



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

America This Week: From The Harris Poll

September 2023

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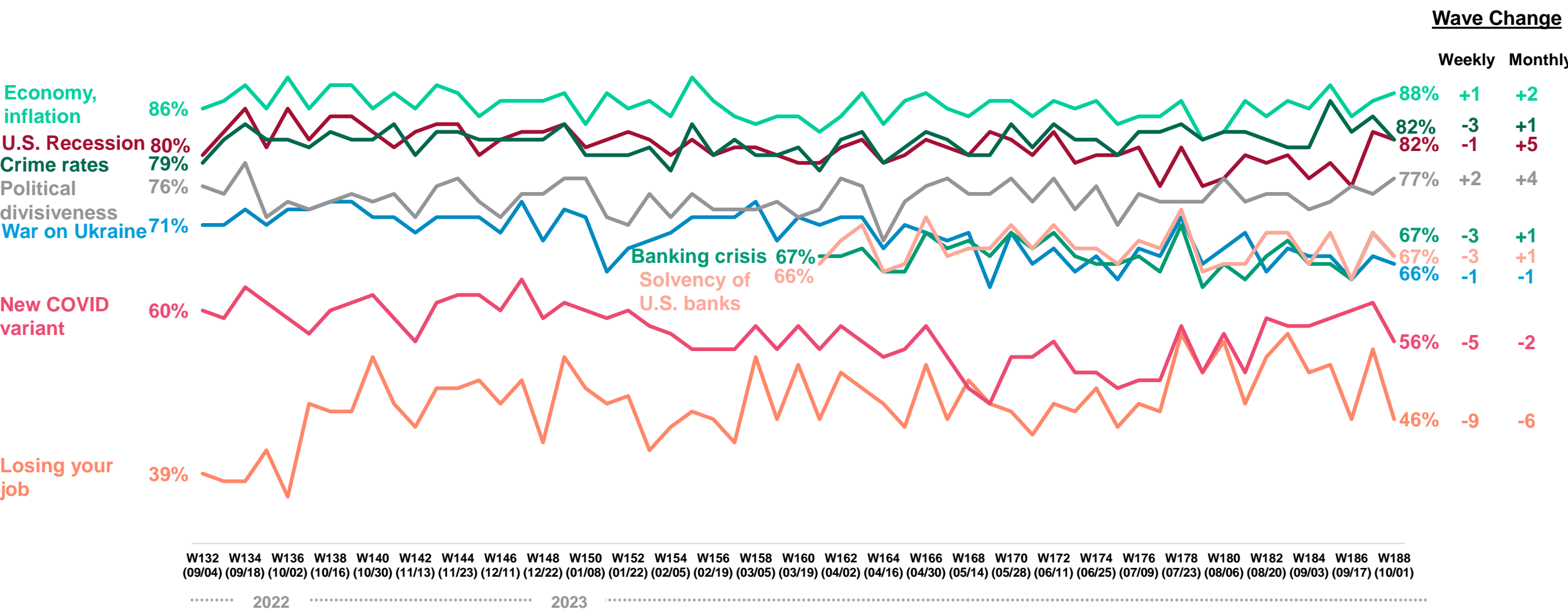
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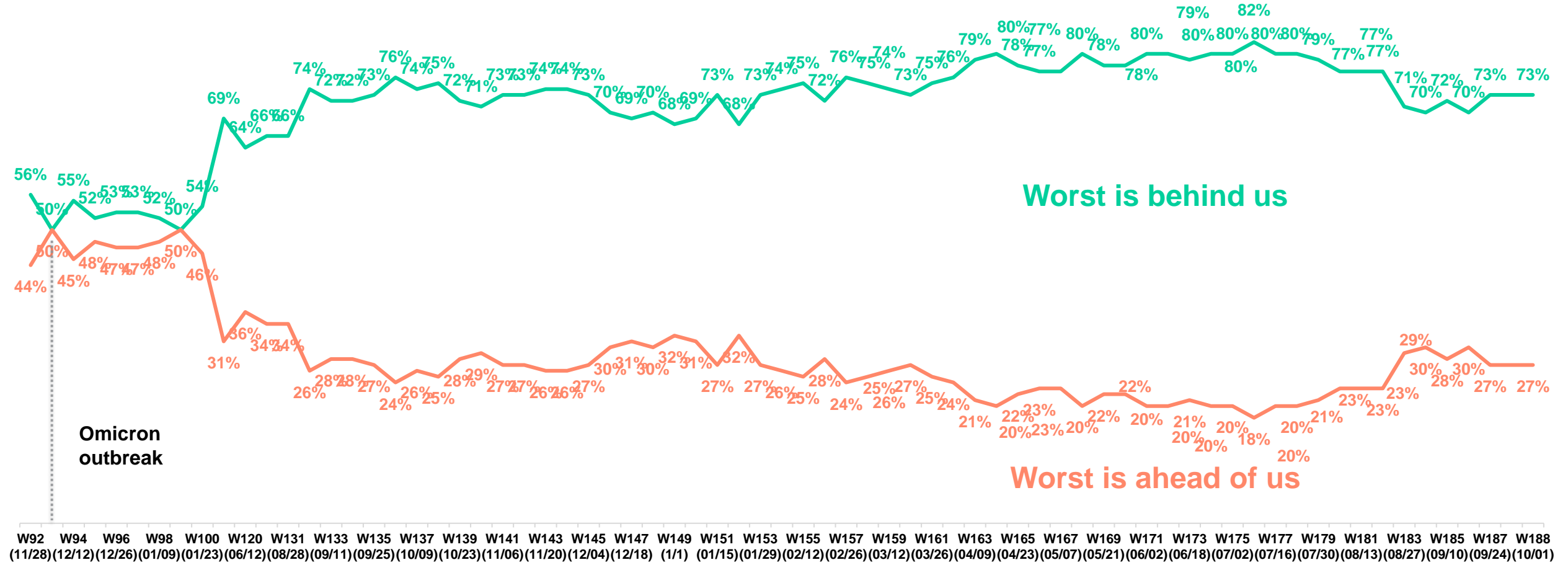
Americans Continue To Live In a Time of “Stacked Crises”

Trended Fear Curves During COVID-19





Over A Quarter Fear The Worst Of COVID Is Still To Come

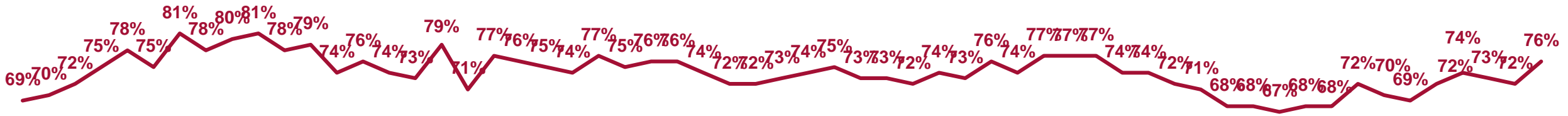




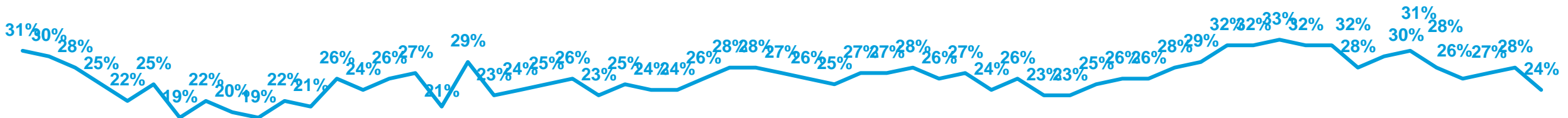
One Year Later & Americans Still Believe The Worst Of Inflation Is Ahead

(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

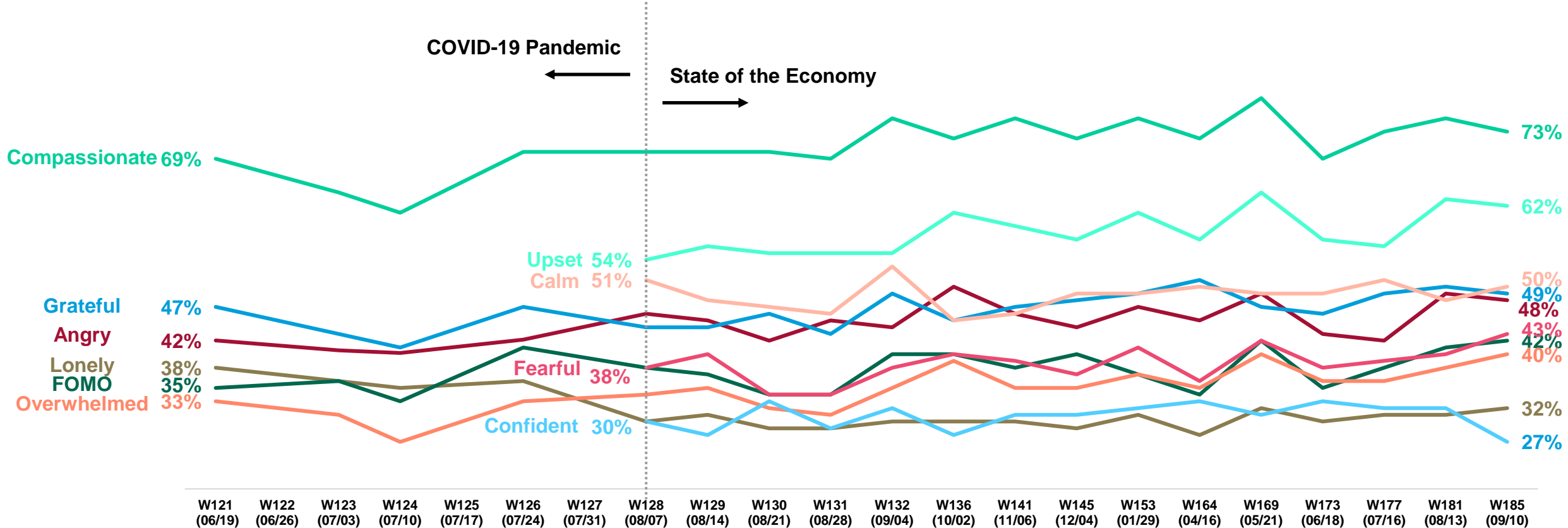


Worst of inflation is behind us



A Nation With Mixed Emotions On The Economy; Only A Quarter Feel Confident

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



Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)
 BASE: GENERAL PUBLIC W185 (n=2076)
 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

Republicans Are Especially Likely To Expect 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 185 (09/08-09/10/23)

BASE: GENERAL PUBLIC W185 (n=2076)

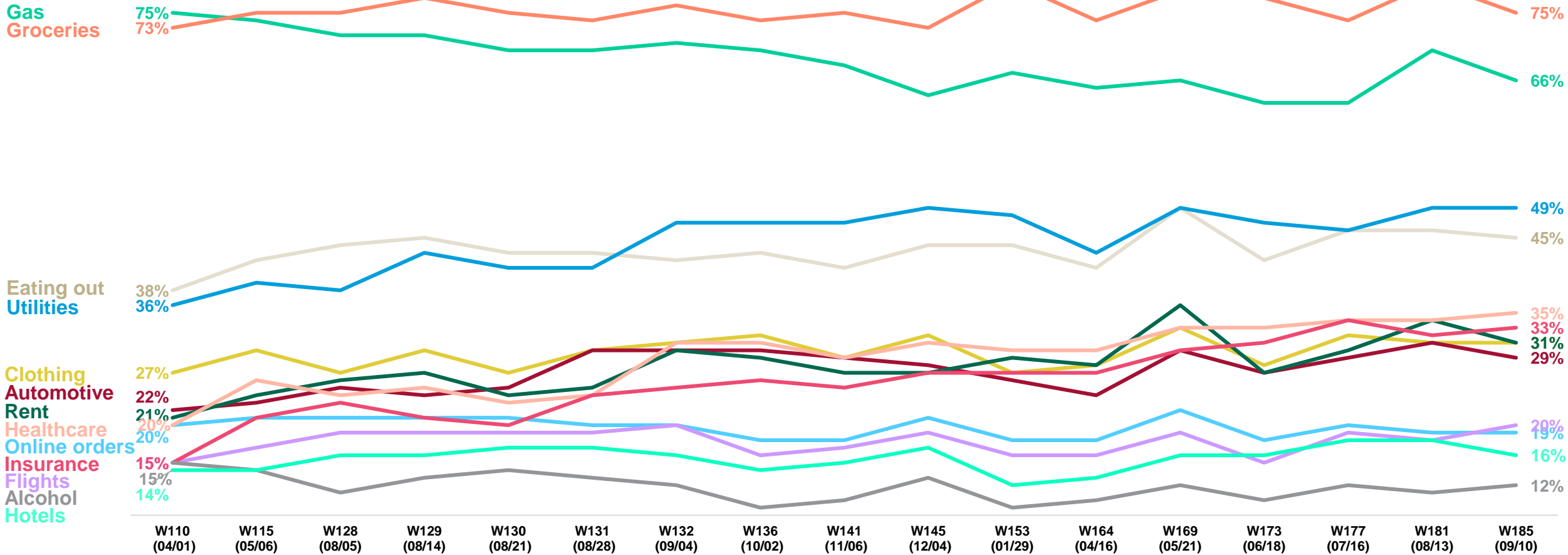
USN18. Now thinking specifically about the following items, do you think prices will continue to increase, stay the same, or decrease in the next few months?

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Key Essentials – Gas and Groceries – Dip In Their Budget Burn

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 185 (09/08-09/10/23)

BASE: GENERAL PUBLIC W185 (n=2076)

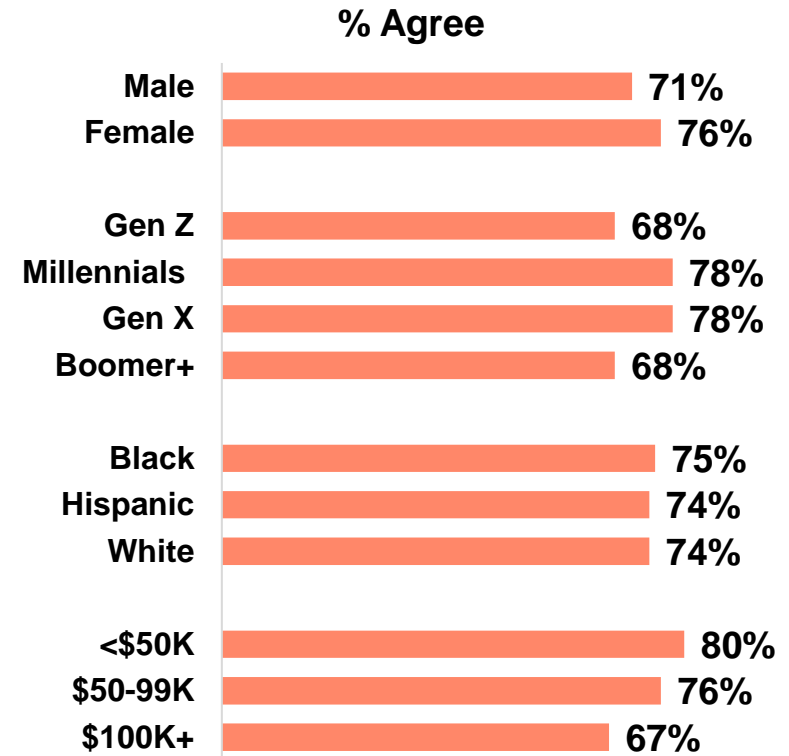
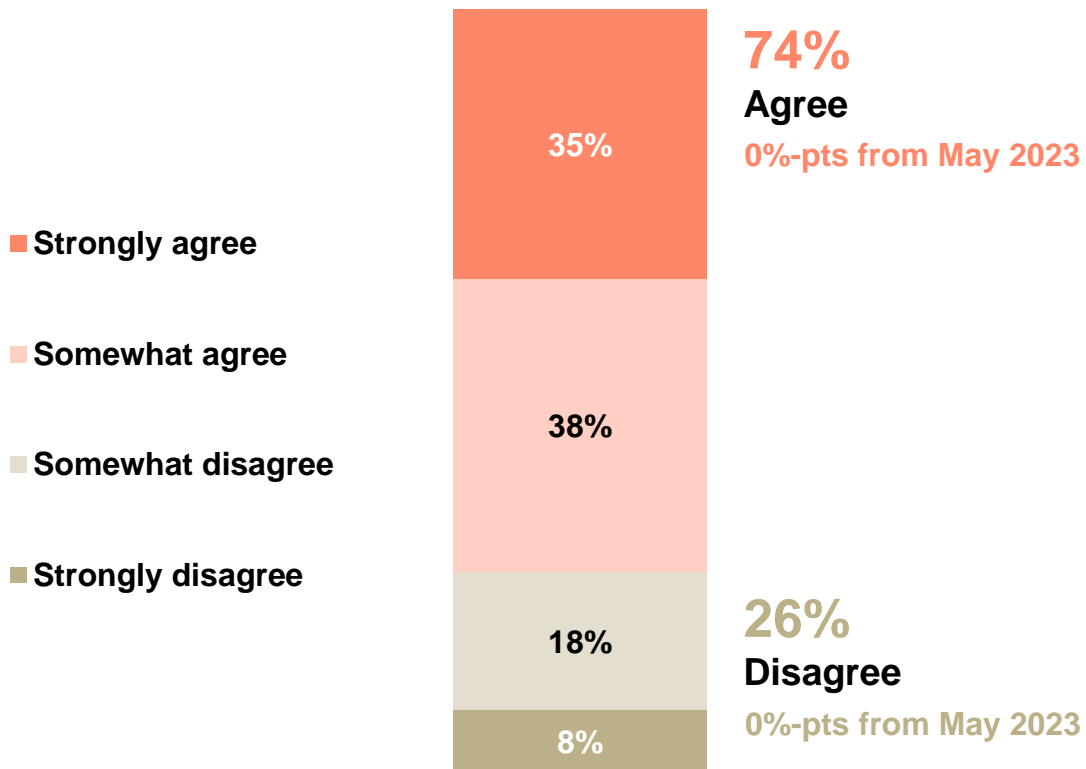
BIN4. In what part of your daily life do you feel most affected by inflation? Please select all that apply.

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Three-Quarters Continue To Be Negatively Impacted By Inflation

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

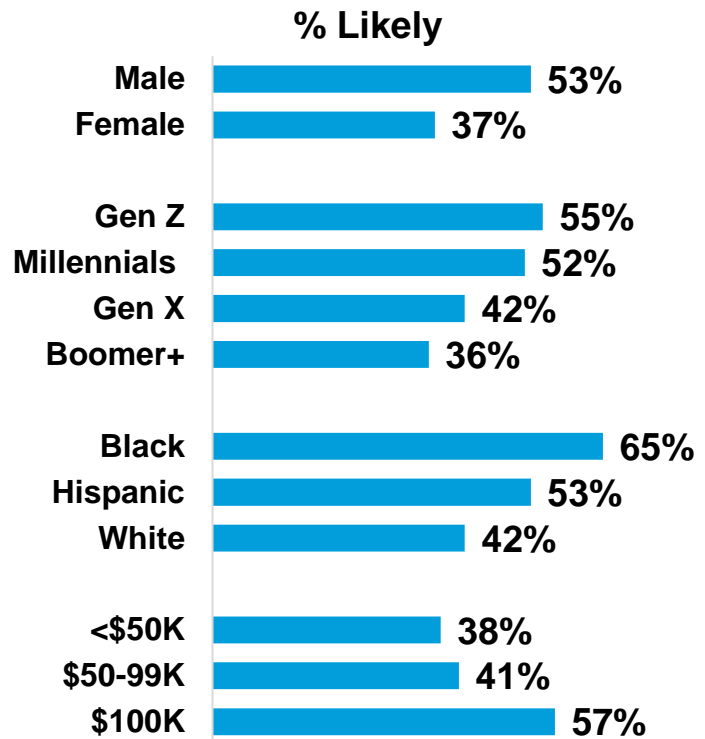
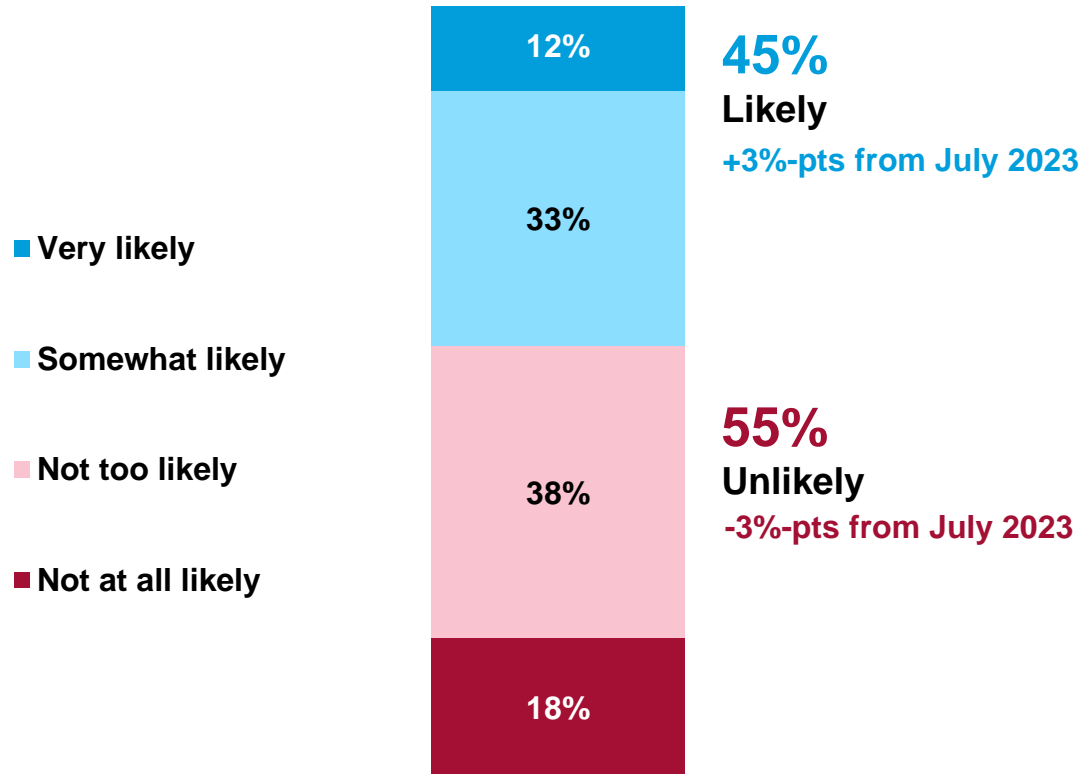


Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)
 BASE: GENERAL PUBLIC W185 (n=2076)
 TND04. How much do you agree or disagree that rising inflation is negatively impacting your ability to afford your monthly budget?
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Americans Are Split If Inflation Will Taper Off By 2024 Yet – Gender, Age, Race, And Income Differences Arise

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 185 (09/08-09/10/23)

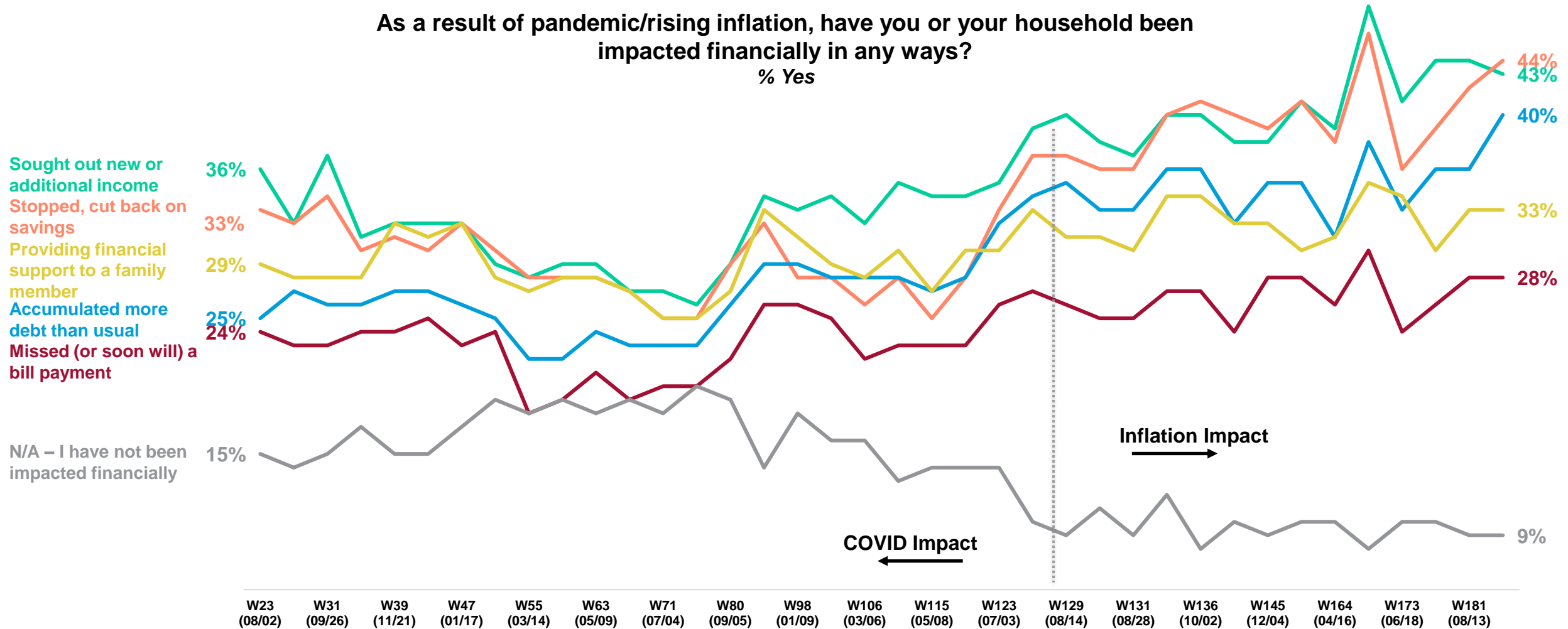
BASE: GENERAL PUBLIC W185 (n=2076)

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

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A Third Of Americans Provided Financial Assistance To Family Due To Inflation



Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)

BASE: GENERAL PUBLIC W185 (n=2076)

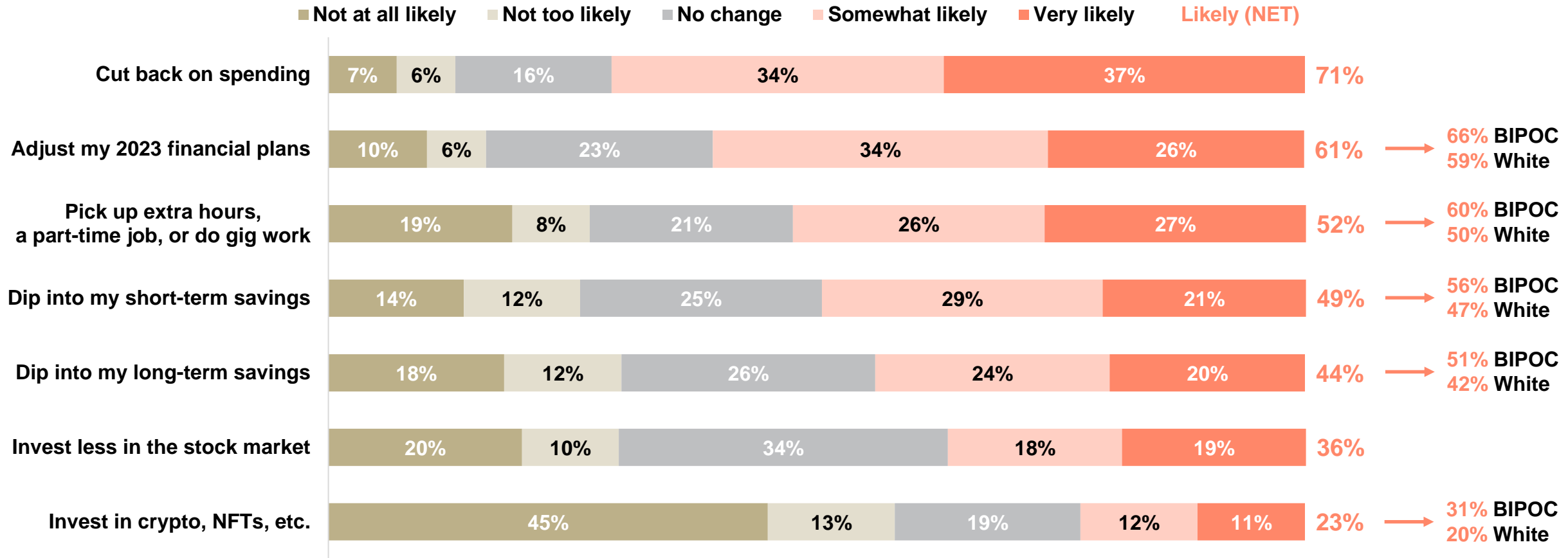
UTQ03. As a result of rising inflation, have you or your household been impacted financially in any of the following ways?

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Americans Are Likely To Start Cutting Back & Adjusting Their Financial Plans

How likely are you to do the following right now?



Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)

BASE: GENERAL PUBLIC W185 (n=2076)

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

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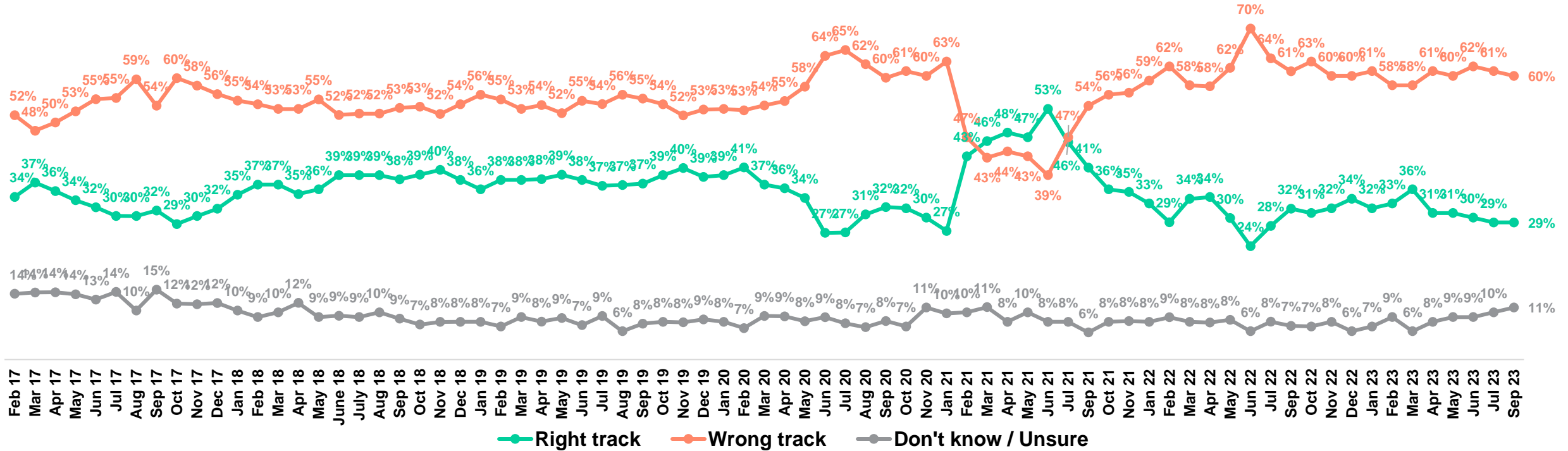
Voter Outlook

Harvard CAPS-Harris Poll (September 12-14, 2023)



Views Of The Direction Of The Country Remain Low Less Than 3 In 10 Saying We're On The "Right Track"

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



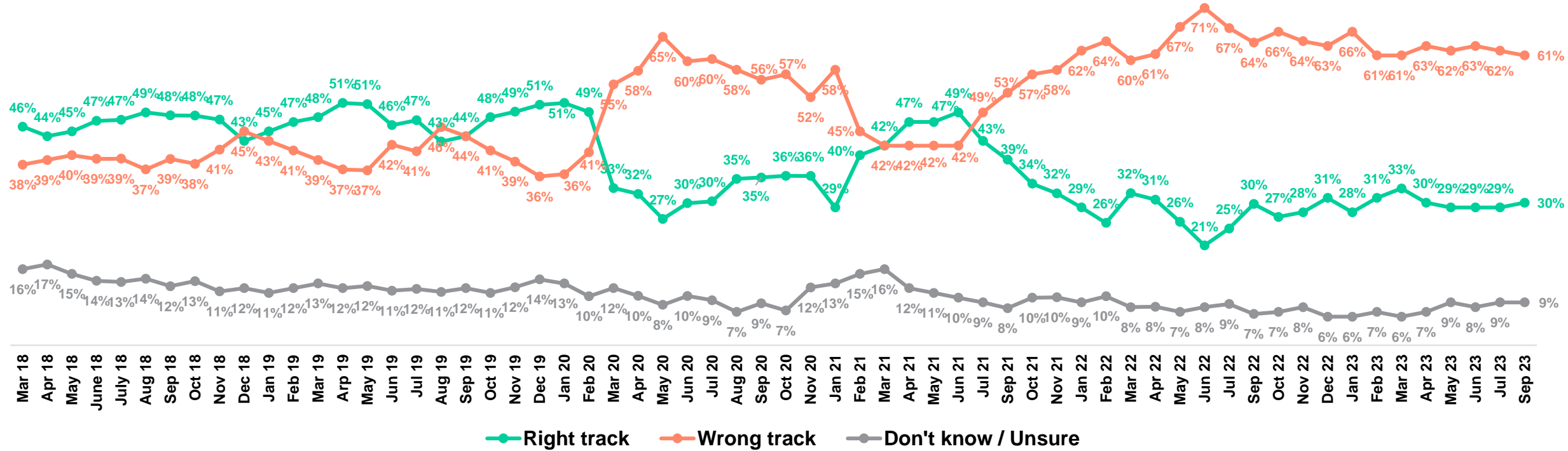
% Who Say "Right Track"

	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	09/23
GOP	15%	9%	12%	13%	14%	12%	18%	14%	18%	19%	14%	14%	10%	14%	13%
DEM	55%	45%	51%	59%	55%	60%	58%	57%	55%	58%	54%	55%	54%	51%	50%
IND	17%	15%	18%	21%	19%	20%	22%	21%	23%	27%	22%	20%	21%	19%	21%



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

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



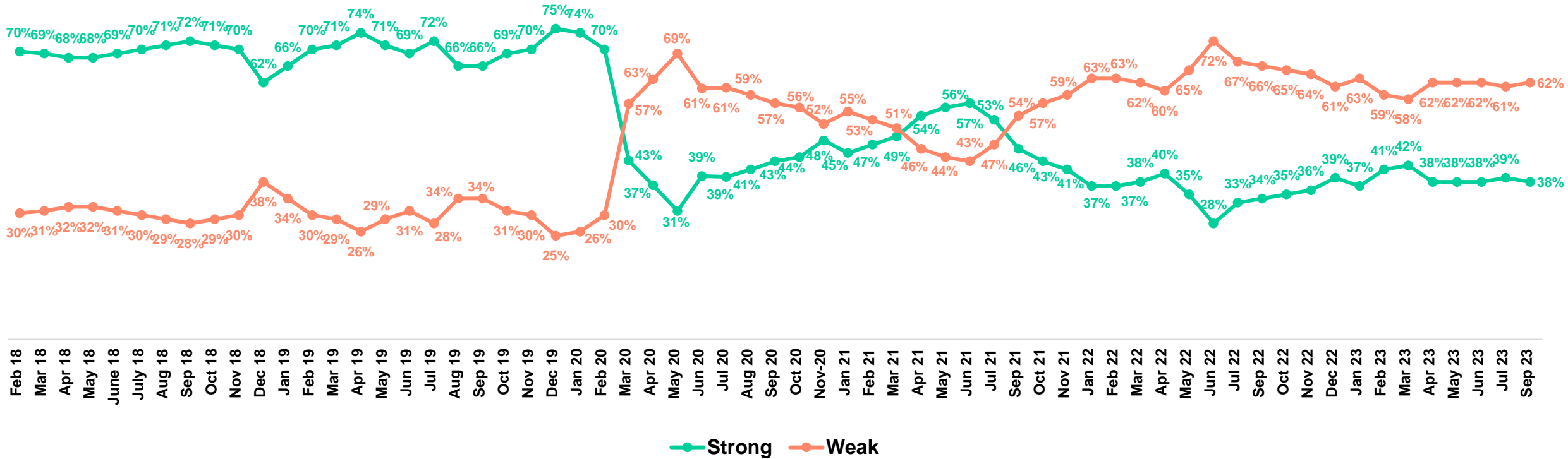
% Who Say "Right Track"

	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	09/23
GOP	11%	12%	8%	11%	12%	13%	11%	17%	12%	16%	19%	12%	14%	11%	13%	14%
DEM	58%	47%	39%	43%	55%	49%	53%	52%	50%	53%	58%	54%	55%	51%	51%	50%
IND	19%	15%	14%	17%	19%	17%	17%	21%	19%	23%	27%	20%	20%	22%	18%	23%



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

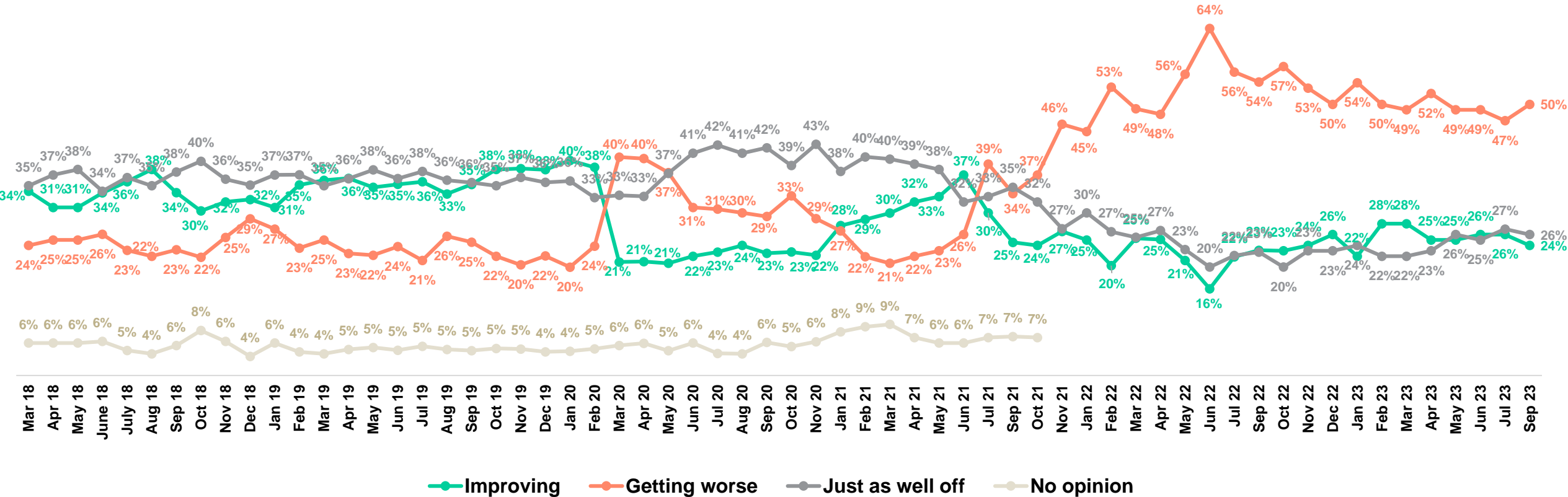
September Harvard-Harris Poll:
How strong do you think the U.S. economy is today?





Half Of Voters Say Their Personal Financial Situation Is Getting Worse

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

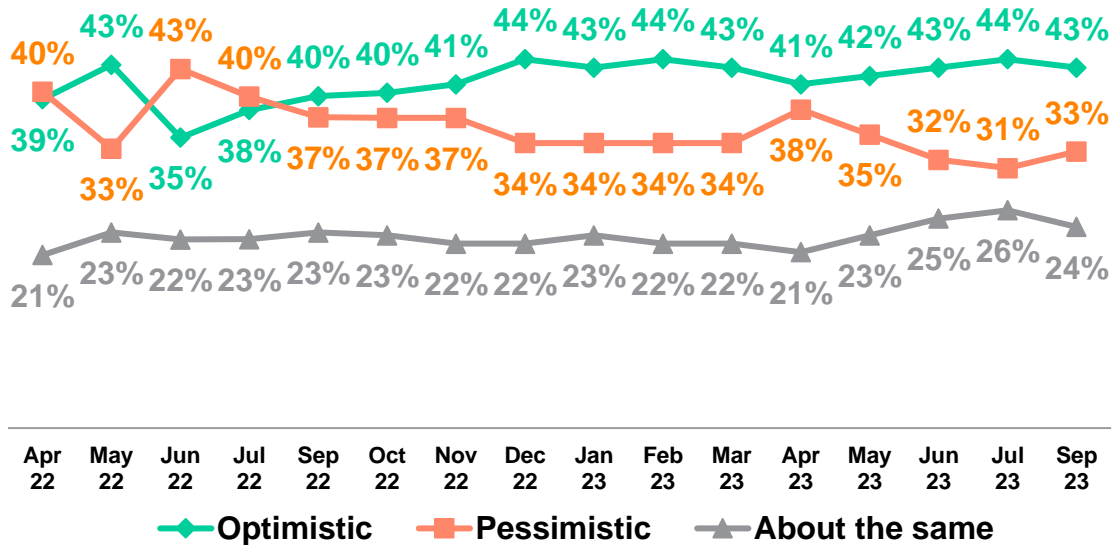




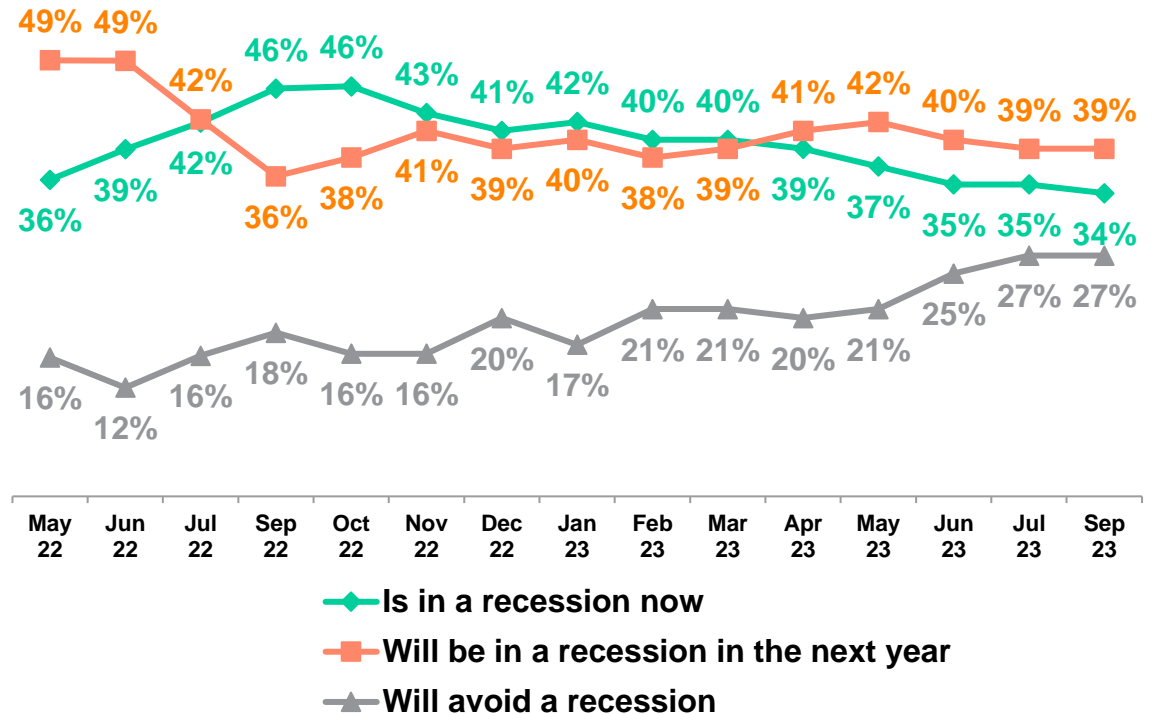
More Americans Are Optimistic About Their Life Over The Next Year With Pessimism Decreasing Since April

September 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

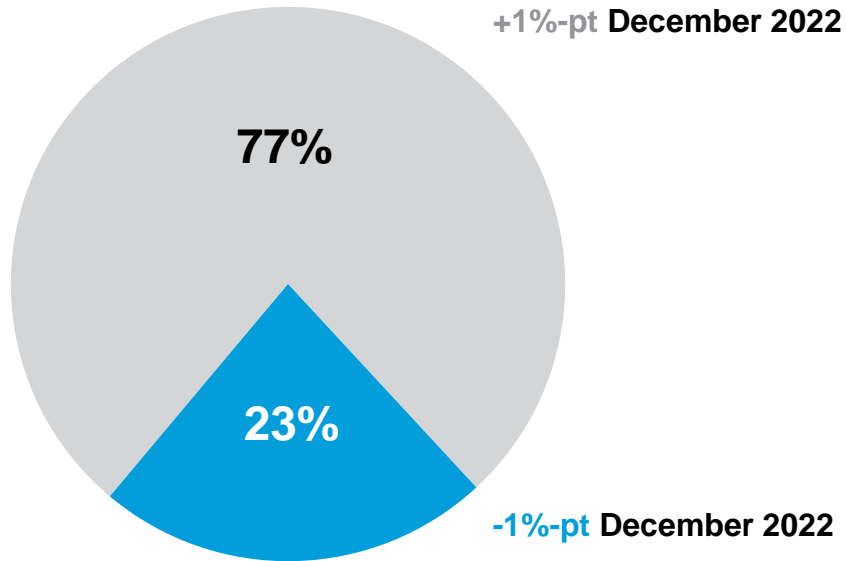
Shifting Consumerism



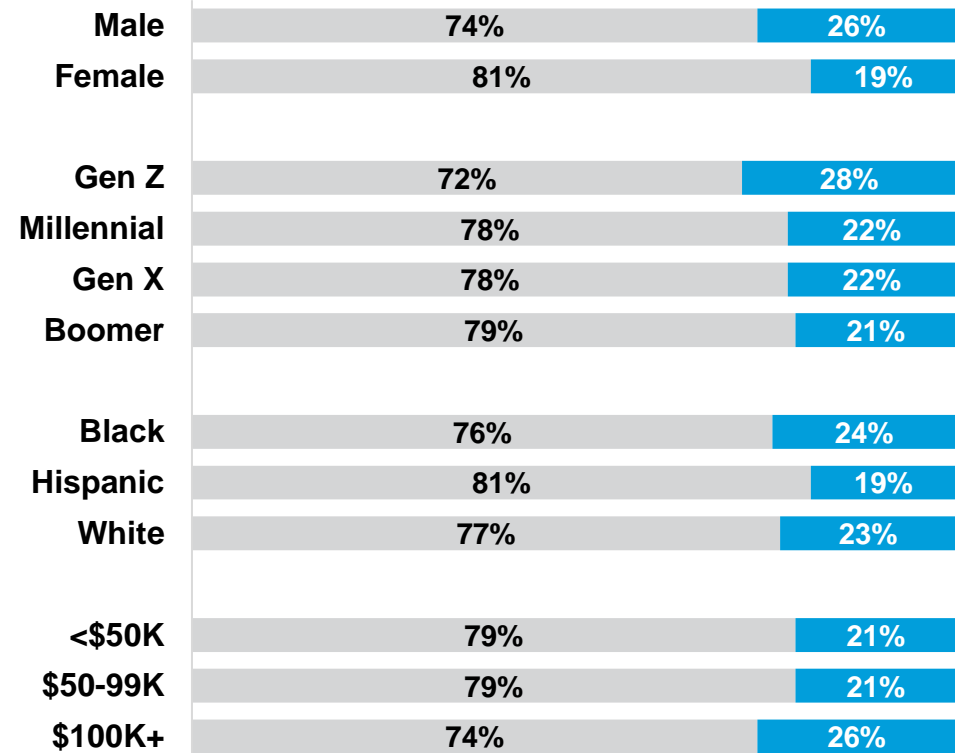
Nothing's Changed: Majority Of Americans Still Prioritize Saving Over Spending

At this moment in time, which would you say you are prioritizing more?

I am currently prioritizing saving and staying within my budget because of rising inflation



I am not too worried about inflation and am spending my money normally/slightly more than usual to make up for lost time



76% of Americans are concerned about affording their living expenses

Source: Harris Poll COVID19 Tracker Wave 186 (09/15-09/17/23)

BASE: GENERAL PUBLIC W186 (n=2096)

OA01. At this moment in time, which would you say you are prioritizing more?

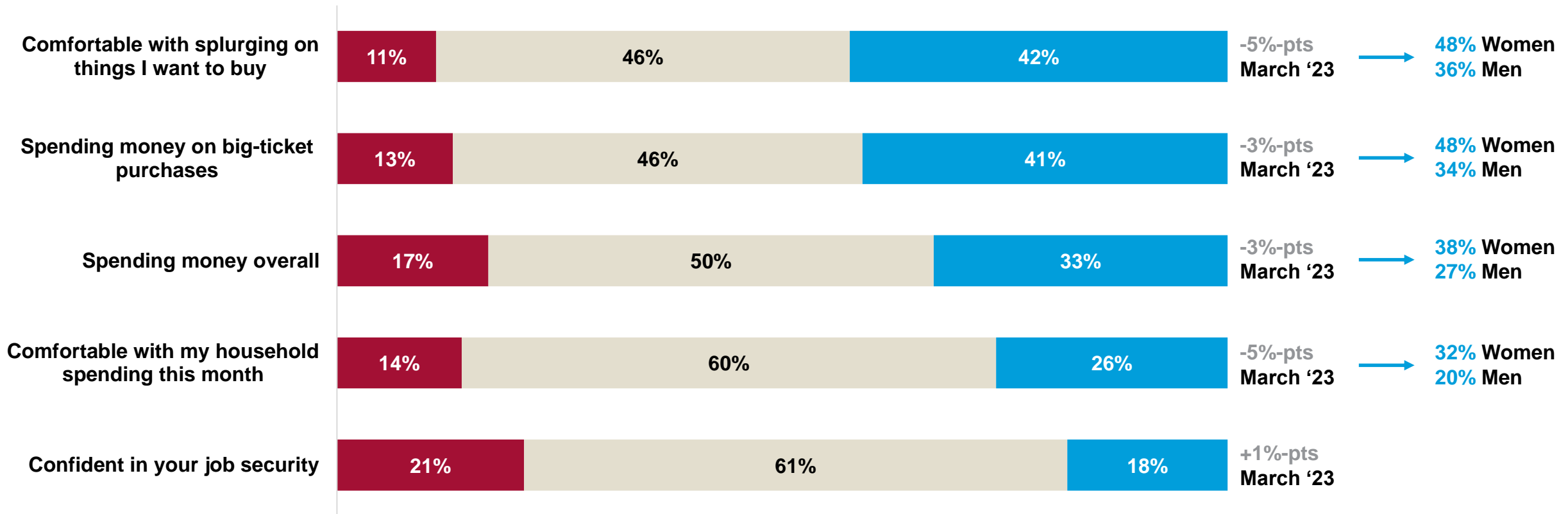
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Just A Quarter Of Americans Were Comfortable With Their Household Spending

Compared to last month, are you more or less...

■ Less ■ No change ■ More



Source: Harris Poll COVID19 Tracker Wave 186 (09/15-09/17/23)

BASE: GENERAL PUBLIC W186 (n=2096)

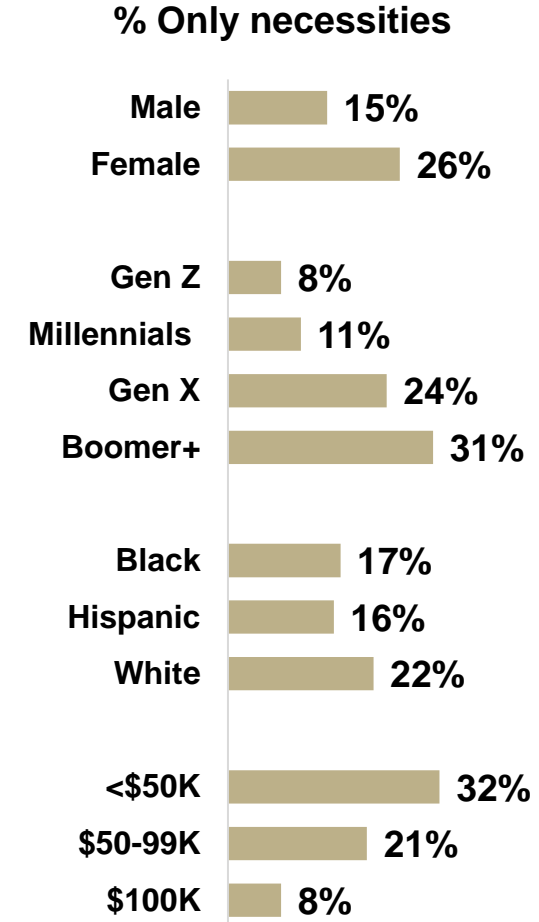
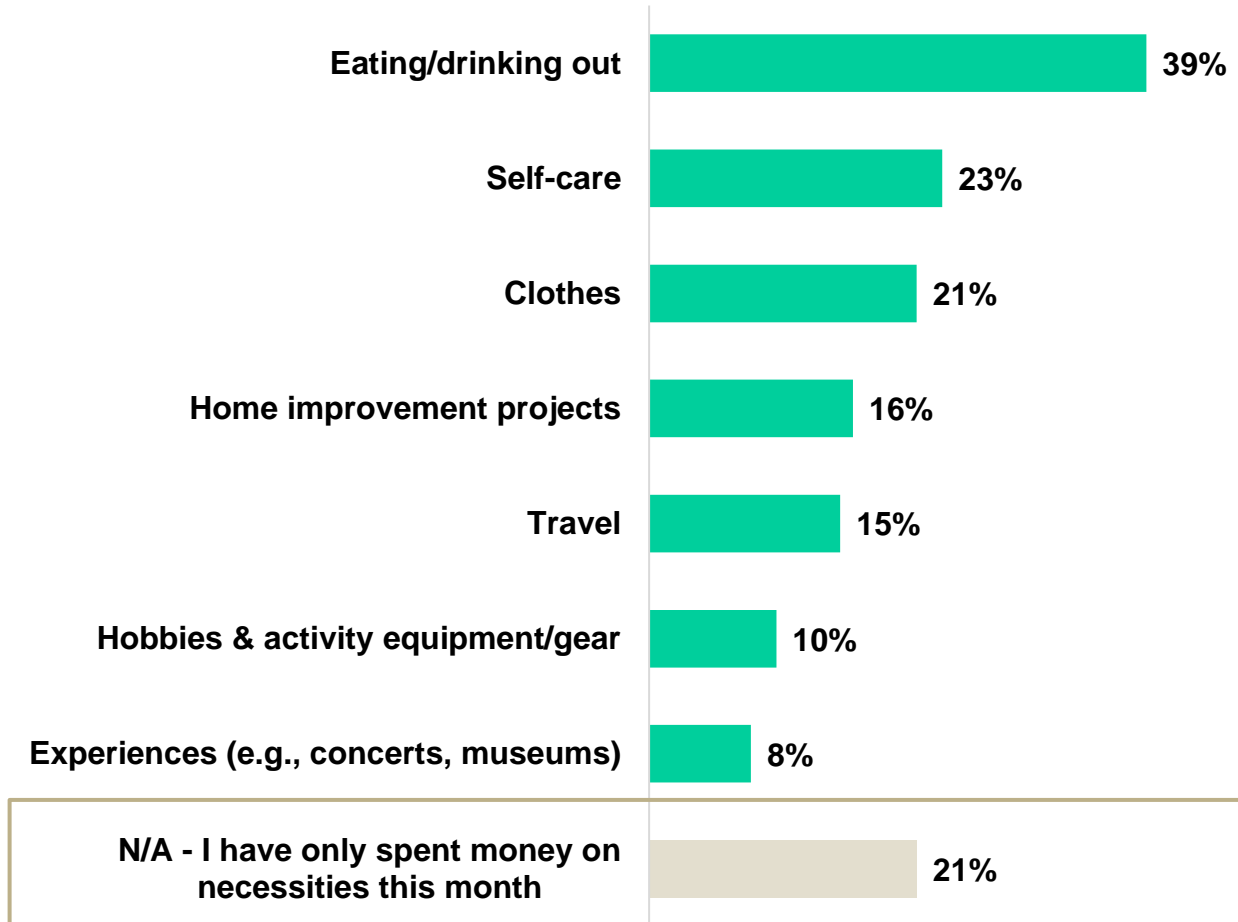
TND11A. Compared to last month, are you more or less...?

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As A Fifth Of Americans Only Had Enough Money For Necessities This Month

Excluding necessities what do you find yourself spending most on this month?
Please select up to two options.



Source: Harris Poll COVID19 Tracker Wave 186 (09/15-09/17/23)

BASE: GENERAL PUBLIC W186 (n=2096)

TND13. Excluding necessities (e.g., rent, insurance, groceries, etc.), what do you find yourself spending most on this month? Please select up to two options.

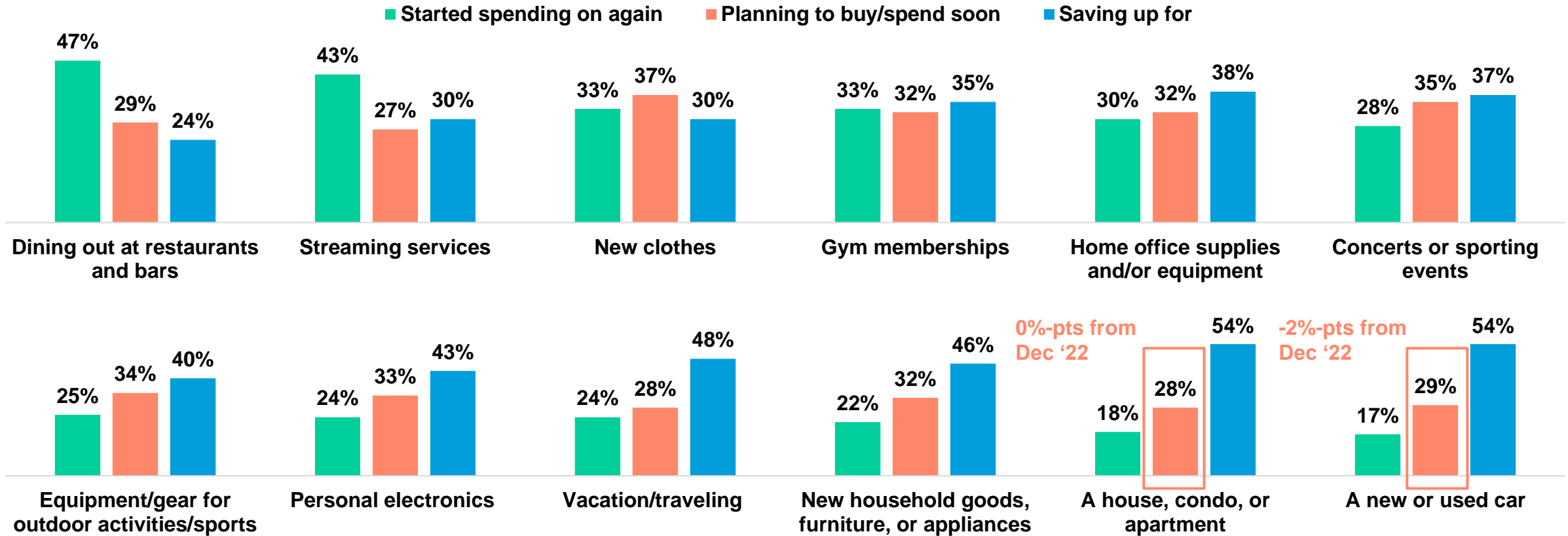
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But Pent-Up Demand Is Simmering For Big Ticket Items Such As Houses, Cars

Thinking about the things you haven't been able to do for the past two years or have been limited to do because of COVID and the economy... Has your spending changed in any of these ways across the following?

Among those that spend/save money on these



Source: Harris Poll COVID19 Tracker Wave 186 (09/15-09/17/23)

BASE: Excl. N/A GENERAL PUBLIC W186 (bases vary)

UTQ01. Thinking about the things you haven't been able to do for the past two years or have been limited to do because of COVID and the economy.

Have you started spending on any of the following again, or are you planning to buy soon or saving up to buy in the near future?

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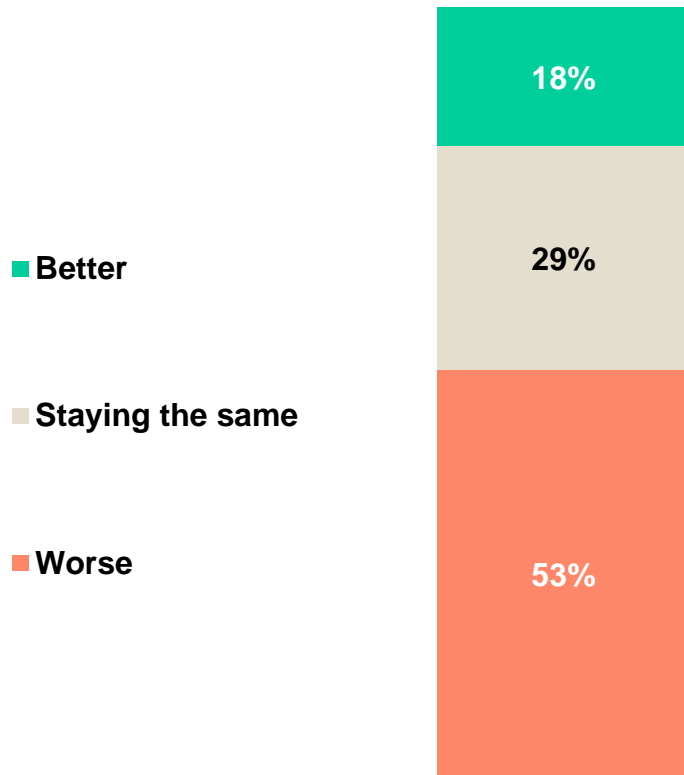
HARRIS POLL IN THE MEDIA

Americans Fail Econ 101



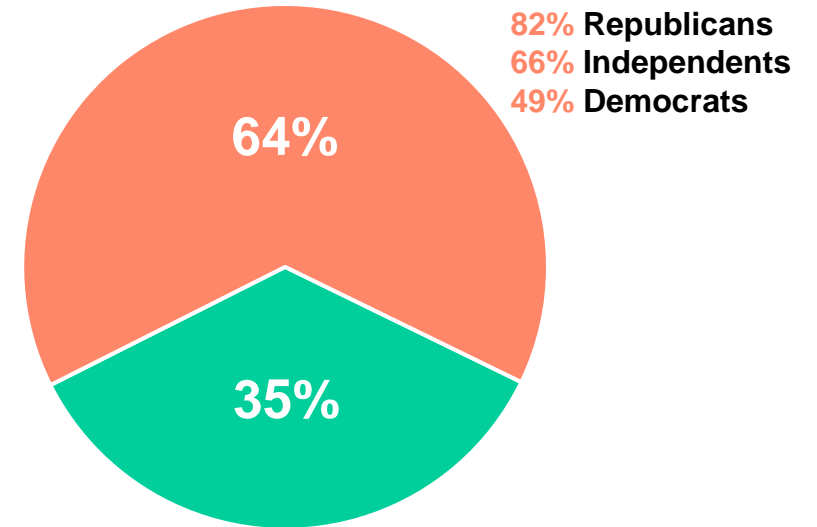
Americans Don't Believe The Good Economic News More Believe The Economy Is Getting Worse

Do you believe the economy is getting better, staying the same, or getting worse?



Which of the following statements regarding the current economy do you believe to be true?

The economy is worse than the media make it out to be



The economy is better than the media make it out to be

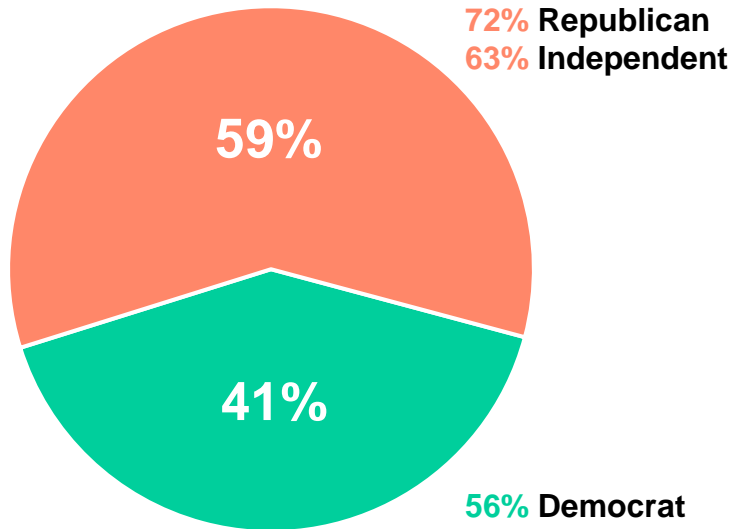
Source: Harris Poll America This Week Tracker Wave 184 (09/01-09/03/2023)
BASE: GENERAL PUBLIC W184 (n=2055)
GRD02. Do you believe the economy is getting better, staying the same, or getting worse?
GRD01. Which of the following statements regarding the current economy do you believe to be true?
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And They're Failing Economic Pop Quizzes

Which of the following statements regarding the current economy do you believe to be true?

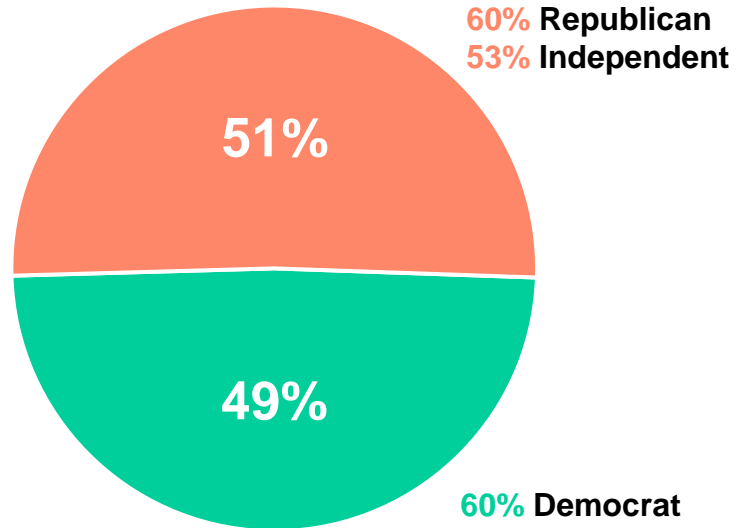
The U.S. economy is shrinking this year



The U.S. economy is growing this year

True

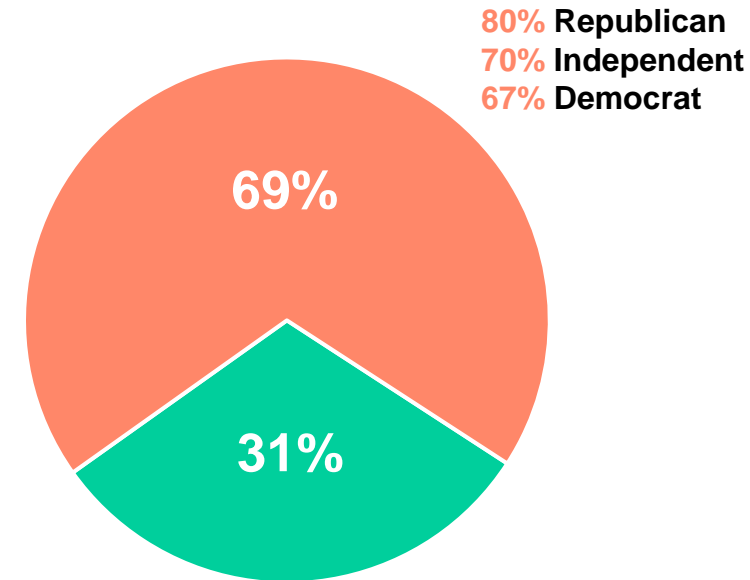
Unemployment is nearing a 50-year high



Unemployment is nearing a 50-year low

True

Inflation is increasing



Inflation is easing

True

Source: Harris Poll America This Week Tracker Wave 184 (09/01-09/03/2023)

BASE: GENERAL PUBLIC W184 (n=2055)

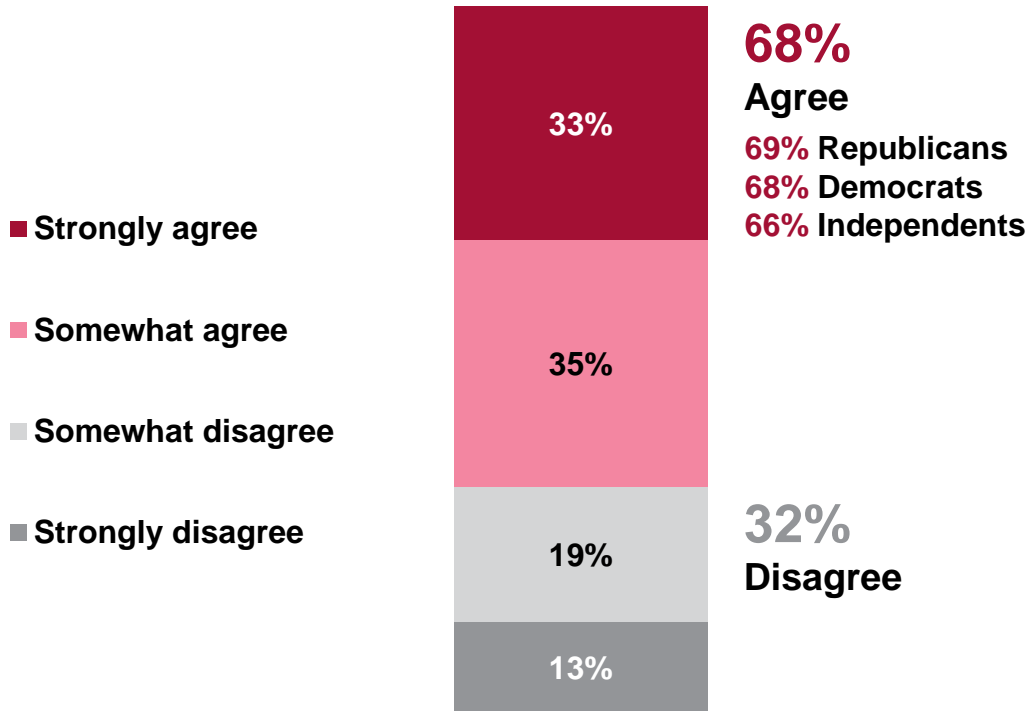
GRD01. Which of the following statements regarding the current economy do you believe to be true?

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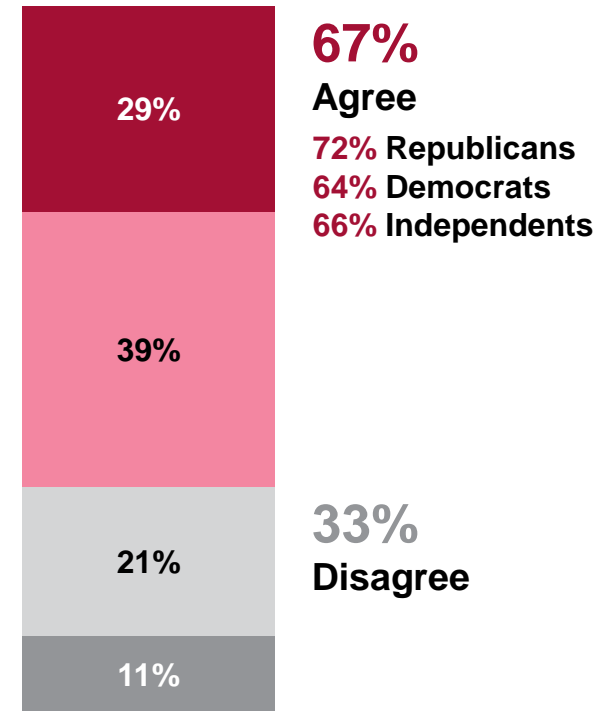


Economic Confidence Hindered By Squeezed Finances, No Trickle-Down Effects

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



It's difficult to be happy about positive economic news when I feel financially squeezed each month



I don't feel any positive effects of the good economic news today on my own financial situation

Source: Harris Poll America This Week Tracker Wave 184 (09/01-09/03/2023)

BASE: GENERAL PUBLIC W184 (n=2055)

GRD08. How much do you agree or disagree with the following statements?

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HARRIS POLL IN THE MEDIA

Save, Splurge, (Don't) Stress



Even In Face Of Economic Uncertainty, Consumers Are Still Finding Ways To Treat Themselves



In the pursuit of happiness during the economic downturn, consumers are adopting a **split-brain budget**: A mentality that is willing to cut back on the basics to splurge on the luxuries. This allows consumers to simply indulge in the products, services, and experiences that remind them of the joys of the good life.

69%

of Americans have cut out more "in-between" spending this year

(i.e., cutting out things I don't care about that much in order to splurge on other items, cover basic needs, invest more, etc.)

56%

of Americans agree, "I deserve to treat myself to more expensive purchases after surviving the last few years

(e.g., the pandemic, inflation, etc.)"



Money Mindset Survey
Dualities in Saving & Splurging

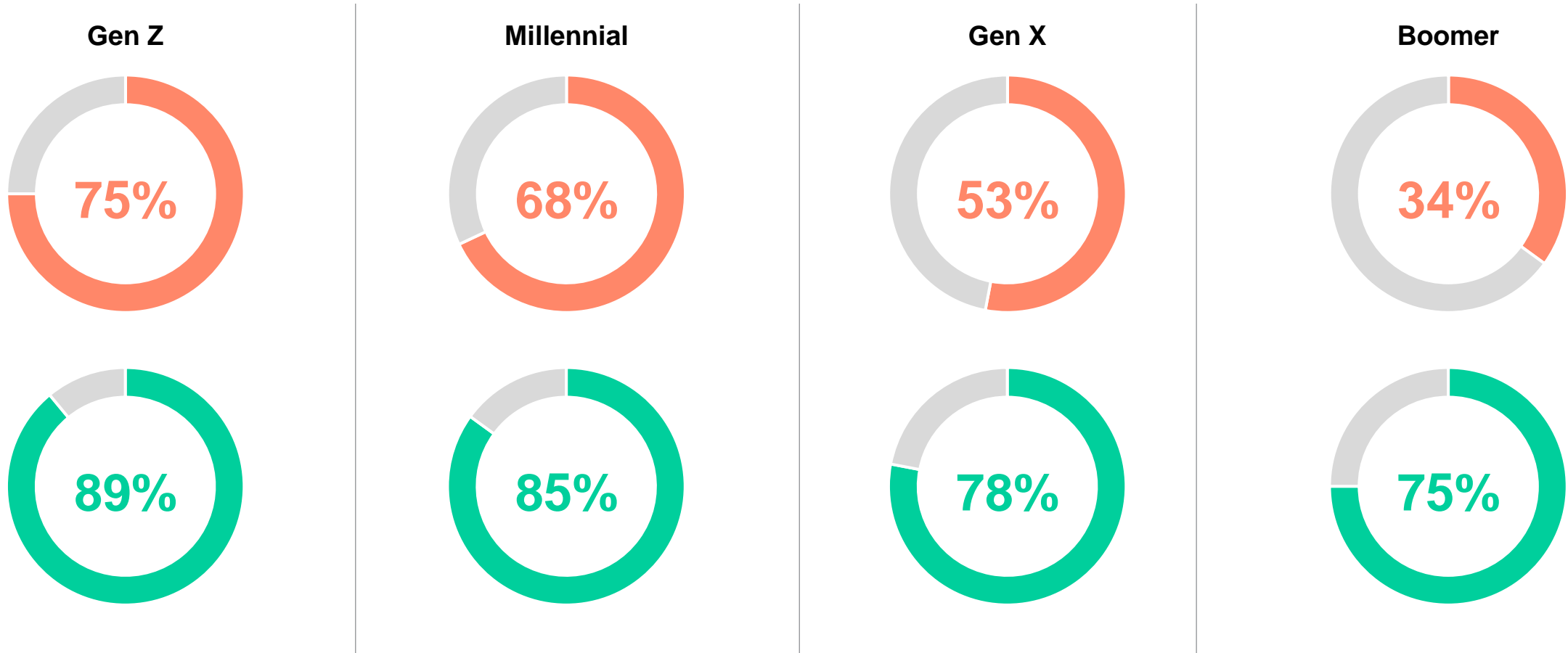
June 2023 • The Harris Poll Thought Leadership Practice





Gen Z Is Both Splurging & Spending – More Than Any Other Generation

% who have splurged on something in 2023 | % who have saved for something in 2023



Source: The Harris Poll Thought Leadership Practice “Money Mindset Survey: Dualities in Saving & Splurging” (June 2023)

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Save, splurge, (don't) stress: How Gen Z is putting their spin on personal finances

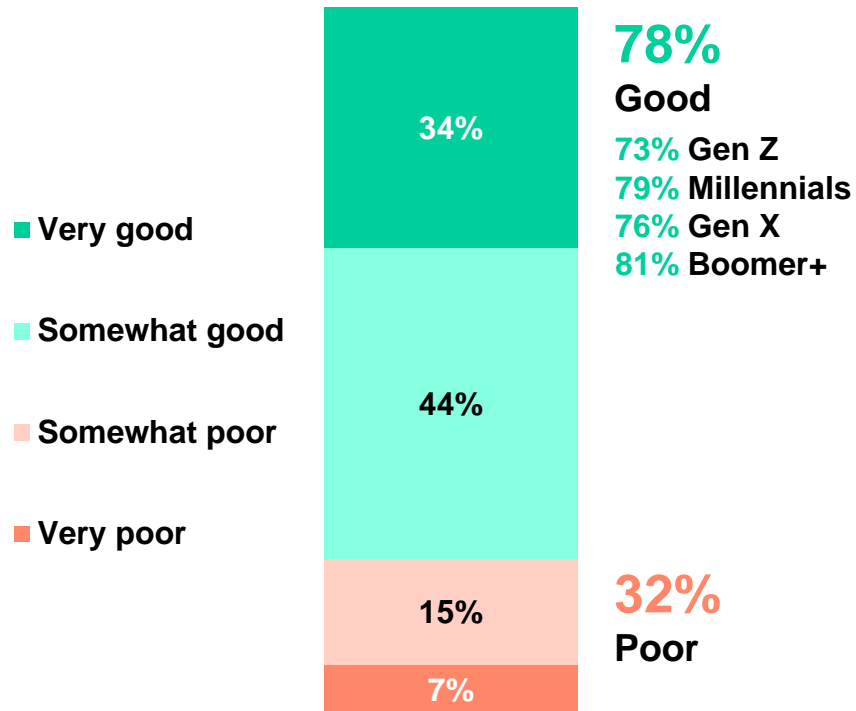
[Read more here](#)



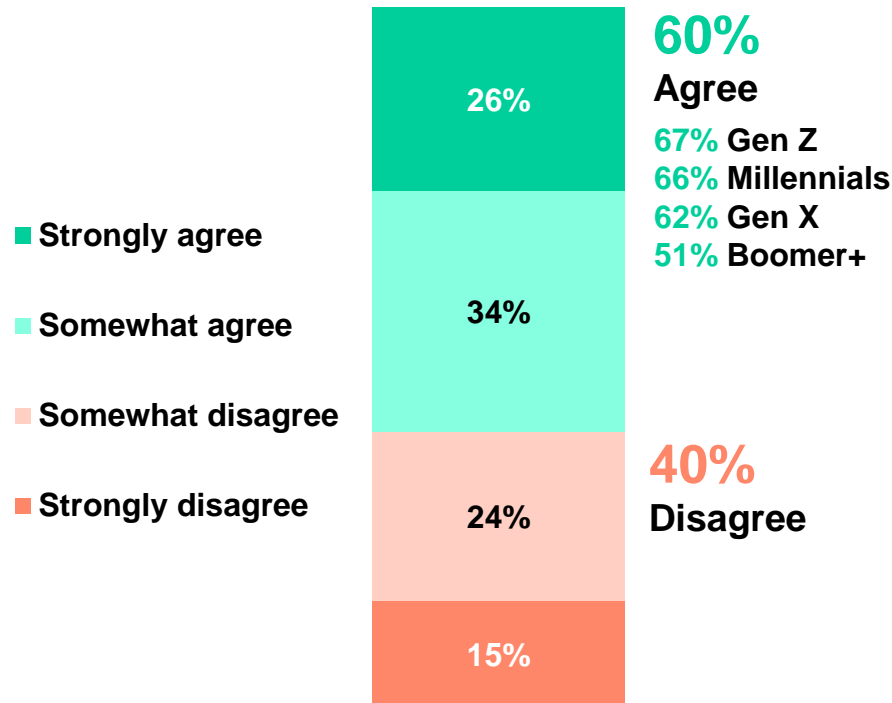
But, Overall Financial Security, Fears Of Emergency Still Present For Americans Even For Those Spendy Gen Z Consumers

How would you rate the following?

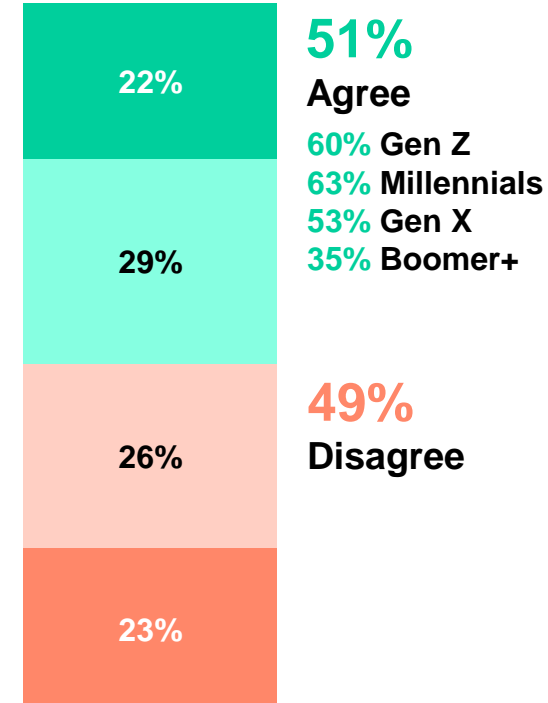
Managing your bills each month



How much do you agree or disagree with the following?



I doubt I will feel financially secure anytime soon



I am one financial emergency away from being completely under water

Source: Harris Poll America This Week Tracker Wave 183 (08/25-08/27/2023)
 BASE: GENERAL PUBLIC W183 (n=2117)
 USA01. How would you rate the following?
 USA02. How much do you agree or disagree with the following statements?
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HARRIS POLL IN THE MEDIA

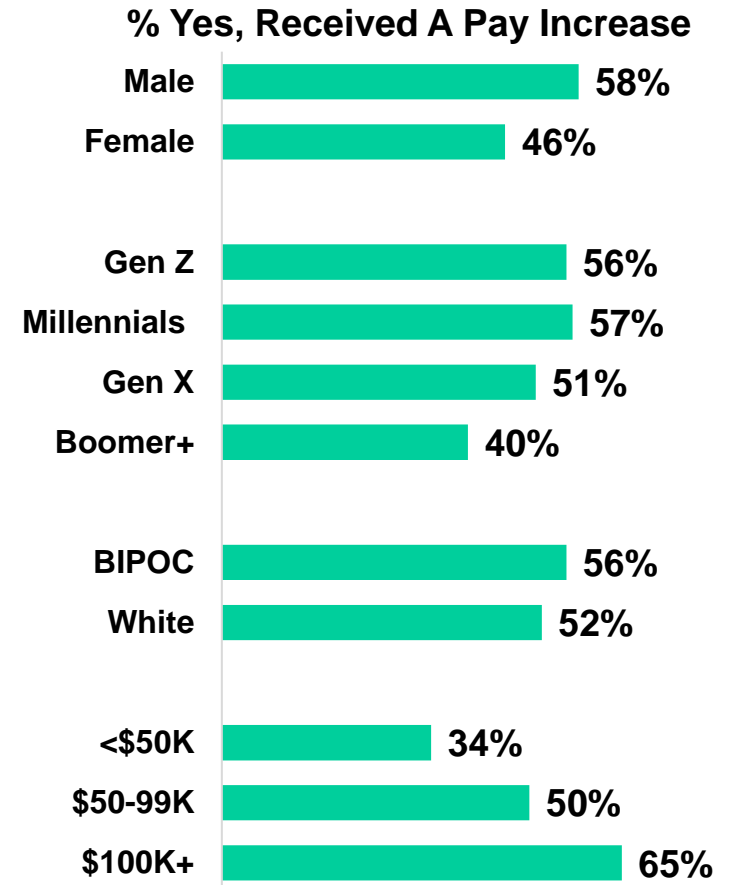
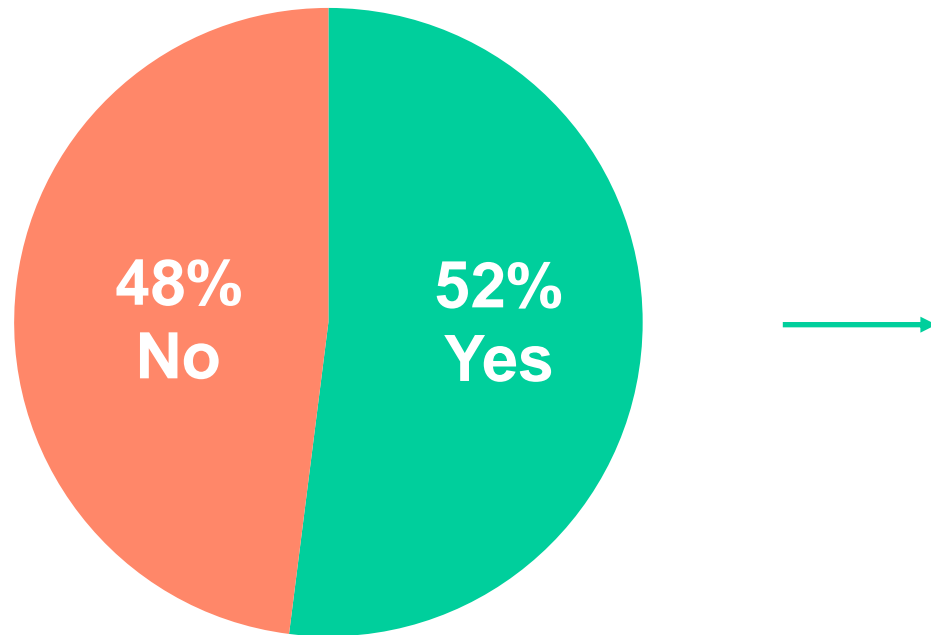
Employees Aren't Feeling Their Raises



Just Half Of Employed Americans Received A Pay Increase In Last Year

HHI, Male, & Younger Americans More Likely To Have Seen Pay Jump

Have you had a pay increase in the last year?
Among employed Americans



USA TODAY US wage growth is finally outpacing inflation. Many Americans aren't feeling it.
[Read more here](#)

Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)

BASE: EMPLOYED W185 (n=1366)

USA15. In recent months, the average annual wage growth has outpaced annual inflation, increasing purchasing power for Americans. Have you had a pay increase in the last year?

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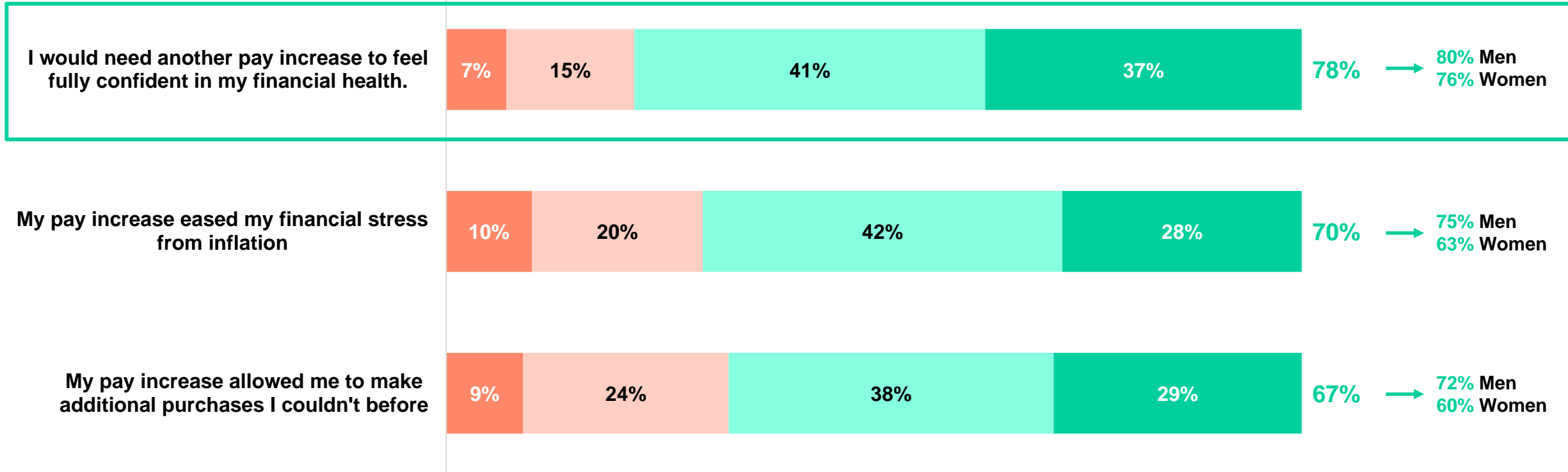


Yet For Many, The Pay Increase Wasn't Enough For Full Financial Confidence But It Did Help Ease Some Inflation & Consumer Spending Pain

Thinking about your pay increase in the last year, how much do you agree or disagree with the following statements?

Among those who received a pay increase in the last year

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



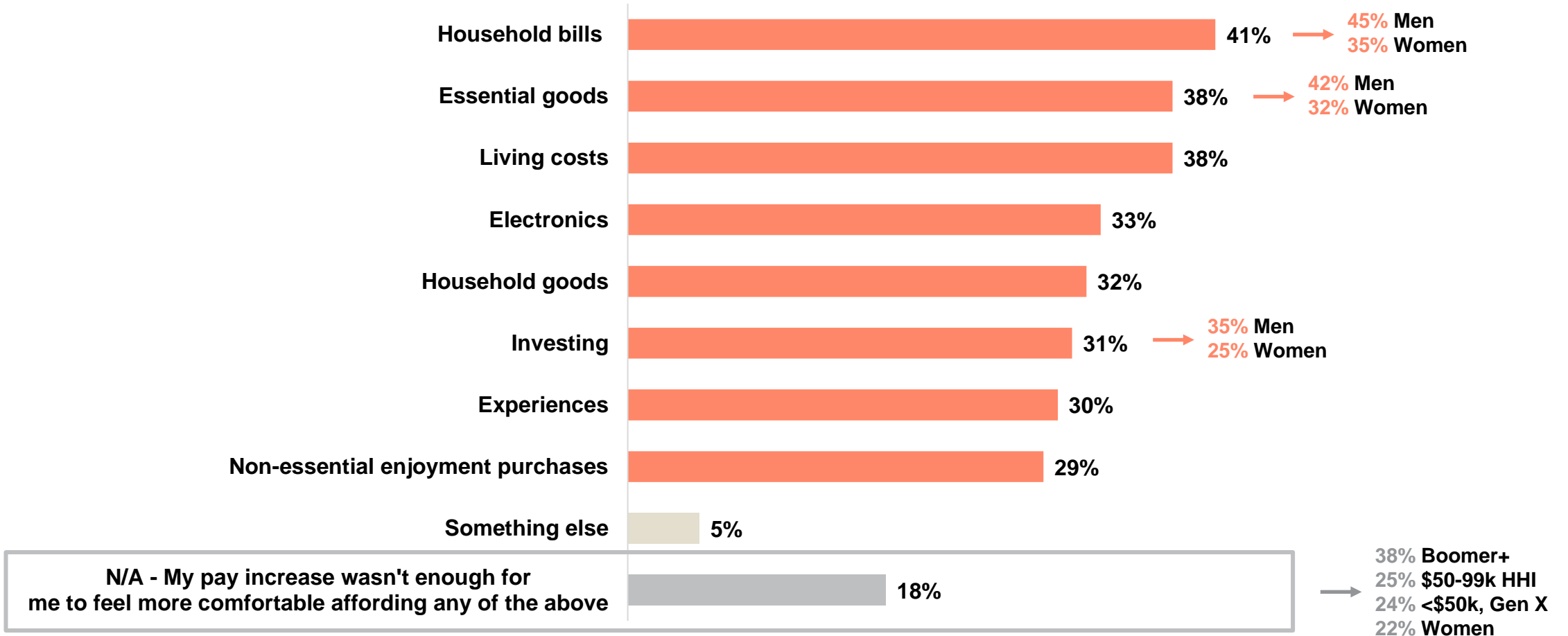
Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)
 BASE: RECEIVED A PAY INCREASE IN THE LAST YEAR W185 (n=736)
 USA15b. Thinking about your pay increase in the last year, how much do you agree or disagree with the following statements?
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As For A Fifth, The Pay Increase Didn't Bring Any Comfort In Their Spending

Has your recent pay increase allowed you to comfortably afford any of the following that you otherwise couldn't have before? Please select all that apply.

Among those who received a pay increase in the last year



Source: Harris Poll America This Week Tracker Wave 185 (09/08-09/10/23)

BASE: RECEIVED A PAY INCREASE IN THE NEXT YEAR W185 (n=736)

USA15c. Has your recent pay increase allowed you to comfortably afford any of the following that you otherwise couldn't have before? Please select all that apply.

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Thank you!

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