



Inflation Message Test

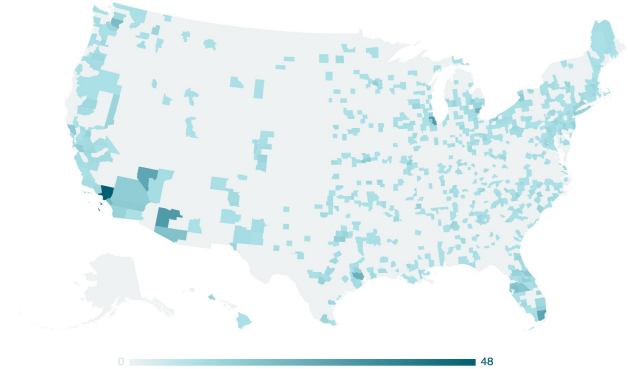
February 2022



Methodology

From Feb. 18 to 22, 2022, Data for Progress conducted a survey of **1,549 likely voters nationally** using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.

Respondents by County



53% **Female** | 47% **Male**

11% **Black** | 74% **White** | 9% **Latino/a**

39% **College** | 61% **Non-college**

36% **Under 45** | 64% **Over 45**

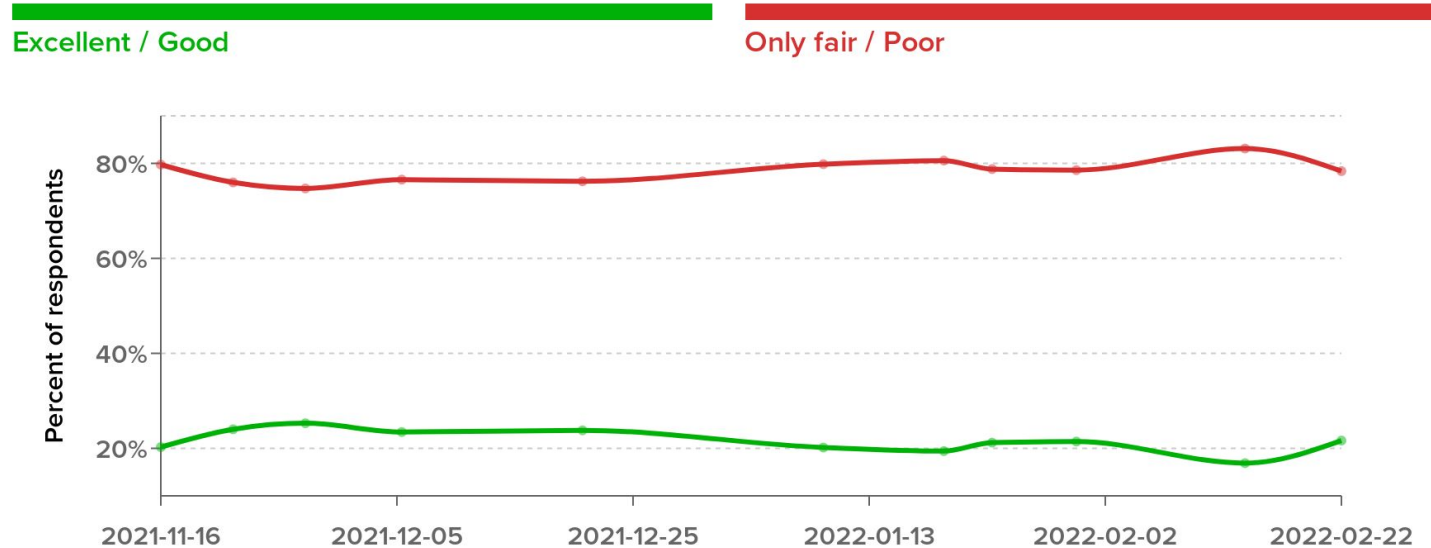
2020 Vote: 51% **Biden** | 47% **Trump**



Attitudes Toward the Economy

Over Three-Quarters of Voters Rate Economy “Only Fair” or “Poor”

How would you rate economic conditions in the U.S. today?



In 11 surveys since mid-November, voters were asked whether they rate the economy “excellent,” “good,” “only fair,” or “poor.”

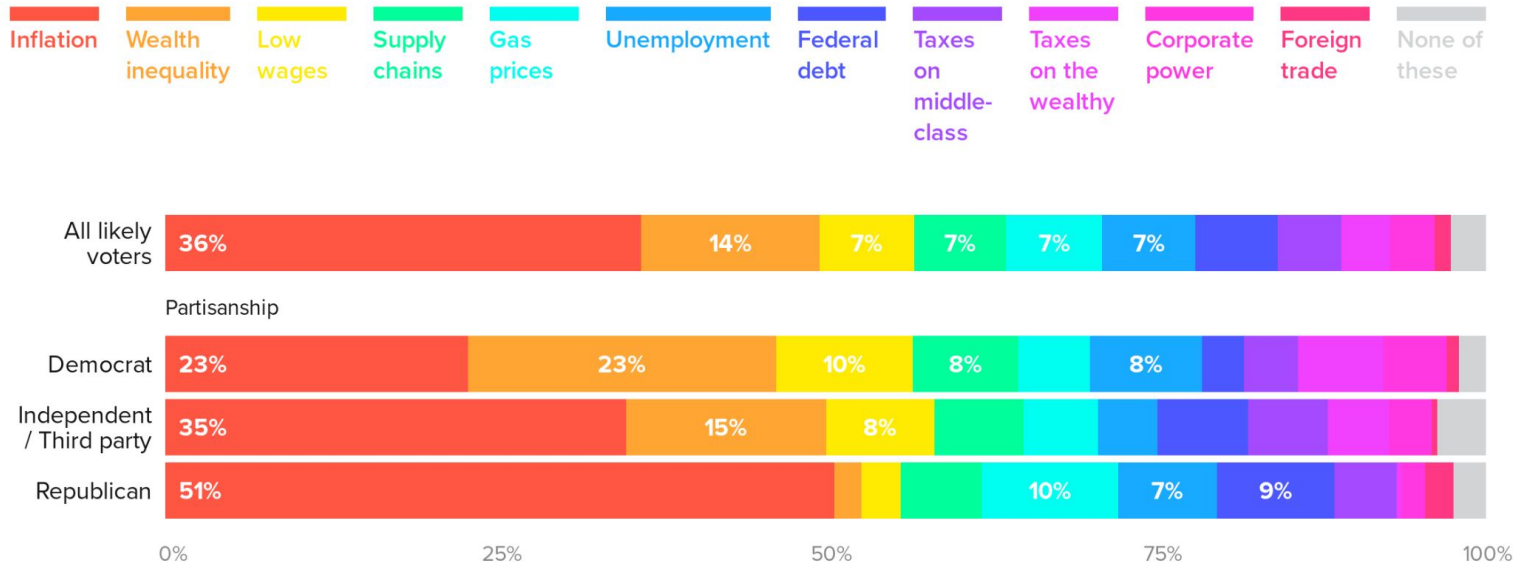
On average, 79 percent of voters rate the economy “only fair” or “poor.”

On average, 21 percent of voters rate the economy “excellent” or “good.”

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Voters Say Inflation is Most Important Economic Problem

What do you think is the most important economic problem facing the country today?



Among all likely voters, 36 percent name inflation as the most important economic problem, followed by 14 percent naming wealth inequality (or “gap between rich and poor”) as the most important issue.

Among Democrats, wealth gap and inflation tie for most important economic issue, each with 23 percent. This is followed by 10 percent of Democrats who believe low wages are the most important.

35 percent of Independents name inflation as the most important issue and 15 percent say it is wealth inequality.

A majority of Republicans (51 percent) say the most important economic issue is inflation.

February 18–22, 2022 survey of 1,549 likely voters

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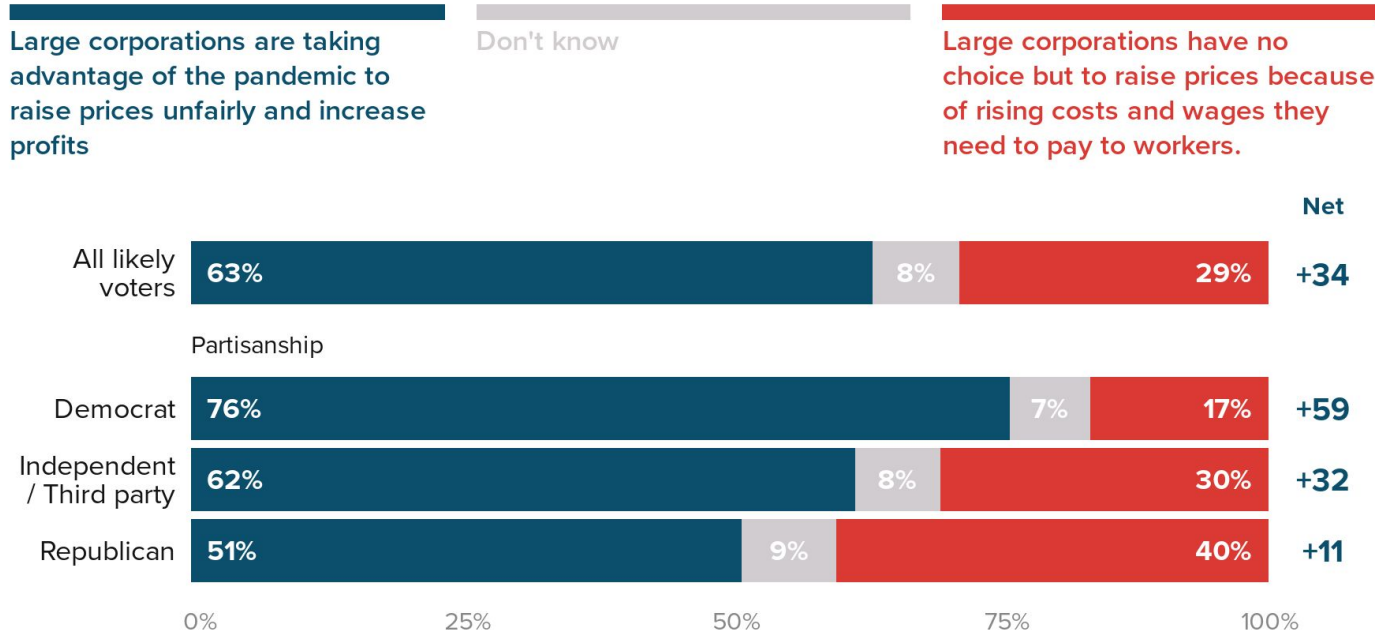




Attitudes Toward Corporate Price Increases

Majority of Voters Say Corporations are Taking Advantage of the Pandemic to Raise Prices

Do you think large corporations are taking advantage of the pandemic to raise prices unfairly on consumers and increase profits, OR do you think large corporations have no choice but to raise prices in response to rising costs?

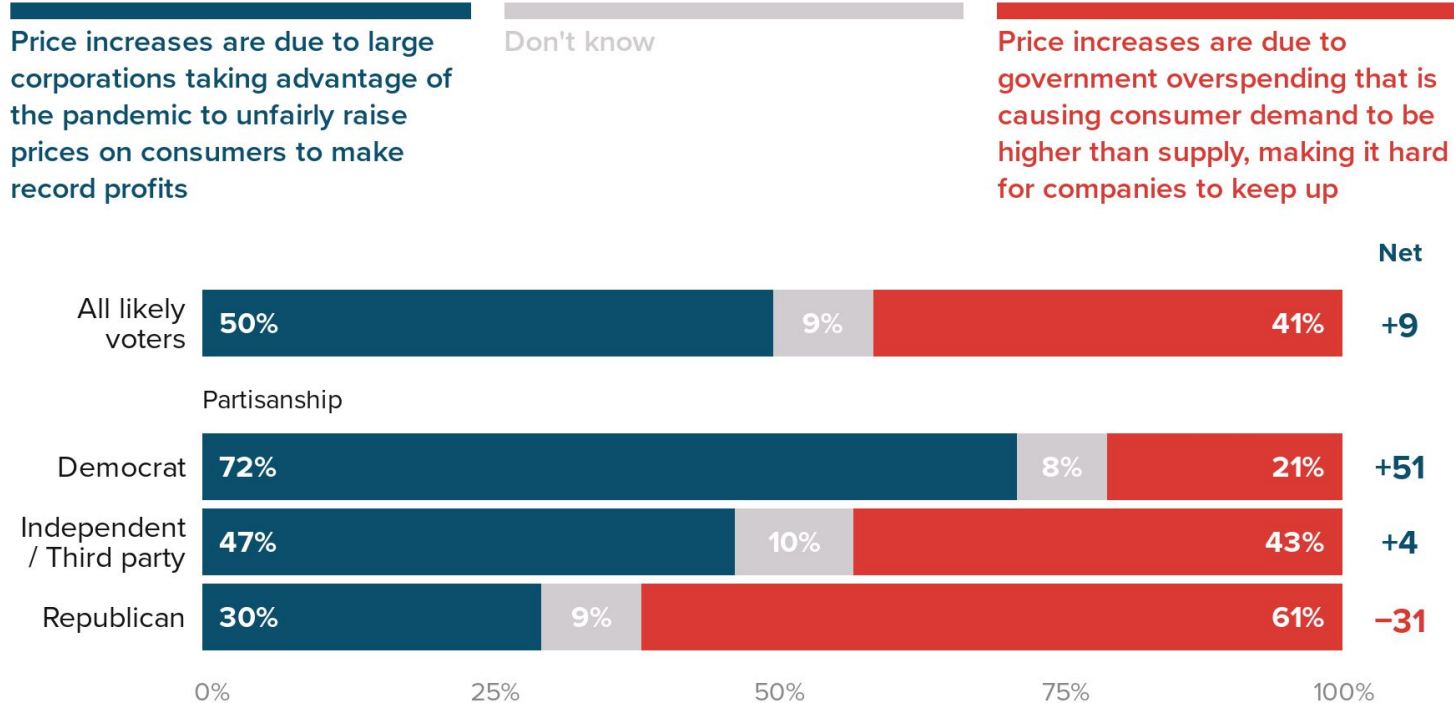


Among all voters, 63 percent say large corporations are taking advantage of the pandemic to raise prices unfairly and increase profits. This outperforms the message that large corporations have no choice but to raise prices due to rising costs and wages by a margin of +34 percentage points.

Majorities of Democrats, Independents, and Republican say corporations are taking advantage of the pandemic to unfairly raise prices rather than that they have no choice, with respective net margins of +59, +32, and +11 percentage points.

Voters Attribute Price Increases to Corporate Profiteering

Thinking about inflation, which statement comes closest to your view, even if neither is exactly right?



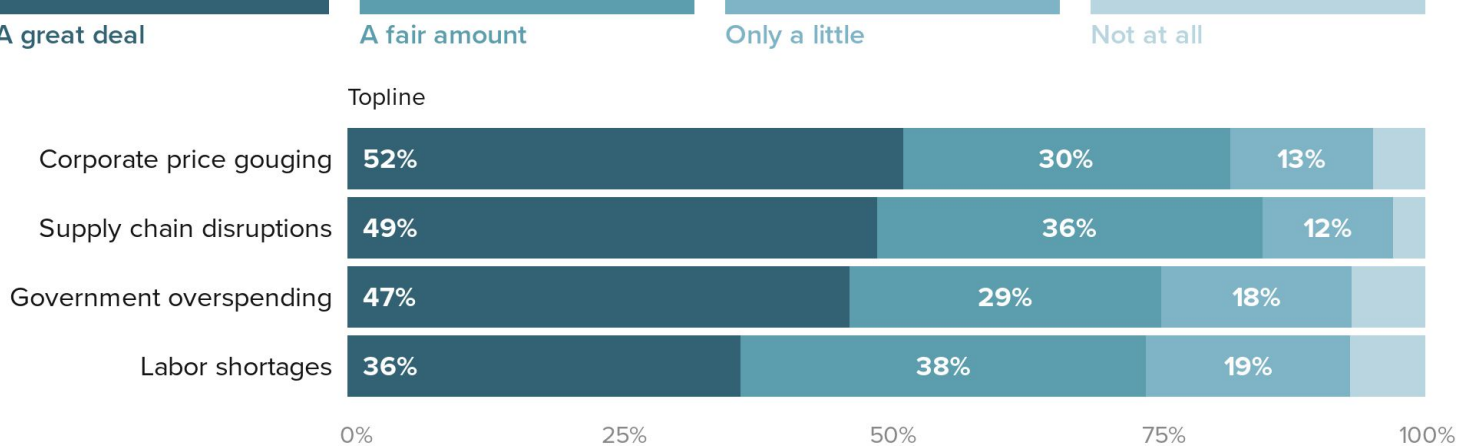
Among all voters, 50 percent say corporations' price increases are unfair profiteering. On net, this message performs 9 points better than the message that government overspending is causing higher consumer demand than supply.

Democrats and Independents also attribute inflation to profiteering over government spending, with respective net margins of +51 and plus-four percentage points.

30 percent of Republicans agree with the profiteering message, while 61 percent agree with the overspending message.

Majority of Voters Think Corporate Price Gouging Contributes to Inflation

How much do you think each of the following is contributing to inflation, or an increase in the cost of goods and services?



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Among all voters, 52 percent say unfair corporate price increases, or price gouging, contributes a “great deal” to inflation.

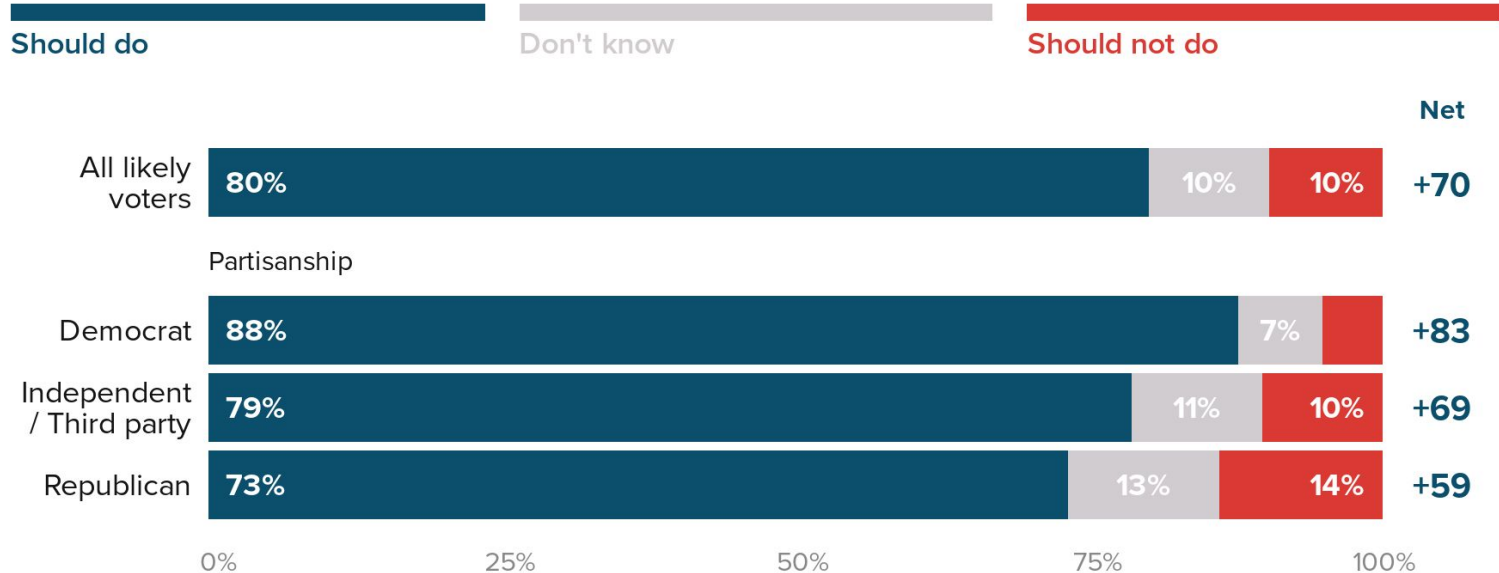
49 percent of voters say supply chains contribute “a great deal,” 47 percent say government overspending contributes a “great deal,” and only 36 percent say labor shortages are contributing a “great deal” to inflation.

Out of the four factors that may contribute to inflation, corporate price gouging is seen by voters as the greatest contributor.

Bipartisan Majority of Voters Believe Government Should Address Monopoly Behavior; Crack Down on Large Corporations that Raise Prices Unfairly

Below are some possible steps that lawmakers can take to stop inflation, or bring down prices. For each, say whether it is something that the federal government should or should not do.

— Crack down on large corporations that raise prices unfairly, and promote competition between businesses to lower prices for consumers and small businesses



Among all voters, 80 percent say lawmakers should crack down on large corporations that raise prices unfairly by promoting competition and lowering prices.

Overwhelming majorities of Democrats, Independents, and Republicans also agree that the government should crack down on large corporations in this way, with net margins of +83, +69, and +59 percentage points.



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About Data for Progress

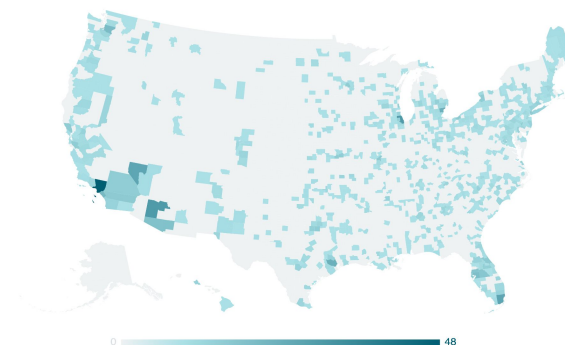
Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win.

Learn more at dataforprogress.org or follow DFP on Twitter at [@dataprogress](https://twitter.com/dataprogress).

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Respondents by County



For Inquiries Contact:

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