

August 4, 2022

The 2022 Mindset and Motivations Survey of Americans



The Social Context: A Pot Boiling Over

- Americans have a full agenda of important issues that are both relevant today and a concern for the future.
- Inflation burst near the end of 2021 and has quickly become the dominant issue, displacing the pandemic for most Americans as both an immediately relevant issue and a longer-term concern.
- But it comes on top of an already large agenda of important issues. It feels like a pot boiling over for many.



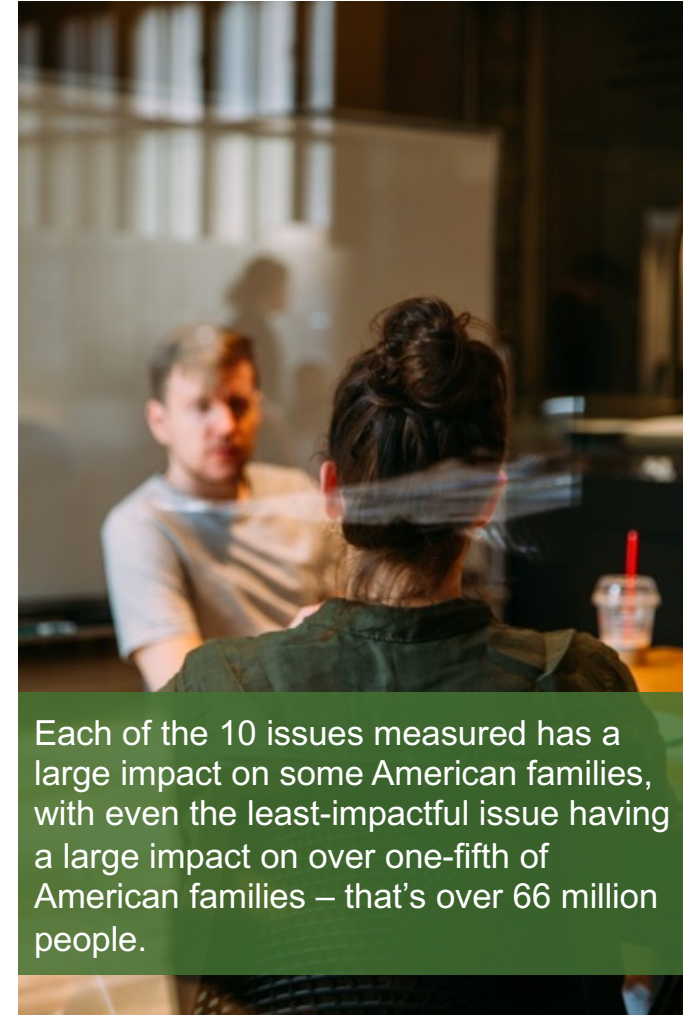
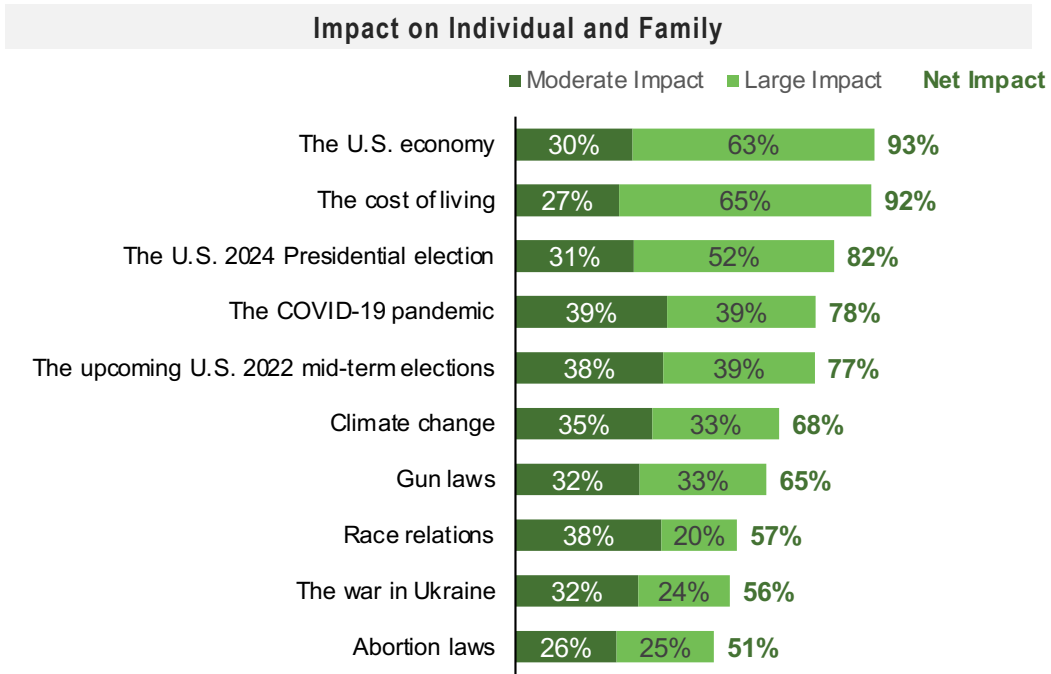
Assessing the Social Context

This survey seeks to understand distinctions between current impact and longer-term concerns. Respondents were presented with a list of 10 current issues and asked to do three things:

1. Rate the how they and their family are **personally impacted** by each issue today
2. Identify the **top issues that concern them most for the future**
3. Describe **why** these issues concern them

Americans See a Full Social Agenda

While the economy and cost of living personally impact most Americans currently, over three in four also feel the impact of national elections as well as the continuing pandemic



Each of the 10 issues measured has a large impact on some American families, with even the least-impactful issue having a large impact on over one-fifth of American families – that’s over 66 million people.

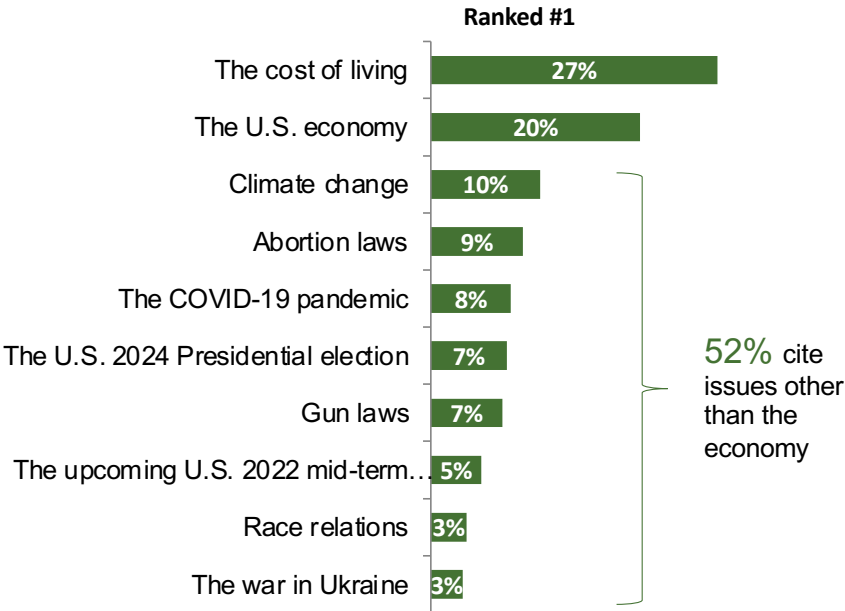


Base: Total Respondents (N=1,885)

First, we'd like to you consider a range of current topical issues. Using the scale shown, please think about each issue and select the answer that best describes the impact it has on you and your family today.

Half of Americans are Worried About Issues Other Than the U.S. Economy for the Long-Term

Top Concern in the Long Term



Current events shape long-term concerns:

Climate, guns and abortion are issues of some salience now, but they grow in importance when people think about the future

Upcoming elections matter:

Most feel the impact of national elections; they are less a source of concern for the long-term

Covid-19 remains an issue:

Viewed as having immediate impact by a large majority of the population, but concern about the future declines considerably

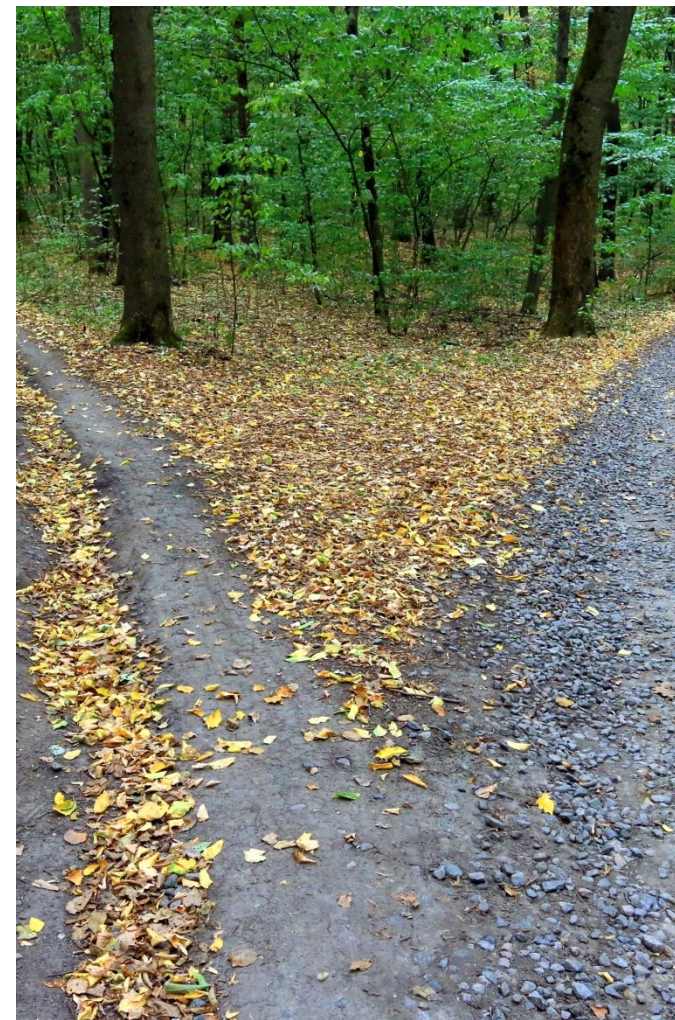
Base: Total Respondents (N=1,885)

Which of these issues, if any, concern you most in the long term? Please select up to three issues that most concern you, in order of importance. ALLOW UP TO THREE IN RANK ORDER.

Differences in Concern About Long-Term Issues Emerge by Political Affiliation

Top Concern in the Long Term

- **Republicans** are much more likely to be most concerned about **economic issues** and secondarily the **2024 election** (particularly Trump Republicans)
- **Democrats** are as concerned about **climate change and abortion laws** as they are the **economy**
- **Independents** are focused **on the cost of living**



Base: Total Respondents (N=1,885)

Which of these issues, if any, concern you most in the long term? Please select up to three issues that most concern you, in order of importance. ALLOW UP TO THREE IN RANK ORDER.

While Economic Concerns are Front and Center, Societal Issues Like Climate Change and Abortion Laws are Among the Top 5 Long-term Concerns

Largest Current Impact

- #1 The Cost of Living
- #2 The U.S. Economy
- #3 The U.S. 2024 Presidential Election
- #4 The COVID-19 Pandemic
- #5 The U.S. 2022 Mid-Term Elections

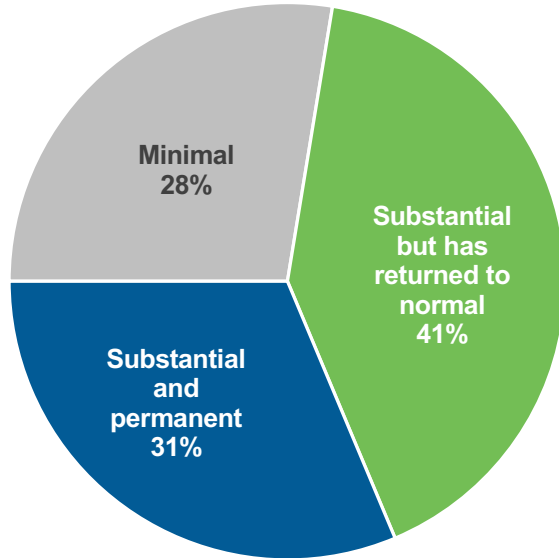
Top Long-Term Concerns

- #1 The Cost of Living
- #2 The U.S. Economy
- #3 Climate Change
- #4 Abortion Laws
- #5 The COVID-19 Pandemic

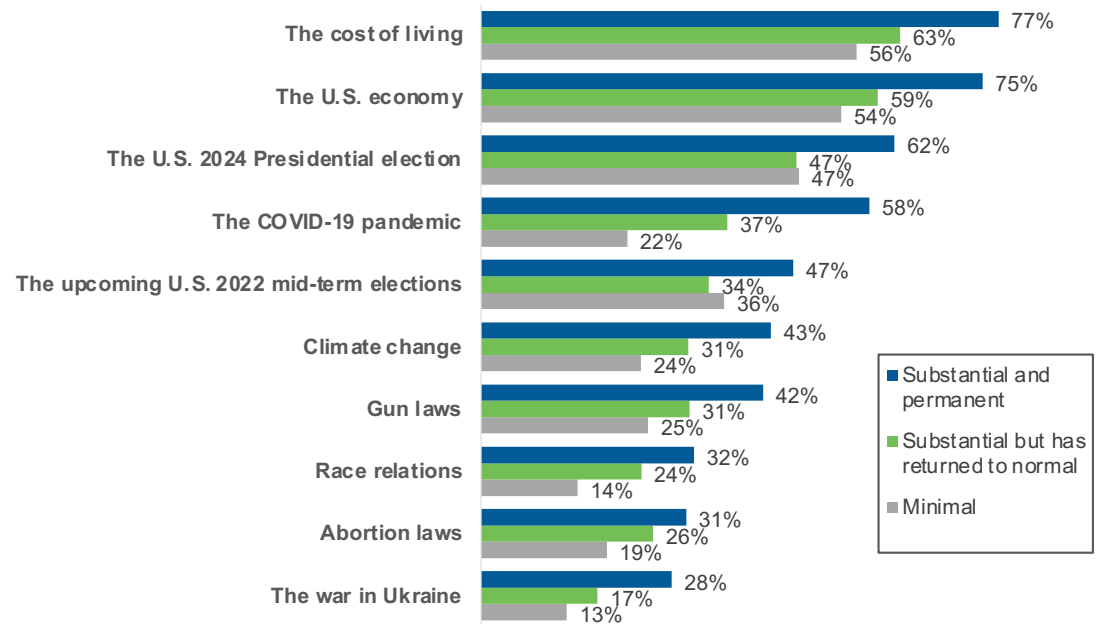
Note: Top 5 items from a list of 10 that also included: gun laws, race relations, and the war in Ukraine.

COVID-19 has had a Substantial and Permanent Impact on Three in 10 Americans and is Tied to Greater Impact Across a Range of Economic and Social Issues

COVID-19 Impact has been...



Issues with Large Impact on Self and Family by Impact of COVID-19



Base: Total Respondents (N=1,885)

Now, considering all the ways your life may have been affected by the impact of COVID-19 over the last two years, would you say the overall impact on your life has been...

Americans Convey Dismay about Issues that Impact them Now and in the Future

WHY DOES THIS ISSUE CONCERN YOU MOST?

In their own words...



Because it is getting more expensive to maintain a quality of life when inflation is running twice as much as employers are generally willing to raise pay for performance.

COST OF LIVING



If we can't breathe nothing else matters

It's been so hot it feels like heat waves

CLIMATE CHANGE



It is a clear, unambiguous attempt to remove women's rights.

Because it's all about the lives of the unborn that we need to protect.

ABORTION LAWS



I cannot live in the United States with a Republican president like Donald Trump or Ron DeSantis. Their xenophobic, angry attitudes make me crazy.

The country is becoming more divided. Current administration is in another world.

THE U.S. 2024 PRESIDENTIAL ELECTION



Because there are mass shootings so often, and nothing is being done about it. No one in everyday life needs an assault rifle. It's not safe to go anywhere.

Because taking rights away from good citizens doesn't keep guns out of criminals' hands.

GUN LAWS



Methodology



Online survey



1,885

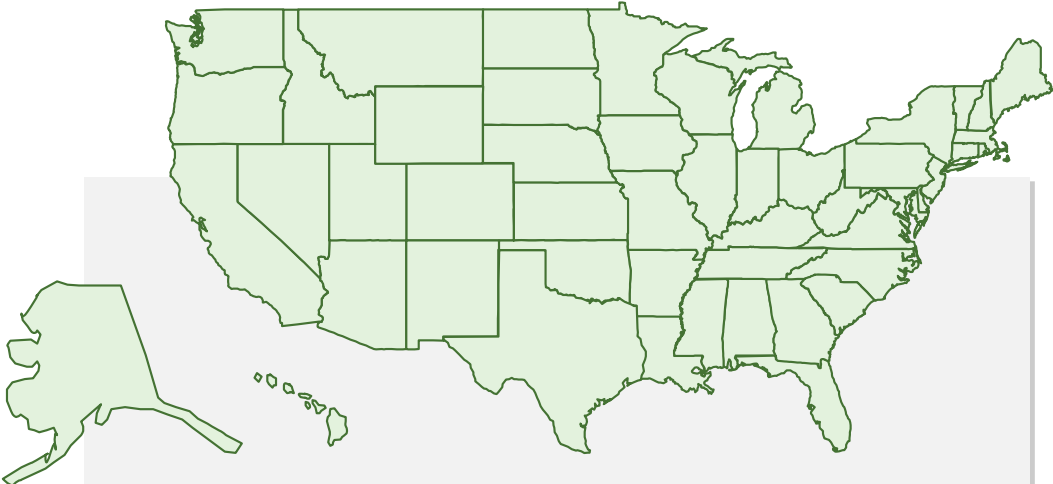
U.S. adults, age 18+



Conducted from July 7-18, 2022



Median interview length was approximately 10 minutes



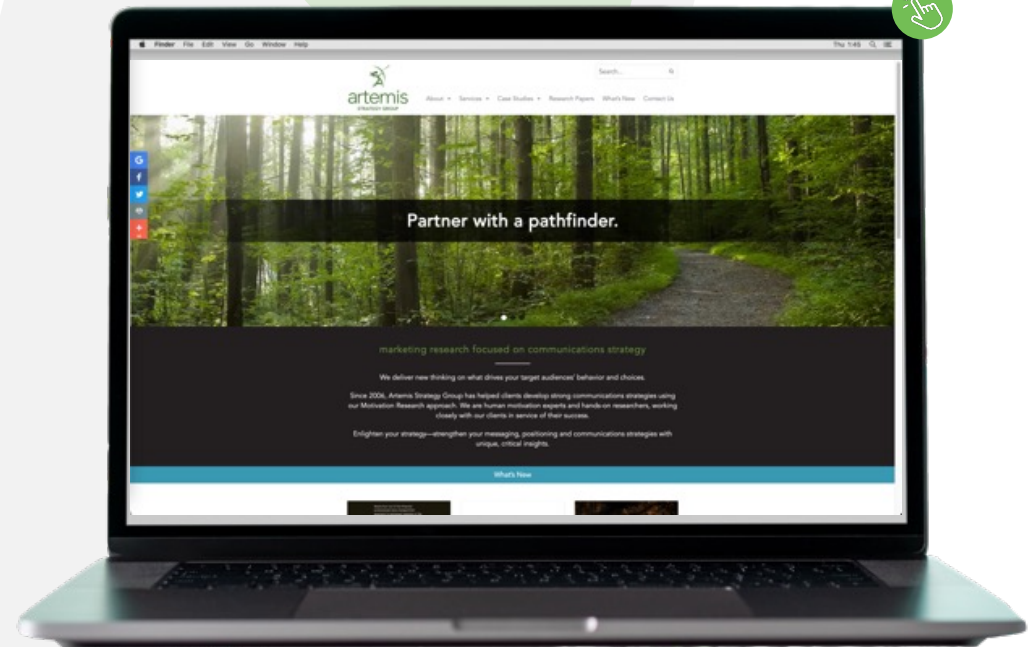
Overall demographic targets set for age within gender, race and ethnicity, geographic region, education, income and 2020 voting to obtain a sample reflective of the U.S. adult population based on Census data.

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