America This Week: From The Harris Poll
October 2023

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AMERICA THIS WEEK: FROM THE HARRIS POLL

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

Trended Fear Curves
November 2022 to November 2023

- Economy, inflation (86%)
- U.S. Recession (83%)
- Crime rates (80%)
- Political divisiveness (72%)
- War on Ukraine (70%)
- Banking crisis (67%)
- Solvency of U.S. banks (66%)
- New COVID variant (56%)
- Losing your job (45%)

Wave Change
Weekly Monthly
- Economy, inflation -5 -4
- U.S. Recession -5 -6
- Crime rates -3 -4
- Political divisiveness -6 -6
- War on Ukraine -4 -4
- Banking crisis -5 -2
- Solvency of U.S. banks -7 -4
- New COVID variant -3 -7
- Losing your job -6 -2

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Optimism Holding Strong That The Worst Of COVID Is Behind Us

Worst is behind us

Worst is ahead of us

Source: Harris Poll America This Week Tracker (2023)
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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
AMERICA THIS WEEK: FROM THE HARRIS POLL

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

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

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

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)?
## AMERICA THIS WEEK: FROM THE HARRIS POLL

**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?

<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>6%</td>
<td>19%</td>
<td>75%</td>
</tr>
<tr>
<td>Utilities</td>
<td>5%</td>
<td>24%</td>
<td>71%</td>
</tr>
<tr>
<td>Gas</td>
<td>9%</td>
<td>21%</td>
<td>70%</td>
</tr>
<tr>
<td>Interest rates</td>
<td>6%</td>
<td>26%</td>
<td>68%</td>
</tr>
<tr>
<td>Other insurance (e.g., car, home, etc.)</td>
<td>3%</td>
<td>33%</td>
<td>64%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>4%</td>
<td>32%</td>
<td>64%</td>
</tr>
<tr>
<td>Rent</td>
<td>5%</td>
<td>31%</td>
<td>63%</td>
</tr>
<tr>
<td>Health insurance</td>
<td>4%</td>
<td>34%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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?
AMERICA THIS WEEK: FROM THE HARRIS POLL

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.
More Americans Impacted By Inflation Today Then Same Time Last Year

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

- **74%** Agree
  - Strongly agree: 31%
  - Somewhat agree: 43%

- **26%** Disagree
  - Somewhat disagree: 19%
  - Strongly disagree: 7%

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?
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?

- **43%** Likely
  - Very likely: 12%
  - Somewhat likely: 31%
  - +1%-pts from Nov. 2022

- **57%** Unlikely
  - Not too likely: 37%
  - Not at all likely: 19%
  - -1%-pts from Nov. 2022

**Gender**
- Male: 53%
- Female: 60%

**Age Group**
- Gen Z: 56%
- Millennials: 49%
- Gen X: 56%
- Boomer+: 64%

**Race**
- Black: 42%
- Hispanic: 54%
- White: 59%

**Income**
- <$50K: 67%
- $50-99K: 57%
- $100K: 46%

Source: Harris Poll America This Week Tracker Wave 189 (10/06-10/08/2023)
Nearly Half Of Americans Have Needed To Seek Out New/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 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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not at all likely</th>
<th>Not too likely</th>
<th>No change</th>
<th>Somewhat likely</th>
<th>Very likely</th>
<th>Likely (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut back on spending</td>
<td>5%</td>
<td>6%</td>
<td>16%</td>
<td>33%</td>
<td>39%</td>
<td>72%</td>
</tr>
<tr>
<td>Adjust my 2023 financial plans</td>
<td>10%</td>
<td>8%</td>
<td>24%</td>
<td>32%</td>
<td>26%</td>
<td>58%</td>
</tr>
<tr>
<td>Pick up extra hours, a part-time job, or do gig work</td>
<td>20%</td>
<td>8%</td>
<td>20%</td>
<td>27%</td>
<td>25%</td>
<td>52%</td>
</tr>
<tr>
<td>Dip into my short-term savings</td>
<td>17%</td>
<td>11%</td>
<td>24%</td>
<td>27%</td>
<td>21%</td>
<td>48%</td>
</tr>
<tr>
<td>Dip into my long-term savings</td>
<td>21%</td>
<td>13%</td>
<td>27%</td>
<td>22%</td>
<td>18%</td>
<td>40%</td>
</tr>
<tr>
<td>Invest less in the stock market</td>
<td>19%</td>
<td>10%</td>
<td>33%</td>
<td>18%</td>
<td>19%</td>
<td>38%</td>
</tr>
<tr>
<td>Invest in crypto, NFTs, etc.</td>
<td>46%</td>
<td>13%</td>
<td>21%</td>
<td>12%</td>
<td>8%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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?
Harris Insights & Analytics LLC, A Stagwell Company © 2020
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”

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

Source: Harvard CAPS-Harris Poll (October 2023)
HARVARD-HARRIS POLL: OCTOBER 2023

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”

<table>
<thead>
<tr>
<th></th>
<th>11/22</th>
<th>12/22</th>
<th>01/23</th>
<th>02/23</th>
<th>03/23</th>
<th>04/23</th>
<th>05/23</th>
<th>06/23</th>
<th>07/23</th>
<th>09/23</th>
<th>10/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOP</td>
<td>11%</td>
<td>17%</td>
<td>12%</td>
<td>16%</td>
<td>19%</td>
<td>12%</td>
<td>14%</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>DEM</td>
<td>53%</td>
<td>52%</td>
<td>50%</td>
<td>53%</td>
<td>58%</td>
<td>54%</td>
<td>55%</td>
<td>51%</td>
<td>51%</td>
<td>50%</td>
<td>58%</td>
</tr>
<tr>
<td>IND</td>
<td>17%</td>
<td>21%</td>
<td>19%</td>
<td>23%</td>
<td>27%</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
<td>18%</td>
<td>23%</td>
<td>25%</td>
</tr>
</tbody>
</table>
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?

Source: Harvard CAPS-Harris Poll (October 2023)
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?

Source: Harvard CAPS-Harris Poll (October 2023)

“No opinion” removed as response option in November 2021
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?

<table>
<thead>
<tr>
<th>Month</th>
<th>Optimistic</th>
<th>Pessimistic</th>
<th>About the same</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 22</td>
<td>46%</td>
<td>20%</td>
<td>34%</td>
</tr>
<tr>
<td>Nov 22</td>
<td>46%</td>
<td>23%</td>
<td>31%</td>
</tr>
<tr>
<td>Dec 22</td>
<td>43%</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Jan 23</td>
<td>41%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Feb 23</td>
<td>40%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Mar 23</td>
<td>38%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Apr 23</td>
<td>34%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>May 23</td>
<td>35%</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>Jun 23</td>
<td>34%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Jul 23</td>
<td>33%</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Aug 23</td>
<td>34%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Sep 23</td>
<td>34%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Oct 23</td>
<td>34%</td>
<td>36%</td>
<td>30%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Month</th>
<th>Is in a recession now</th>
<th>Will be in a recession in the next year</th>
<th>Will avoid a recession</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 22</td>
<td>16%</td>
<td>18%</td>
<td>66%</td>
</tr>
<tr>
<td>May 22</td>
<td>16%</td>
<td>18%</td>
<td>66%</td>
</tr>
<tr>
<td>Jun 22</td>
<td>16%</td>
<td>16%</td>
<td>68%</td>
</tr>
<tr>
<td>Jul 22</td>
<td>16%</td>
<td>16%</td>
<td>68%</td>
</tr>
<tr>
<td>Aug 22</td>
<td>12%</td>
<td>16%</td>
<td>72%</td>
</tr>
<tr>
<td>Sep 22</td>
<td>16%</td>
<td>16%</td>
<td>68%</td>
</tr>
<tr>
<td>Oct 22</td>
<td>16%</td>
<td>18%</td>
<td>66%</td>
</tr>
<tr>
<td>Nov 22</td>
<td>16%</td>
<td>16%</td>
<td>68%</td>
</tr>
<tr>
<td>Dec 22</td>
<td>20%</td>
<td>17%</td>
<td>63%</td>
</tr>
<tr>
<td>Jan 23</td>
<td>21%</td>
<td>21%</td>
<td>58%</td>
</tr>
<tr>
<td>Feb 23</td>
<td>20%</td>
<td>21%</td>
<td>59%</td>
</tr>
<tr>
<td>Mar 23</td>
<td>25%</td>
<td>27%</td>
<td>48%</td>
</tr>
<tr>
<td>Apr 23</td>
<td>25%</td>
<td>27%</td>
<td>48%</td>
</tr>
<tr>
<td>May 23</td>
<td>25%</td>
<td>27%</td>
<td>48%</td>
</tr>
<tr>
<td>Jun 23</td>
<td>27%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Jul 23</td>
<td>27%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Aug 23</td>
<td>25%</td>
<td>27%</td>
<td>48%</td>
</tr>
<tr>
<td>Sep 23</td>
<td>27%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Oct 23</td>
<td>29%</td>
<td>32%</td>
<td>41%</td>
</tr>
</tbody>
</table>
MONTHLY TREND PULSE

The State of America
# AMERICA THIS WEEK: FROM THE HARRIS POLL

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

Do you think the following are getting better or worse?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Much worse</th>
<th>Somewhat worse</th>
<th>Somewhat better</th>
<th>Much better</th>
<th>Better NET</th>
<th>Better NET Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>The COVID-19 pandemic</td>
<td>7%</td>
<td>15%</td>
<td>48%</td>
<td>30%</td>
<td>78%</td>
<td>80% Democrat</td>
</tr>
<tr>
<td>Gender equity in the U.S.</td>
<td>13%</td>
<td>28%</td>
<td>46%</td>
<td>13%</td>
<td>59%</td>
<td>56% Republican</td>
</tr>
<tr>
<td>Racial equity in the U.S.</td>
<td>16%</td>
<td>31%</td>
<td>39%</td>
<td>14%</td>
<td>53%</td>
<td>49% Democrat</td>
</tr>
<tr>
<td>Income inequity in the U.S.</td>
<td>23%</td>
<td>36%</td>
<td>31%</td>
<td>11%</td>
<td>41%</td>
<td>42% Republican</td>
</tr>
<tr>
<td>The state of the country</td>
<td>28%</td>
<td>37%</td>
<td>24%</td>
<td>11%</td>
<td>34%</td>
<td>23% Republican</td>
</tr>
<tr>
<td>America's political divisiveness</td>
<td>35%</td>
<td>35%</td>
<td>21%</td>
<td>9%</td>
<td>30%</td>
<td>25% Republican</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Concern</th>
<th>Not at all concerned</th>
<th>Not too concerned</th>
<th>Somewhat concerned</th>
<th>Very concerned</th>
<th>Concerned NET</th>
<th>Change from April 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential shortage of hospital staff and equipment</td>
<td>13%</td>
<td>26%</td>
<td>36%</td>
<td>24%</td>
<td>61%</td>
<td>+7% pts</td>
</tr>
<tr>
<td>New variants of COVID-19</td>
<td>16%</td>
<td>26%</td>
<td>35%</td>
<td>22%</td>
<td>58%</td>
<td>+5% pts</td>
</tr>
<tr>
<td>COVID persisting and being part of everyday life from now on</td>
<td>18%</td>
<td>26%</td>
<td>35%</td>
<td>21%</td>
<td>56%</td>
<td>+4% pts</td>
</tr>
<tr>
<td>Long COVID complications for myself or a family member</td>
<td>18%</td>
<td>27%</td>
<td>32%</td>
<td>23%</td>
<td>55%</td>
<td>+9% pts</td>
</tr>
<tr>
<td>A new wave of COVID-19 in my area</td>
<td>17%</td>
<td>29%</td>
<td>33%</td>
<td>22%</td>
<td>55%</td>
<td>+8% pts</td>
</tr>
<tr>
<td>Reinfections for myself and/or my family</td>
<td>18%</td>
<td>28%</td>
<td>31%</td>
<td>24%</td>
<td>54%</td>
<td>+8% pts</td>
</tr>
<tr>
<td>Potential interruptions and shutdowns</td>
<td>17%</td>
<td>30%</td>
<td>32%</td>
<td>21%</td>
<td>52%</td>
<td>+8% pts</td>
</tr>
<tr>
<td>Losing my job due to the pandemic</td>
<td>25%</td>
<td>28%</td>
<td>26%</td>
<td>21%</td>
<td>47%</td>
<td>+4% pts</td>
</tr>
<tr>
<td>School closures for my children</td>
<td>31%</td>
<td>24%</td>
<td>22%</td>
<td>23%</td>
<td>45%</td>
<td>+6% pts</td>
</tr>
<tr>
<td>Returning to my normal activities in public</td>
<td>23%</td>
<td>33%</td>
<td>27%</td>
<td>17%</td>
<td>44%</td>
<td>+4% pts</td>
</tr>
<tr>
<td>Needing a regular COVID-19 booster shot</td>
<td>28%</td>
<td>28%</td>
<td>27%</td>
<td>17%</td>
<td>44%</td>
<td>+5% pts</td>
</tr>
</tbody>
</table>

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?

Harris Insights & Analytics LLC, A Stagwell Company © 2020
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?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less</th>
<th>The same</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercising</td>
<td>13%</td>
<td>52%</td>
<td>35%</td>
</tr>
<tr>
<td>Going above and beyond at my job</td>
<td>12%</td>
<td>58%</td>
<td>30%</td>
</tr>
<tr>
<td>Engaging in screen time</td>
<td>12%</td>
<td>60%</td>
<td>28%</td>
</tr>
<tr>
<td>Feeling anxious</td>
<td>23%</td>
<td>50%</td>
<td>27%</td>
</tr>
<tr>
<td>Working extra hours at work</td>
<td>18%</td>
<td>55%</td>
<td>27%</td>
</tr>
<tr>
<td>Feeling optimistic</td>
<td>20%</td>
<td>55%</td>
<td>25%</td>
</tr>
<tr>
<td>Actively job searching</td>
<td>31%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>Drinking alcohol</td>
<td>36%</td>
<td>51%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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?
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?

- Consider spending more time on my personal wellbeing
  - Less likely: 8%
  - No change: 44%
  - More likely: 47%
  - 53% Millennials
  - 50% Gen Z

- Consider getting a new job
  - Less likely: 22%
  - No change: 45%
  - More likely: 33%
  - 40% Millennials
  - 33% Gen Z

- Consider moving
  - Less likely: 23%
  - No change: 50%
  - More likely: 27%
  - 36% Millennials
  - 33% Gen Z

- Consider getting a job
  - Less likely: 24%
  - No change: 52%
  - More likely: 25%
  - 53% Millennials
  - 48% Gen Z

- Consider having a family member move in / move into a family member’s home
  - Less likely: 29%
  - No change: 55%
  - More likely: 16%
  - 26% Millennials
  - 23% Gen Z

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?
Careers Are Improving, But Finances Are Worsening For More Than 2 In 5

Do you think the following are getting better or worse?

**My career**
- **77%** Better
  - 84% $100k+ HHI
  - 84% Millennials
  - 80% Men
- **23%** Worse
  - 36% <$50k HHI
  - 28% Women

**My financial situation**
- **14%** Better
  - 66% $100k+ HHI
  - 63% Men
  - 65% Democrat
- **56%** Worse
  - 58% <$50k HHI
  - 52% Women
  - 51% Republican

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?
### AMERICA THIS WEEK: FROM THE HARRIS POLL

#### As Just A Fifth Report Being Very Satisfied With Their Financial Situations

How satisfied are you with the following?

<table>
<thead>
<tr>
<th></th>
<th>Not at all satisfied</th>
<th>Not too satisfied</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
<th>Satisfied NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>My life overall</td>
<td>7%</td>
<td>19%</td>
<td>44%</td>
<td>29%</td>
<td>73%</td>
</tr>
<tr>
<td>The life I am providing for my child(ren)</td>
<td>5%</td>
<td>14%</td>
<td>43%</td>
<td>38%</td>
<td>81%</td>
</tr>
<tr>
<td>My work-life balance</td>
<td>6%</td>
<td>18%</td>
<td>45%</td>
<td>32%</td>
<td>77%</td>
</tr>
<tr>
<td>My mental health</td>
<td>8%</td>
<td>18%</td>
<td>40%</td>
<td>34%</td>
<td>74%</td>
</tr>
<tr>
<td>My physical health</td>
<td>9%</td>
<td>23%</td>
<td>46%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td>My financial situation</td>
<td>17%</td>
<td>26%</td>
<td>37%</td>
<td>19%</td>
<td>56%</td>
</tr>
</tbody>
</table>

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?
Most Parents Say They’re Doing Well Across Life, Work, Parenting, Etc. But Clear Differences Between Mothers & Fathers Arise

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Very poor</th>
<th>Somewhat poor</th>
<th>Somewhat well</th>
<th>Very well</th>
<th>Well NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>4%</td>
<td>15%</td>
<td>44%</td>
<td>37%</td>
<td>81%</td>
</tr>
<tr>
<td>Parenting</td>
<td>1%</td>
<td>9%</td>
<td>49%</td>
<td>41%</td>
<td>90%</td>
</tr>
<tr>
<td>Work</td>
<td>3%</td>
<td>12%</td>
<td>44%</td>
<td>42%</td>
<td>86%</td>
</tr>
<tr>
<td>Physical health</td>
<td>6%</td>
<td>17%</td>
<td>43%</td>
<td>35%</td>
<td>77%</td>
</tr>
<tr>
<td>Mental health</td>
<td>7%</td>
<td>16%</td>
<td>42%</td>
<td>35%</td>
<td>77%</td>
</tr>
<tr>
<td>Social life</td>
<td>9%</td>
<td>19%</td>
<td>43%</td>
<td>29%</td>
<td>72%</td>
</tr>
</tbody>
</table>

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?

88% Men 74% Women
90% Men 87% Women
88% Men 83% Women
87% Men 67% Women
85% Men 68% Women
80% Men 64% Women
And Parents Are Optimistic On Their Children’s Schooling, Health, & Social Life
With Democrat Parents Being Just Slightly More Optimistic

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

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Somewhat poor</th>
<th>Somewhat well</th>
<th>Very well</th>
<th>Well NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>2%</td>
<td>8%</td>
<td>37%</td>
<td>54%</td>
<td>90%</td>
</tr>
<tr>
<td>Physical health</td>
<td>3%</td>
<td>7%</td>
<td>33%</td>
<td>58%</td>
<td>91%</td>
</tr>
<tr>
<td>School</td>
<td>2%</td>
<td>9%</td>
<td>36%</td>
<td>53%</td>
<td>89%</td>
</tr>
<tr>
<td>Mental health</td>
<td>3%</td>
<td>9%</td>
<td>41%</td>
<td>47%</td>
<td>88%</td>
</tr>
<tr>
<td>Social life</td>
<td>1%</td>
<td>12%</td>
<td>38%</td>
<td>49%</td>
<td>87%</td>
</tr>
</tbody>
</table>

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?

94% Democrats 88% Republicans
95% Democrats 89% Republicans
93% Democrats 88% Republicans
92% Democrats 86% Republicans
93% Democrats 86% Republicans
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

- 44% Yes
- 41% No
- 15% Unsure

How would you describe your current financial situation compared to a year ago?

Among middle-class Americans

- Much better: 12%
  - Democrats: 44% (60%)
  - Republicans: 32% (57%)
  - Independents: 37% (43%)
- Somewhat better: 27%
- No difference: 30%
- Somewhat worse: 23%
- Much worse: 8%

Democrats: 40%
Republicans: 36%
Independents: 30%
As The Majority Report Prices Are Still Increasing

Which of the following comes closest to your experience around inflation today?

Among middle-class Americans

- I keep paying more and more for goods and services: 77%
- I am paying prices lower than last year but higher than pre-pandemic: 12%
- I am paying prices similar/lower than pre-pandemic: 11%

Source: Harris Poll America This Week Tracker Waves 188 & 189 (09/29-10/08/2023)
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

<table>
<thead>
<tr>
<th>Factor</th>
<th>A little bit</th>
<th>A lot</th>
<th>Negative Impact NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher prices for everyday household essentials</td>
<td>35%</td>
<td>48%</td>
<td>83%</td>
</tr>
<tr>
<td>Higher prices for monthly bills</td>
<td>40%</td>
<td>36%</td>
<td>77%</td>
</tr>
<tr>
<td>Higher prices for insurance</td>
<td>41%</td>
<td>30%</td>
<td>71%</td>
</tr>
<tr>
<td>Higher living costs</td>
<td>33%</td>
<td>34%</td>
<td>67%</td>
</tr>
<tr>
<td>Stagnant wages / lack of wage increase</td>
<td>35%</td>
<td>28%</td>
<td>63%</td>
</tr>
<tr>
<td>Higher interest rates</td>
<td>31%</td>
<td>27%</td>
<td>57%</td>
</tr>
<tr>
<td>Household debts</td>
<td>32%</td>
<td>25%</td>
<td>56%</td>
</tr>
</tbody>
</table>

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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The Elusive American Dream
The American Dream Feels Unattainable For Younger Americans

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

- Strongly agree: 57%
- Somewhat agree: 35%
- Somewhat disagree: 28%
- Strongly disagree: 15%

65% Millennials
62% Gen Z

The American Dream is moving further away from me

- Agree: 60%
- Disagree: 40%

74% Millennials
65% Gen Z

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)
USA TODAY, How much do you agree or disagree with the following statements? Harris Insights & Analytics LLC, A Stagwell Company © 2020
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

34%
66%

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

43%
57%

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

73%
63%
54%
48%

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.).

74%
Are interested in more experiences that are centered around women’s interests, outlooks, and communities (v. Gen X/Boomer+: 48%)

65%
Are likely to spend more money this year supporting women
26% of Millennials already spent $500+ this summer on women-centric experiences

68%
Believe “The Eras and Renaissance Tour injected joy into society” (regardless if one attended or not)
(Millennial Men: 78%)

54%
Report plans to significantly save to attend a future mega tour of a female performer
(Millennial Men: 66%)

Source: Forbes 2023 CMO Summit (October 2023)
#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”

Source: Forbes 2023 CMO Summit (October 2023)
AMERICA THIS WEEK: FROM THE HARRIS POLL

#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

Source: Forbes 2023 CMO Summit (October 2023); Rokt-Harris Poll (September 2023)
AMERICA THIS WEEK: FROM THE HARRIS POLL

#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

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

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

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

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

Source: Forbes 2023 CMO Summit (October 2023)

Check out CEO John Gerzema & CSO Libby Rodney’s full presentation here
Thank you!

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