

YouGov Survey: How Americans Understand Inflation

Sample 1000 U.S. Adult Citizens
 Conducted December 5 - 11, 2023
 Margin of Error ±3.9%

1. In the last few years, would you say that prices in the U.S. have...?

Increased a lot, and are still increasing a lot	59%
Increased a lot, but have now stabilized	25%
Increased a lot, but are now decreasing	6%
Not increased a lot	5%
Not sure	5%

2. Would you say that inflation is affecting you personally more or less than it is affecting other Americans?

Much more than other Americans	12%
Somewhat more than other Americans	16%
About as much as other Americans	52%
Somewhat less than other Americans	10%
Much less than other Americans	3%
Not sure	6%

3. Is your household's income...?

Growing faster than your expenses	9%
Just keeping up with your expenses	52%
Falling behind your expenses	30%
Not sure	8%

4. As a result of recent inflation, have you...

	Yes	No	Not sure
Delayed making any purchases because you thought prices would drop from where they are now	41%	47%	13%
Delayed making any purchases because the interest rate to borrow money for it was too high	40%	51%	9%
Recently made any purchases because you thought prices would continue to rise	26%	64%	10%

5. Based on your understanding of it, would you define inflation as...?

The rate at which the prices of goods and services is currently rising	38%
The rate at which the prices of goods and services has risen compared to a previous period	53%
Not sure	10%

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6. In periods of high inflation, do you think the government should enact policies that encourage people to...?

Spend more money	10%
Spend less money	28%
Neither	35%
Not sure	27%

7. Which of the following are you likely to do in the next few months? Select all that apply.

Regularly drive a gasoline-powered car	63%
Regularly eat out at restaurants	26%
Pay interest on credit card debt	31%
Borrow money to make a large purchase	6%
Pay for child care	6%
Buy groceries for a household of more than two people	38%
Travel to a different part of the country or another country	19%
Pay for prescription medication	46%
None of the above	13%

Interviewing Dates	December 5 - 11, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.09 to 5.44, with a mean of one and a standard deviation of 0.756.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.

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1. Change in Prices

In the last few years, would you say that prices in the U.S. have... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased a lot, and are still increasing a lot	59%	53%	66%	45%	53%	69%	65%	63%	50%	46%	69%
Increased a lot, but have now stabilized	25%	29%	22%	24%	33%	22%	24%	26%	26%	25%	22%
Increased a lot, but are now decreasing	6%	7%	5%	7%	5%	5%	8%	5%	9%	9%	5%
Not increased a lot	5%	7%	3%	11%	5%	2%	2%	3%	8%	11%	1%
Not sure	5%	5%	4%	13%	5%	2%	0%	3%	8%	10%	2%
Totals	100%	101%	100%	100%	101%	100%	99%	100%	101%	101%	99%
Unweighted N	(998)	(416)	(582)	(136)	(192)	(390)	(280)	(606)	(138)	(145)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increased a lot, and are still increasing a lot	59%	43%	63%	73%	44%	80%	63%	56%	50%	50%	68%	60%	58%
Increased a lot, but have now stabilized	25%	35%	20%	21%	39%	16%	21%	30%	37%	31%	24%	21%	30%
Increased a lot, but are now decreasing	6%	12%	4%	1%	11%	1%	4%	8%	6%	8%	4%	7%	5%
Not increased a lot	5%	7%	3%	4%	4%	3%	5%	3%	6%	5%	1%	8%	2%
Not sure	5%	3%	10%	1%	1%	1%	6%	3%	1%	6%	3%	4%	5%
Totals	100%	100%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(341)	(370)	(287)	(362)	(341)	(462)	(266)	(181)	(173)	(214)	(383)	(228)

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2. Inflation Effect on Own Family

Would you say that inflation is affecting you personally more or less than it is affecting other Americans?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more than other Americans	12%	12%	13%	15%	12%	13%	9%	10%	20%	16%	11%
Somewhat more than other Americans	16%	12%	20%	11%	23%	15%	15%	16%	12%	12%	30%
About as much as other Americans	52%	51%	53%	45%	46%	54%	63%	55%	45%	47%	49%
Somewhat less than other Americans	10%	13%	7%	10%	10%	11%	10%	11%	7%	12%	7%
Much less than other Americans	3%	5%	1%	1%	4%	4%	3%	3%	4%	3%	2%
Not sure	6%	7%	5%	17%	5%	4%	1%	5%	13%	10%	1%
Totals	99%	100%	99%	99%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(998)	(418)	(580)	(136)	(193)	(389)	(280)	(607)	(137)	(145)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more than other Americans	12%	13%	12%	12%	13%	10%	19%	6%	8%	9%	10%	16%	11%
Somewhat more than other Americans	16%	13%	19%	16%	15%	18%	20%	17%	9%	14%	17%	17%	16%
About as much as other Americans	52%	51%	46%	60%	48%	61%	47%	58%	51%	48%	56%	54%	48%
Somewhat less than other Americans	10%	13%	10%	9%	17%	7%	6%	10%	21%	13%	9%	7%	15%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much less than other Americans	3%	4%	2%	2%	3%	3%	2%	2%	8%	5%	2%	3%	2%
Not sure	6%	6%	11%	1%	4%	1%	6%	6%	3%	11%	6%	3%	8%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(998)	(342)	(370)	(286)	(361)	(340)	(462)	(266)	(181)	(173)	(214)	(383)	(228)

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3. Income Keeping Up With Expenses

Is your household's income... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Growing faster than your expenses	9%	11%	7%	12%	8%	7%	9%	10%	9%	7%	4%
Just keeping up with your expenses	52%	53%	52%	53%	53%	49%	56%	53%	49%	56%	48%
Falling behind your expenses	30%	28%	32%	12%	32%	39%	33%	32%	34%	17%	35%
Not sure	8%	8%	9%	22%	7%	5%	2%	6%	8%	20%	13%
Totals	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(999)	(418)	(581)	(137)	(193)	(390)	(279)	(607)	(138)	(145)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Growing faster than your expenses	9%	14%	4%	8%	13%	8%	4%	13%	19%	14%	8%	4%	13%
Just keeping up with your expenses	52%	57%	48%	53%	56%	51%	52%	49%	63%	46%	55%	57%	46%
Falling behind your expenses	30%	21%	35%	36%	26%	37%	37%	31%	16%	28%	33%	30%	30%
Not sure	8%	8%	13%	3%	5%	4%	8%	7%	2%	11%	4%	8%	11%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%
Unweighted N	(999)	(342)	(371)	(286)	(362)	(340)	(464)	(265)	(181)	(173)	(215)	(382)	(229)

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4A. Inflation Changes in Purchasing — Delayed making any purchases because you thought prices would drop from where they are now

As a result of recent inflation, have you...

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	35%	46%	47%	37%	42%	37%	41%	30%	46%	42%
No	47%	51%	43%	34%	50%	48%	54%	49%	54%	34%	33%
Not sure	13%	14%	11%	19%	14%	10%	9%	9%	16%	20%	24%
Totals	101%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(986)	(412)	(574)	(135)	(191)	(384)	(276)	(599)	(137)	(142)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	36%	44%	41%	38%	43%	39%	43%	44%	44%	41%	41%	37%
No	47%	52%	40%	49%	51%	48%	45%	48%	52%	42%	50%	48%	46%
Not sure	13%	12%	16%	9%	10%	9%	15%	9%	3%	14%	8%	12%	17%
Totals	101%	100%	100%	99%	99%	100%	99%	100%	99%	100%	99%	101%	100%
Unweighted N	(986)	(337)	(364)	(285)	(356)	(338)	(457)	(263)	(178)	(170)	(212)	(376)	(228)

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4B. Inflation Changes in Purchasing — Delayed making any purchases because the interest rate to borrow money for it was too high

As a result of recent inflation, have you...

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	37%	43%	35%	38%	44%	41%	40%	38%	36%	50%
No	51%	55%	47%	50%	53%	50%	53%	54%	51%	46%	32%
Not sure	9%	8%	9%	15%	9%	6%	7%	6%	12%	18%	18%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(993)	(415)	(578)	(136)	(193)	(388)	(276)	(603)	(137)	(144)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	40%	36%	39%	45%	40%	47%	40%	43%	44%	41%	34%	42%	42%
No	51%	56%	49%	48%	54%	49%	49%	51%	55%	48%	57%	52%	46%
Not sure	9%	8%	11%	7%	6%	5%	12%	6%	1%	11%	9%	6%	12%
Totals	100%	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(341)	(370)	(282)	(360)	(338)	(459)	(265)	(181)	(173)	(211)	(380)	(229)

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4C. Inflation Changes in Purchasing — Recently made any purchases because you thought prices would continue to rise

As a result of recent inflation, have you...

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	26%	26%	42%	26%	18%	22%	23%	28%	35%	38%
No	64%	64%	63%	39%	65%	73%	72%	70%	56%	50%	48%
Not sure	10%	9%	11%	19%	9%	8%	6%	8%	15%	15%	14%
Totals	100%	99%	100%	100%	100%	99%	100%	101%	99%	100%	100%
Unweighted N	(991)	(416)	(575)	(136)	(192)	(388)	(275)	(600)	(138)	(144)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	26%	24%	30%	24%	23%	29%	26%	27%	27%	27%	24%	29%	23%
No	64%	68%	55%	70%	70%	65%	62%	64%	70%	62%	63%	64%	65%
Not sure	10%	8%	15%	7%	7%	7%	12%	10%	3%	11%	13%	7%	12%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(991)	(340)	(368)	(283)	(359)	(339)	(458)	(265)	(180)	(172)	(212)	(381)	(226)

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5. Definition of Inflation

Based on your understanding of it, would you define inflation as... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The rate at which the prices of goods and services is currently rising	38%	36%	39%	33%	43%	42%	29%	37%	39%	44%	34%
The rate at which the prices of goods and services has risen compared to a previous period	53%	55%	51%	52%	45%	52%	62%	55%	49%	39%	58%
Not sure	10%	9%	10%	15%	12%	6%	8%	8%	12%	17%	8%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(992)	(416)	(576)	(136)	(193)	(387)	(276)	(603)	(138)	(144)	(107)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The rate at which the prices of goods and services is currently rising	38%	39%	37%	38%	35%	43%	41%	40%	30%	33%	40%	39%	37%
The rate at which the prices of goods and services has risen compared to a previous period	53%	54%	48%	57%	54%	53%	47%	54%	65%	58%	50%	54%	50%
Not sure	10%	7%	15%	6%	11%	4%	12%	7%	4%	9%	11%	7%	13%
Totals	101%	100%	100%	101%	100%	100%	100%	101%	99%	100%	101%	100%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(992)	(340)	(369)	(283)	(360)	(337)	(461)	(263)	(179)	(172)	(212)	(380)	(228)

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6. Government Inflation Response Spending

In periods of high inflation, do you think the government should enact policies that encourage people to . . . ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Spend more money	10%	12%	8%	20%	6%	10%	4%	7%	21%	15%	10%
Spend less money	28%	31%	26%	35%	28%	23%	29%	27%	27%	33%	31%
Neither	35%	35%	35%	22%	37%	39%	40%	39%	28%	31%	23%
Not sure	27%	22%	31%	23%	28%	28%	28%	27%	24%	22%	36%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	101%	100%
Unweighted N	(998)	(418)	(580)	(137)	(193)	(388)	(280)	(608)	(136)	(145)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Spend more money	10%	15%	8%	6%	14%	5%	10%	9%	12%	14%	7%	12%	6%
Spend less money	28%	27%	26%	31%	28%	32%	25%	30%	33%	36%	30%	26%	24%
Neither	35%	29%	35%	43%	28%	43%	35%	36%	37%	29%	32%	38%	38%
Not sure	27%	29%	31%	20%	31%	20%	30%	25%	18%	21%	32%	24%	32%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(998)	(340)	(371)	(287)	(360)	(341)	(463)	(266)	(180)	(173)	(215)	(381)	(229)

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7. Upcoming Spending

Which of the following are you likely to do in the next few months? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Regularly drive a gasoline-powered car	63%	58%	66%	42%	52%	70%	82%	73%	37%	44%	46%
Regularly eat out at restaurants	26%	24%	28%	35%	25%	20%	28%	27%	19%	27%	33%
Pay interest on credit card debt	31%	28%	33%	18%	25%	36%	40%	32%	33%	21%	28%
Borrow money to make a large purchase	6%	6%	6%	15%	3%	5%	4%	5%	13%	7%	6%
Pay for child care	6%	7%	5%	14%	11%	2%	0%	5%	14%	8%	1%
Buy groceries for a household of more than two people	38%	36%	41%	44%	48%	36%	25%	37%	41%	41%	39%
Travel to a different part of the country or another country	19%	22%	16%	24%	21%	18%	15%	18%	21%	22%	25%
Pay for prescription medication	46%	42%	49%	22%	36%	52%	68%	55%	29%	19%	41%
None of the above	13%	16%	10%	18%	21%	10%	3%	8%	30%	23%	14%
Unweighted N	(1,000)	(418)	(582)	(137)	(193)	(390)	(280)	(608)	(138)	(145)	(109)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Regularly drive a gasoline-powered car	63%	53%	61%	75%	63%	82%	49%	78%	76%	58%	65%	61%	66%
Regularly eat out at restaurants	26%	33%	20%	26%	35%	25%	17%	33%	42%	28%	25%	27%	24%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Pay interest on credit card debt	31%	30%	29%	33%	38%	33%	29%	41%	25%	29%	31%	34%	27%
Borrow money to make a large purchase	6%	9%	5%	4%	8%	3%	5%	12%	3%	8%	5%	7%	5%
Pay for child care	6%	9%	5%	4%	8%	6%	4%	8%	13%	12%	4%	6%	4%
Buy groceries for a household of more than two people	38%	39%	39%	37%	38%	39%	32%	43%	50%	40%	34%	38%	41%
Travel to a different part of the country or another country	19%	24%	20%	14%	29%	14%	9%	24%	42%	23%	13%	18%	25%
Pay for prescription medication	46%	41%	42%	55%	51%	57%	38%	58%	52%	44%	48%	45%	45%
None of the above	13%	16%	14%	8%	9%	6%	19%	5%	3%	12%	12%	15%	11%
Unweighted N	(1,000)	(342)	(371)	(287)	(362)	(341)	(464)	(266)	(181)	(173)	(215)	(383)	(229)

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Interviewing Dates	December 5 - 11, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.09 to 5.44, with a mean of one and a standard deviation of 0.756.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.