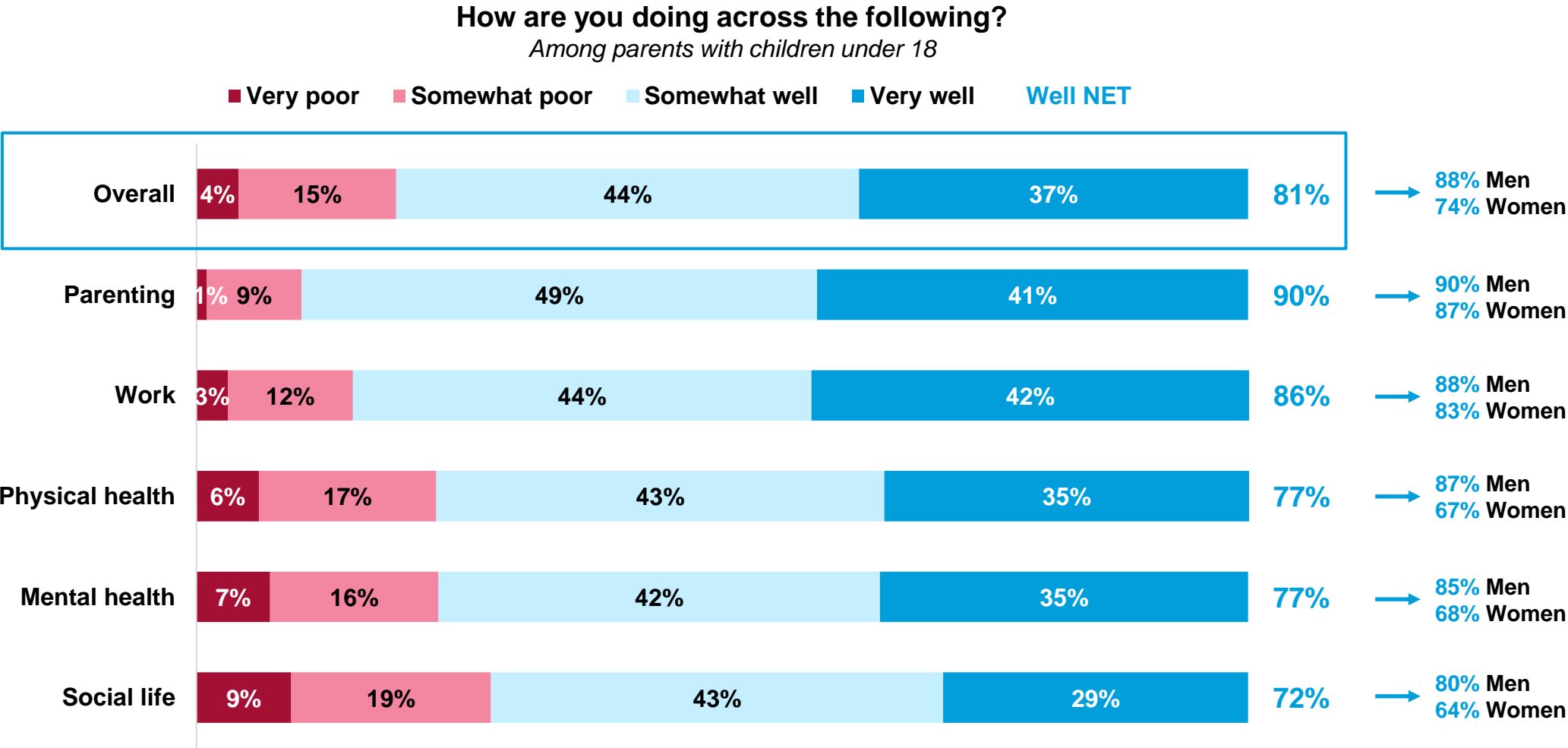
How satisfied are you with the following?



Source: Harris Poll America This Week Tracker Wave 177 (07/14-07/16/2023)
BASE: GENERAL PUBLIC W192 (bases vary)
TND08. How satisfied are you with the following?
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Most Parents Say They’re Doing Well Across Life, Work, Parenting, Etc. But Clear Differences Between Mothers & Fathers Arise

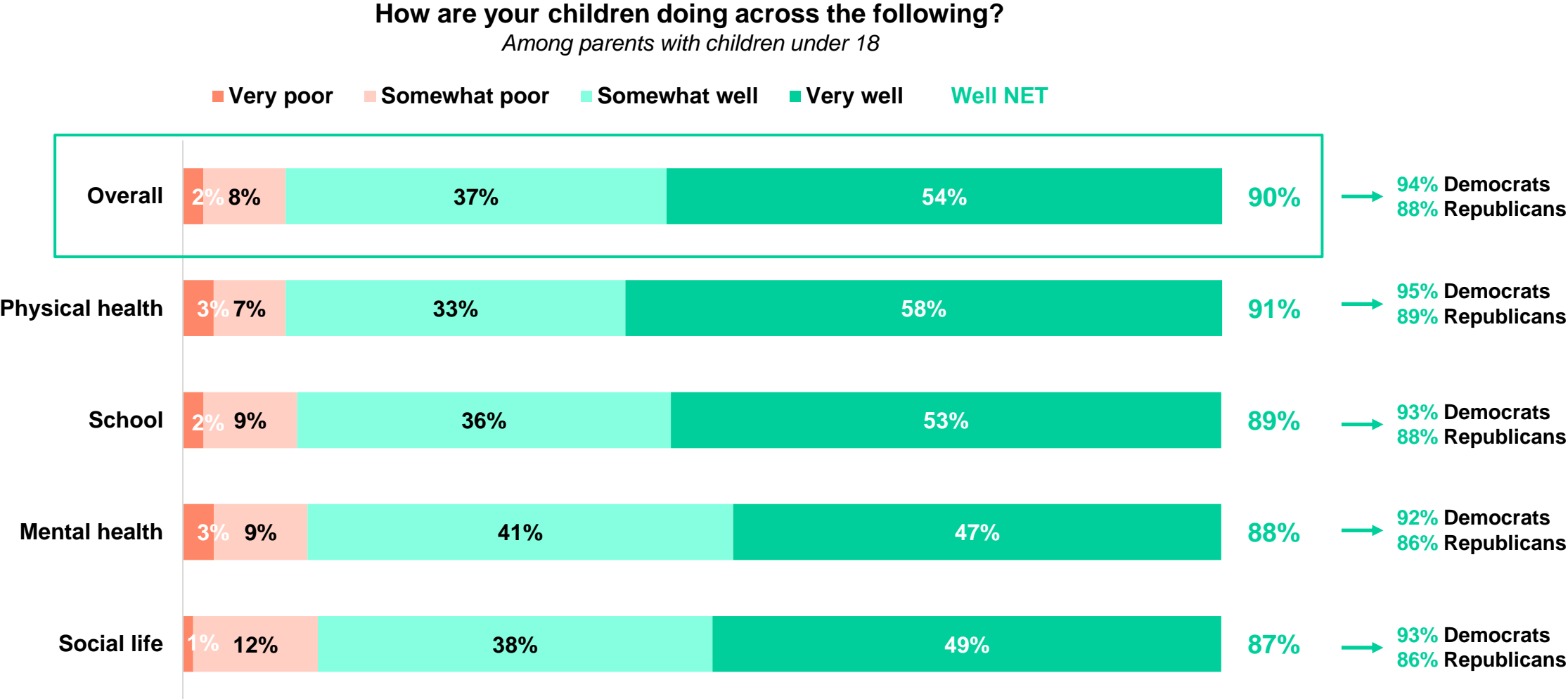


Source: Harris Poll America This Week Tracker Wave 192 (10/27-10/29/2023)
BASE: PARENTS WITH KIDS <18 W192 (bases vary)
TND10b. How are you doing across the following?
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And Parents Are Optimistic On Their Children’s Schooling, Health, & Social Life

With Democrat Parents Being Just Slightly More Optimistic



Source: Harris Poll America This Week Tracker Wave 192 (10/27-10/29/2023)
BASE: PARENTS WITH KIDS <18 W192 (bases vary)
TND10. How are your children doing across the following?
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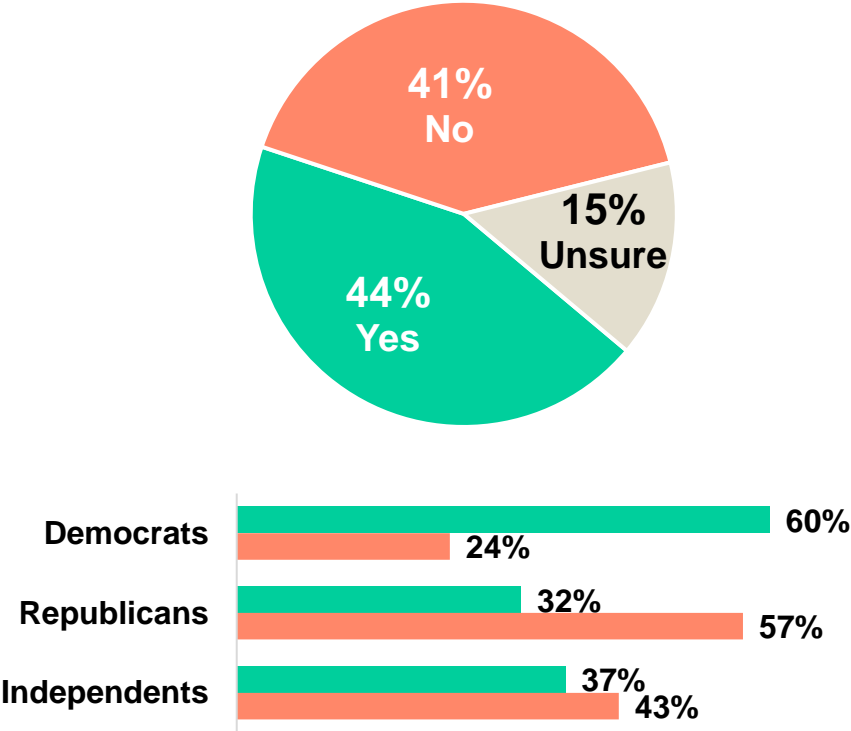
HARRIS POLL IN THE MEDIA

The American Middle-Class

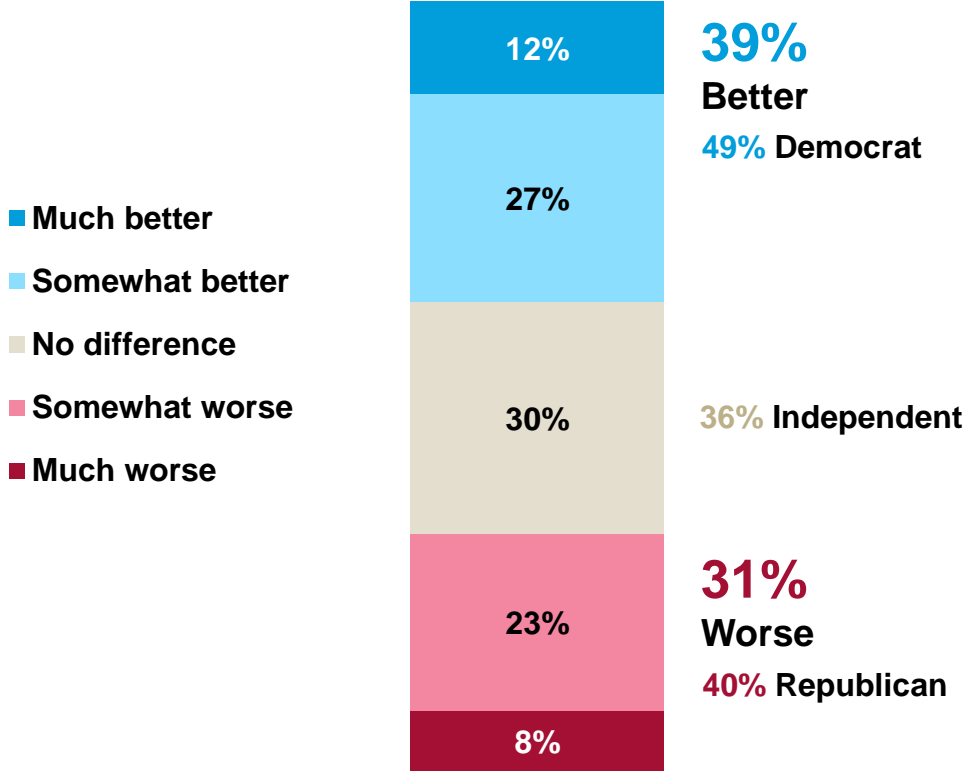


The Economy Doesn't Resonate With Many Middle-Class Americans

Do you think the U.S. economy is working for you?
Among middle-class Americans



How would you describe your current financial situation compared to a year ago?
Among middle-class Americans

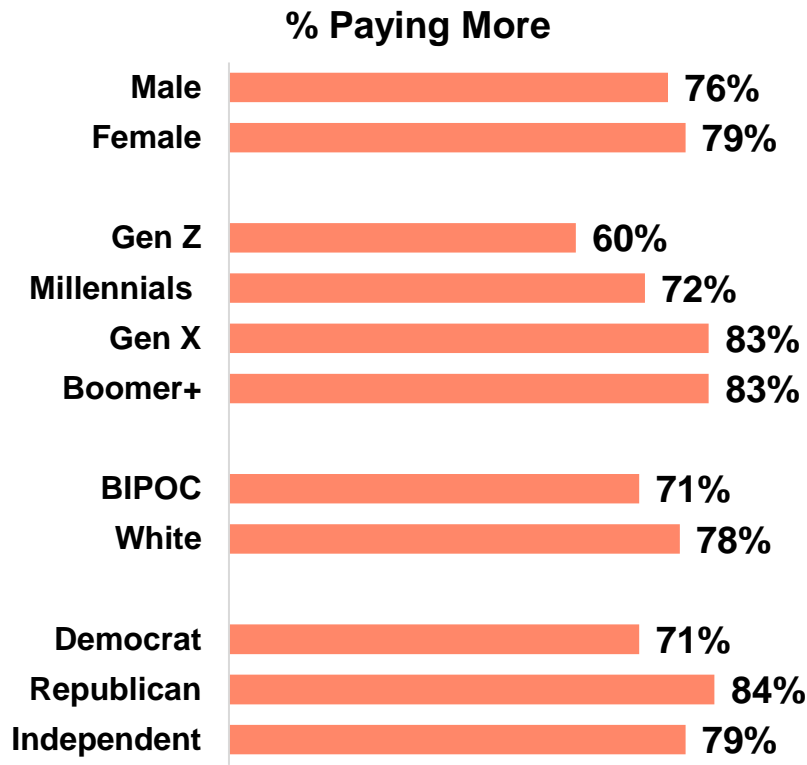
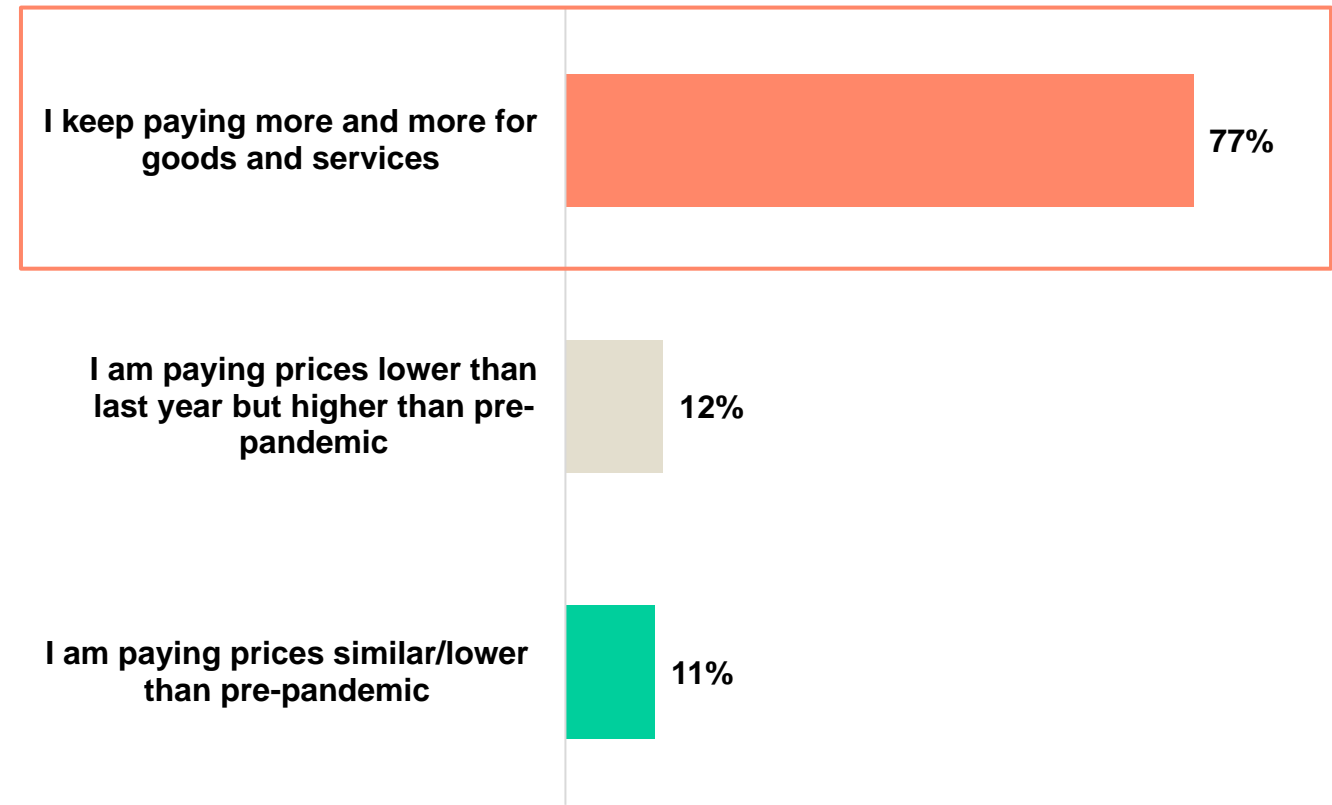


Source: Harris Poll America This Week Tracker Waves 188 & 189 (09/29-10/08/2023)
BASE: MIDDLE CLASS AMERICANS W188-189 (n=1478)
BMC04. Do you think the U.S. economy is working for you?
MID04. How would you describe your current financial situation compared to...?
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As The Majority Report Prices Are Still Increasing

Which of the following comes closest to your experience around inflation today?
Among middle-class Americans

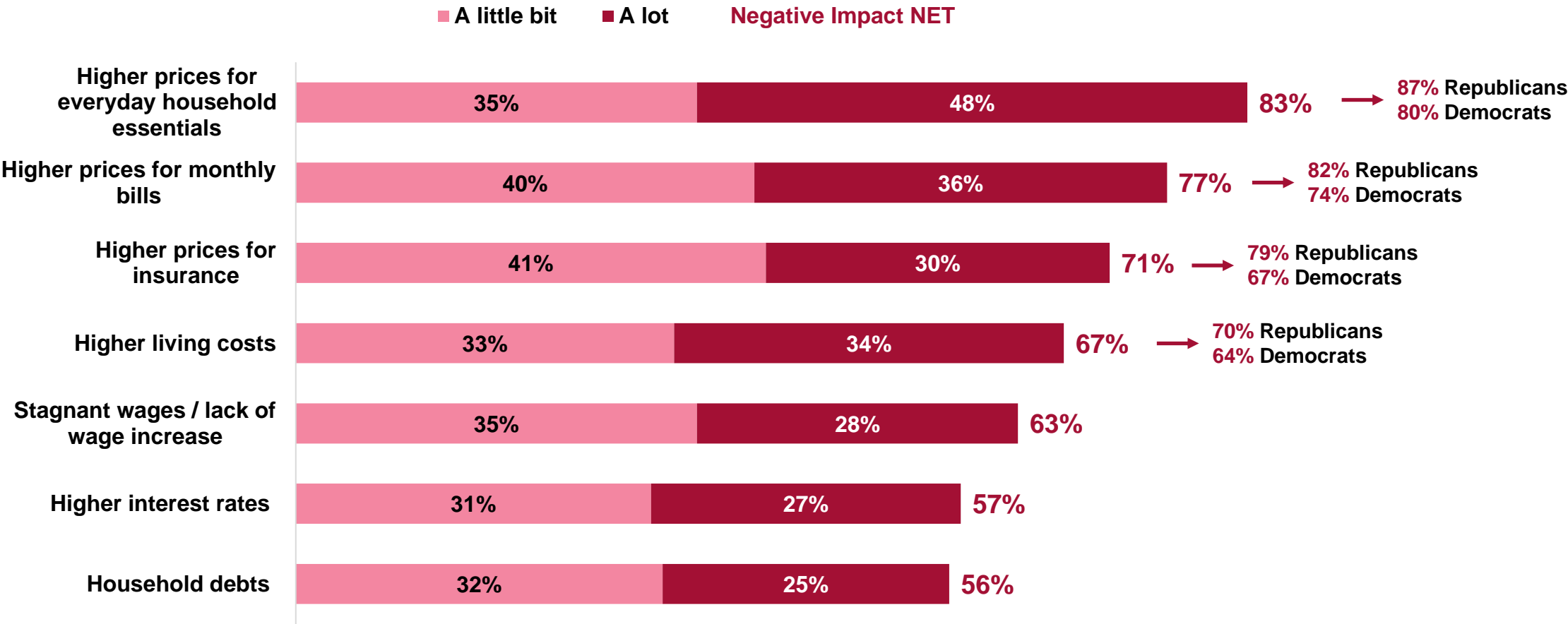


Source: Harris Poll America This Week Tracker Waves 188 & 189 (09/29-10/08/2023)
BASE: MIDDLE CLASS AMERICANS W188-189 (n=1478)
BMC05. Which of the following comes closest to your experience around inflation today?



Leaving Middle-Class Americans Stuck With Too Many Financial Pain Points

Thinking over the last few months, how much have the following negatively impacted your household's financial health?
Among middle-class Americans



Source: Harris Poll America This Week Tracker Waves 188 & 189 (09/29-10/08/2023)
BASE: MIDDLE CLASS AMERICANS W188-189 (n=1478)
BMC07. Thinking over the last few months, how much have the following negatively impacted your household's financial health?
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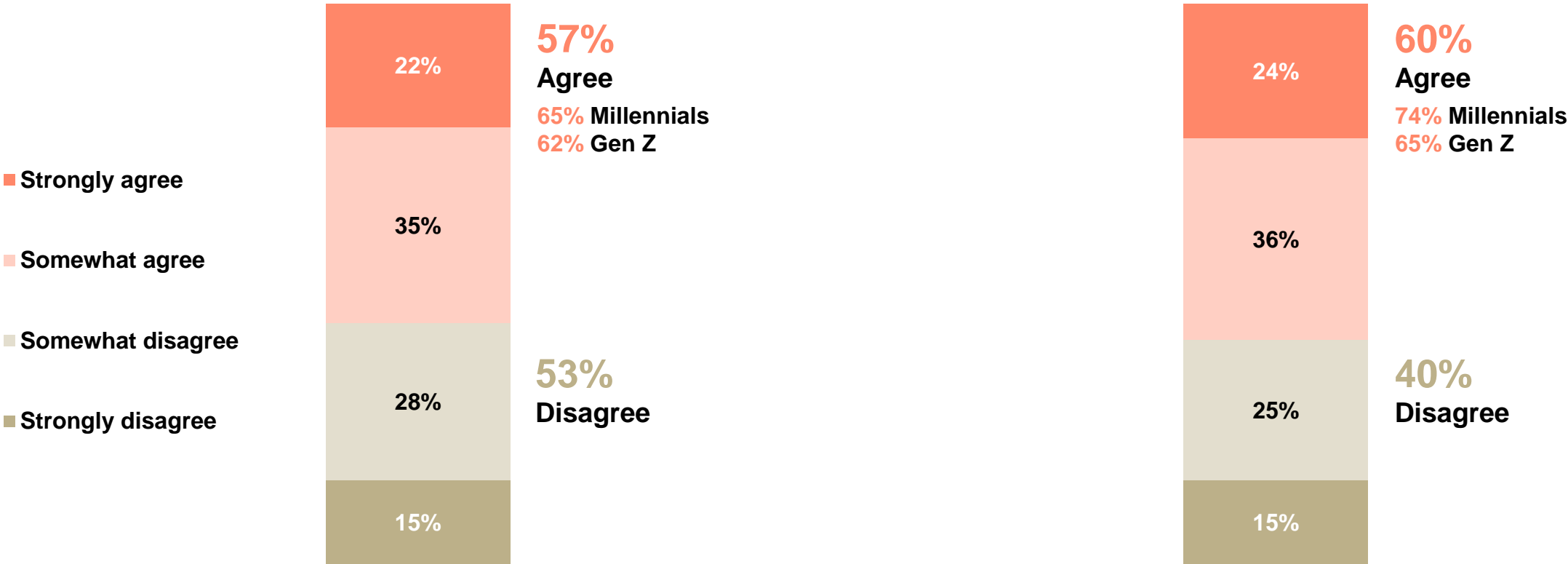
HARRIS POLL IN THE MEDIA

The Elusive American Dream



The American Dream Feels Unattainable For Younger Americans

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



The American Dream is moving further away from me

I feel like I'm starting farther behind in my finances than those older than me when they were my age

Source: Harris Poll America This Week Tracker Wave 183 (8/25-8/27/2023)
BASE: GENERAL PUBLIC W183 (n=2117)
USA08. How much do you agree or disagree with the following statements?
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The 'American Dream' has always been elusive. Is it still worth fighting for?
[Read more here](#)

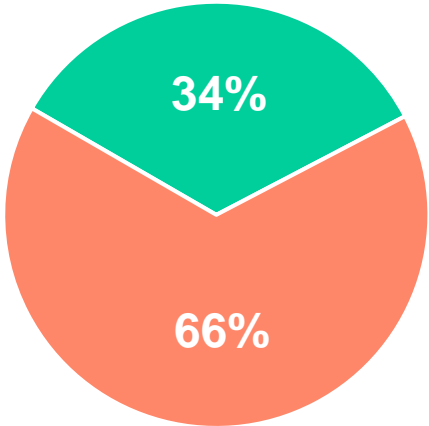
'They can't buy into that American Dream': How younger workers are redefining success
[Read more here](#)



As Novel Hardships & Systemic Breakdowns Hold Gen Z/Millennials Back

Which do you agree with most?

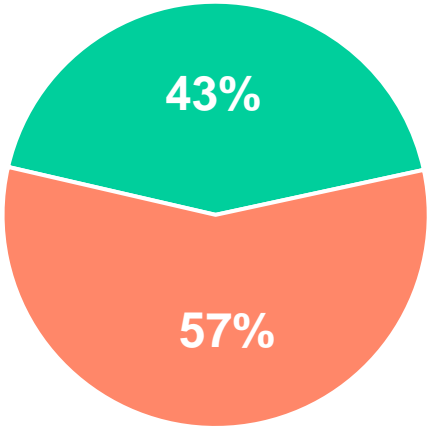
Younger generations are facing the same hardships as previous generations



Younger generations are facing new hardships that previous generations haven't

Why do you believe the American Dream may feel unattainable for younger generations today?

Younger people don't want to work hard anymore and therefore won't achieve the American Dream



There have been systemic breakdowns that have left younger generations at too big of a deficit to be able to attain the American Dream no matter how hard they work



Source: Harris Poll America This Week Tracker Wave 183 (8/25-8/27/2023)
BASE: GENERAL PUBLIC W183 (n=2117)
USA08. How much do you agree or disagree with the following statements?
USA07. Why do you believe the American Dream may feel unattainable for younger generations today?
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HARRIS POLL AT THE 2023 FORBES CMO SUMMIT

What Comes Next? Trends To Track



#1. The Care Bear Stare Is An Economic Driver

80%

Of Gen Z/Millennials say **women supporting women is a key economic trend fueling today's economy** (e.g., Taylor Swift Tour, Beyonce Tour, Barbie movie, etc.).

(v. Gen X/Boomer+: 66%; Millennial Men: 84%)

74%

Are interested in **more experiences that are centered around women's interests, outlooks, and communities**

(v. Gen X/Boomer+: 48%)

68%

Believe **"The Eras and Renaissance Tour injected joy into society"** (regardless if one attended or not)

(Millennial Men: 78%)

65%

Are **likely to spend more money** this year supporting women

26% of Millennials **already spent \$500+ this summer** on women-centric experiences

54%

Report **plans to significantly save** to attend a future mega tour of a female performer

(Millennial Men: 66%)



#2. The F-Yeah Economy Is Keeping Americans Young

78%

Of Americans report **needing a break from societal distress**

78%

Want to engage in experiences today **that were fun as a kid**

87%

Say being “**playful is important to my mental health**”

78%

Agree adults **need more time to be playful**

85%

Agree they’re “**not going to deprive myself the comforts of life now** for a future that feels like it **could change at any moment**”



#3. Teleport Expectations: Young Consumers Want More

77%

Of Gen Z/Millennials **want to be fully immersed in the brand experience the moment they enter a store**

77% crave retail experiences that **allow them to escape and explore**

74%

Are looking for retail experiences that **activate their five senses for a richer, immersive visit**

79%

Are interested in retail stores **blending more immersive technology into their space**

Half

Of Gen Z wants shopping experiences that **use AR/VR to make shopping more fun**



#4. AI Is A Mind Melt

67%

of Americans report “**I can’t keep up with all the changes AI creates in society**”

79%

of Americans believe that “our best hope for AI is **that companies step in and ethically guide AI on behalf of society**”

69% I'm excited about the potential of AI making society better

70% AI will allow me to expand my creativity like never before

88% Gen Z, 77% Millennials think AI can improve online shopping

Gen Z/Millennial

68% There is no way that AI can be completely ethical

75% AI will make it more difficult to protect artists and their work

78% AI has the ability to be exploitive and profit off others without compensation

Forbes

[Check out CEO John Gerzema & CSO Libby Rodney's full presentation here](#)

2023 Forbes CMO Summit Day 2: Everything Is Uncomfortable: Ten Signals of Liminality & What Comes Next



Thank you!

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