

Fear and Hope in America: Ukraine, Inflation, & Party
Narratives

people toward actions that could make the world more fair and just.

Our **insights series, “Fear and Hope in America,”** is our response. Every two months, we take America’s emotional pulse by asking people about issues they discuss around their kitchen tables: their fears, their hopes, and the narratives in media and social circles that drive them.

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A lot has changed since this [insights series launched in October](#). While the **war in Ukraine** is a new fear among Americans, **inflation** continues to be top of mind. Efforts by both Republicans and Democrats to **shape the narrative** do not resonate equally among Americans, but **Democrats alone inspire hope**.

Research Goals & Design

By analyzing the responses of 6,000 Americans to a mix of open- and closed-ended questions over time, we are tracking trends in both the country’s emotional atmosphere and the narratives shaping our perceptions. This data was collected Mar 11-14 2022, and is representative of the American population.

Methodology

An Avalanche Listening Survey combines open and closed-ended questions. Open-ended questions provide rich data sets that allow us to analyze beliefs, values, and emotions related to an issue. Closed-ended questions provide clarity and comparability with existing research. We work with industry-leading data collection partners to gather targeted samples of respondents.

Economic fears, including references to **rising costs and inflation** continue to dominate as the number one concern among American.

War escalation, a new theme, ranks second.

8 in 10

Americans are “very concerned” about **rising costs**

1 in 5

Americans **report war escalation** as their top fear

When asked **what costs specifically** they were most concerned about, a majority of Americans noted the **cost of gas and food**.

51%

specifically mention being concerned about the **cost of gas prices**

45%

specifically mention being concerned about the **cost of food**

Rising costs & Inflation

"The cost of food prices, gas is hurting those of us who now live paycheck to paycheck and our income would worsen as the months go by."

- Biden voter, Latina, Woman

*"More people be homeless, more children and senior citizens going hungry. Plus more **people out of work** because they can't afford to put gas in their vehicle to go to work."*

- Trump voter, White, Woman

*"If prices don't start going down and gas get under deal I'm not sure even with raises and work deals that people will be able to **afford the gas to go to work. I can see deep spread recession if something doesn't improve quickly.**"*

- Trump voter, Latina, Woman

War escalation

*"I fear there will be a **war that the US will get involved in and it will cause another Great Depression** and we will be in...constant fear for our own safety and survival."*

- Trump voter, Latina, Woman

*"**Putin bombing us because he's a madman** that has never been diplomatic."*

- Biden voter, Latina, Woman

*"I fear the **war in the Ukraine will make pollution worse** and speed up climate change."*

- Trump voter, White, Woman

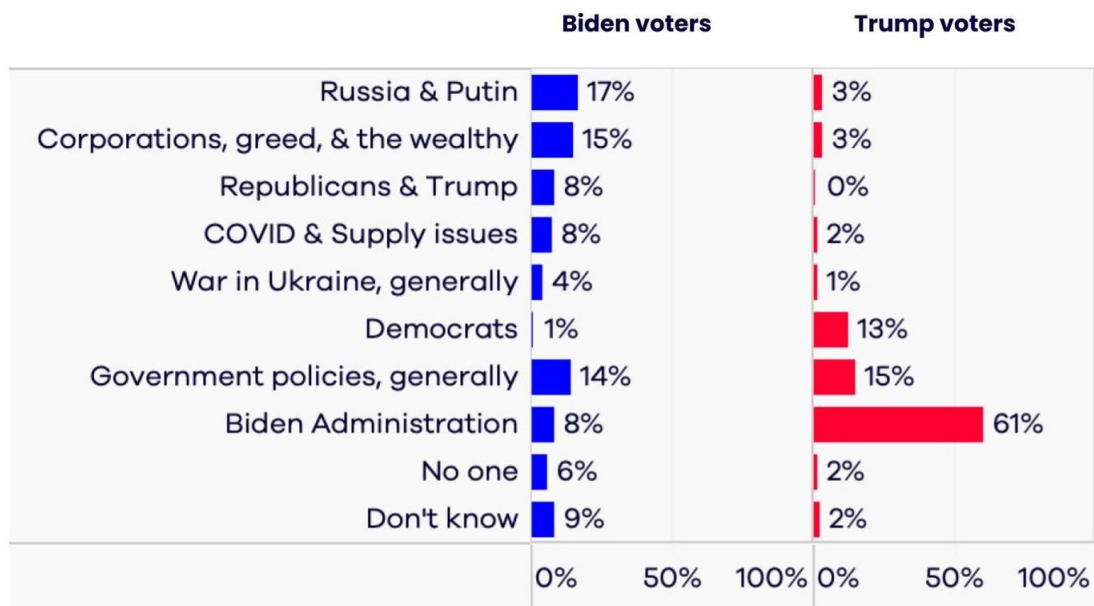
*"I fear that America **increases military recruitment for a war, which will decimate the economy** and the future for many young Americans."*

- Nonvoter, Native American, Man

Who to blame for rising costs?

When asked to describe who, if anyone, they believe is responsible for rising costs / inflation, Biden voters are divided (Putin, corporate greed, or the government), while Trump voters overwhelmingly blame Biden.

[Blame for costs] Who, if anyone, do you believe is responsible for [rising costs/inflation]? (Open)



(Biden's Ukraine leadership) In one word, how would you describe President Biden's leadership on the crisis in Ukraine? (Open)

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