

COVID-19 CONSUMER RESEARCH EXECUTIVE SUMMARIES PART 1

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Stagwell and **The Harris Poll** have partnered to conduct research to monitor the pulse of the American Consumer.

The executive summaries on the pages that follow provide insight into current consumer attitudes and behavior and can be used to help navigate the changing industry landscape. We hope this information proves useful to you and your team as you address these changes in real time and strategize for your next moves.

As always, we are here to help. Please don't hesitate to contact us with any questions you may have.

Positively,

Ryan Linder + The Stagwell Family

Global Chief Marketing Officer, EVP



Wave 155

WAVE 155 INTRODUCTION

The following research was conducted between **July 21-23, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,053** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

BARBIE'S DEEPER MEANING

Introduction:

Back in April, [with Marketing Brew](#), we found Americans excited to see a beloved brand on the big screen. And this weekend's box office numbers [report](#) Greta Gerwig's Barbie raking in about \$155 million domestically and \$182 million internationally. So why is Barbie having a cultural moment?



- Sure, nostalgia is part of it: The Harris Poll [found](#) (57%) of Americans say thinking about the past makes them less stressed about today. With Mondelez, [we saw](#) that most Gen Zers were buying nostalgic snacks from their childhood during the pandemic, and our data shows that Nintendo's brand equity saw a [substantial jump](#) in response to the latest iteration of their Mario Kart franchise.

- On Wednesdays, we wear pink: The popularity of groups of pink-clothed friends at the theaters for the [Fashion Event of the Season](#) is the perfect example of how many Americans (74%, Millennials/women: 78%) are seeking out experiences that they can do with friends and family, according to our data.
- Don't Be So Emotional: Previous Harris research found that (62%) of Americans become emotionally attached to the experiences that bring them joy – regardless of gender (women: 63%, men: 61%).
- Be the leader you seek: Remember, Barbie [went to the moon](#) (1965) before women were allowed credit cards (1974), inspiring young girls to reach for the stars. Our Milken Institute-Harris Poll 2023 Listening Project [found](#) that 4 in 5 (82%) young working women seek to be a new kind of leader that doesn't resemble the ones we have today.
- And take control of your life: Just as Barbie looked beyond Barbie World, our State of Women report [with theSkimm](#) found Millennial women today are actively seeking out ways to build the lives they want (89%) – something that feels very personal when watching on a big screen.



- Mattel Inc. CEO and Chairman Ynon Kreiz discussed new leadership values in a Milken panel I moderated.

Implication:

"An obvious lesson from the gargantuan success of both 'Barbie' and the [Taylor Swift] Eras Tour is that there is a huge, underserved market for entertainment that takes the feelings of girls and women seriously," N.Y. Times opinion columnist Michelle Goldberg [wrote](#). And Harris Poll CSO and Managing Director Abbey Lunney discuss in their newsletter, [The Next Big Think!](#) We should move away from the binaries of Barbie v. Oppenheimer, Blue v. Red, Female v. Male, etc., and aspire to create space for consensus building, introducing a more inclusive era.

Section:

02

Topic:

RETAILERS SKIMP ON RETURNS: SHIPPO-HARRIS POLL

Introduction:

Last year, we found that (51%) of Americans noticed quality issues in customer service. And in our latest poll with Shippo, [Yahoo](#), and [RetailWire](#), retailers are making it harder to return items:

- Nearly three-quarters (72%) who have made online purchase returns in the past 12 months have noticed retailers making online purchase returns more difficult over that period.
- And more than half (54%) have felt blindsided by a retailer changing their online purchase return policy – such as only allowing exchanges or store credit, charging a fee to return products, shrinking the return window, and only allowing in-person returns.
- The cost of returns is forcing companies to change policies: "Some estimates peg the cost of returns to the seller at 66% of the original item's price," Shippo [has stated](#). And this cost, combined with the high return rates, has led some companies to believe that dissuading returns is the best solution to save money, but "that strategy may be a mistake.
- However, consumers are ready to walk: 4 in 5 (80%) shoppers say if an online retailer they regularly purchase from made their return policy more complex, they would buy from a different retailer with a more favorable return policy instead.

Implication:

It's about brand loyalty in the end. More and more shoppers are noticing that brands are changing their return policies and are unhappy about it. Companies may think that losing out on money because of returns is a huge problem, but they might end up doing more damage to their reputation by making hasty changes.

Section:

03

Topic:

THE SUSTAINABILITY SLUMP: UNIVERSITY OF PITTSBURGH- HARRIS POLL

Introduction:

While many companies talk the talk of sustainability, claiming to be integrating environmental and societal concerns into their business models, in our poll with the Center for Sustainable Business at the University of Pittsburgh [in MIT Sloan Management Review](#), far fewer walk the walk.

- Less than one-third of U.S. employees reported that their organizations engage in practices that embed sustainability goals in business models and employee roles.
- And fewer than 3 in 10 employees strongly agreed that their company has a clear business case for improving their sustainability performance (29%) and that sustainability is core to how their company executes their business strategy (27%).
- The barriers to sustainability are widespread: Over 2 in 5 (43%) employees consistently cited short-term focus, a lack of investor interest, and, importantly, "our leaders don't believe in sustainability" as challenges.

- However, it's not just employers: Only a quarter (28%) strongly agreed that the employees at their company take ownership of improving sustainability performance, with nearly half (45%) identifying the employee belief that "sustainability is someone else's responsibility" as a challenge to sustainability progress.

Implication:

While companies need to invest more resources into embedding sustainability – and get the entire organization to conduct business through the sustainability lens—employees are questioning leadership's commitment. And leaders will also need to be honest with their progress, as recent research [with Google Cloud](#) found that nearly 6 in 10 executives (59%) admitted to overstating – or inaccurately representing – their sustainability activities.

Section:

04

Topic:

WORKPLACE TRAINING FAILS YOUNGER WORKERS: AICPA & CIMA-HARRIS POLL

Introduction:

In new Harris research with [AICPA & CIMA](#), as featured in [Forbes](#), business leaders need to do more to empower future leaders in sustaining ethical workplace cultures.

- Nearly (90%) of U.S. and U.K. employees said they were familiar with their company's code of ethics, and (71%) said they received ethics training.
- But only (26%) of future talent – those aged 20 to 30 pursuing an advanced degree, looking for work, or working for less than ten years – found it "very effective," vs. (48%) of business leaders.
- And while 1 in 3 younger workers had faced an ethical dilemma at work, just (24%) of them felt "very prepared" to handle it.
- It's another failure toward younger workers: Last summer [with Bloomberg](#), we found that half (49%) of Gen Z new workers and interns said they felt their training and onboarding could have been done better.

Implication:

Businesses must also reframe training to be more engaging and impactful and to ensure managers are prepared to help employees navigate ethical dilemmas. Normalizing discussions about your company's code of conduct is also a must, especially when [Harris Poll-Hue's research](#) found that 1 in 4 BIPOC report that they have felt unable to speak out against discrimination they've experienced or witnessed based on race/ethnicity.



Wave 154

WAVE 154 INTRODUCTION

The following research was conducted between **July 14 - 16, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,039** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

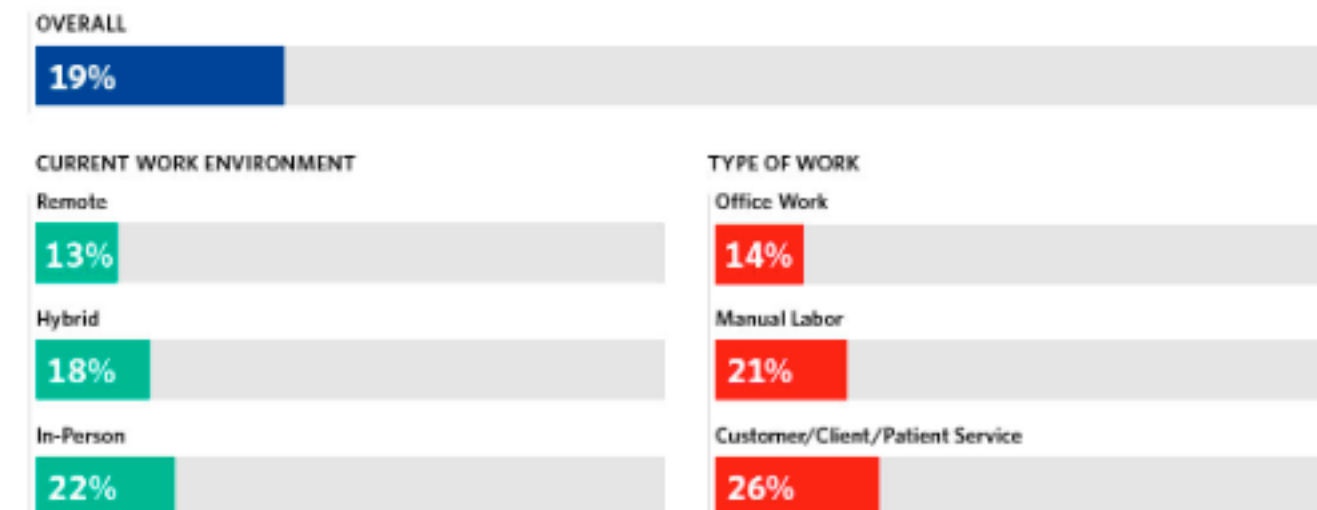
EMPLOYERS, DON'T YOU KNOW YOU'RE TOXIC: APA-HARRIS POLL

Introduction:

Our latest survey with The American Psychological Association, the [2023 Work in America Survey](#) in [U.S. News & Global Report](#), finds many Americans embroiled in toxic workplaces.

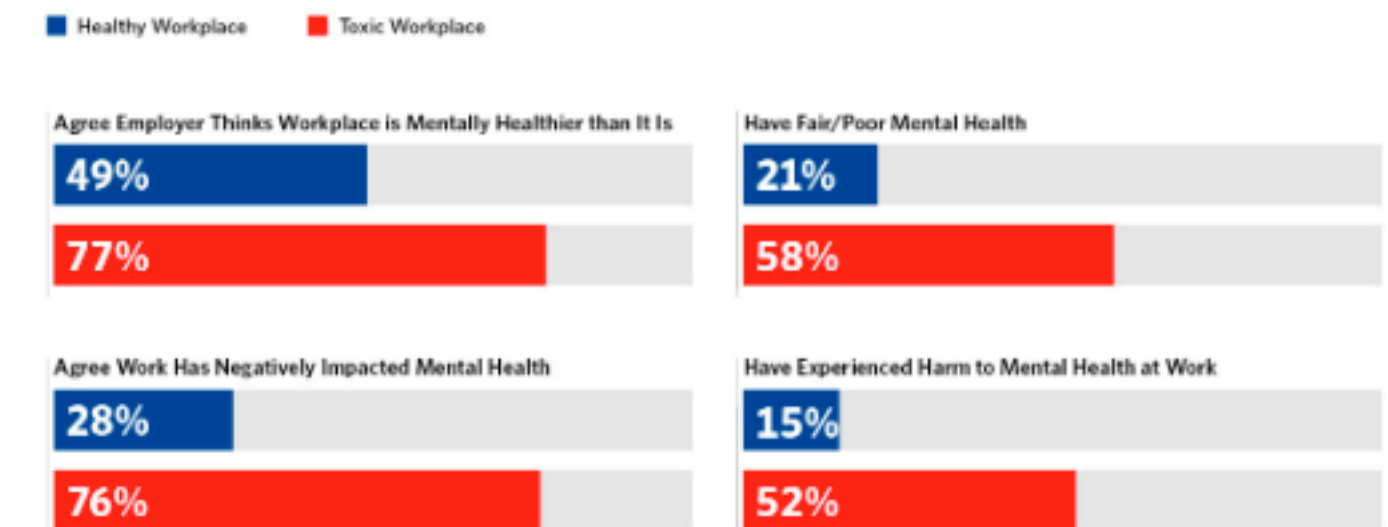
- Nearly a fifth (19%) of employees say their workplace is somewhat or very toxic, with more in-person and customer/client/patient service workers saying so:

PERCENTAGE OF WORKERS DESCRIBING WORKPLACE AS TOXIC
BY CURRENT WORK ENVIRONMENT AND TYPE OF WORK



- More than a quarter (28%) have witnessed negative slights, insults, or jokes that devalued someone's identity or negated their thoughts or feelings based on their identity or background. Over a fifth say they have experienced harassment at work in the previous year (22% v. 2022: 14%) or witnessed discrimination (22%).
- Toxicity's hit to employee mental health: More than half (52%) of those who reported a toxic workplace felt work had harmed their mental health, compared to (15%) of those who said a healthy workplace:

PERCENTAGE OF WORKERS REPORTING MENTAL HEALTH CONCERNS
BY HEALTHY VS. TOXIC WORKPLACE



Implication:

"The number of individuals who report experiencing a toxic workplace without protection from harm is troubling," said Arthur Evans Jr., APA's chief executive officer. "No one should feel fear at work. It is clear there is much work to be done to foster a positive work environment for all workers in this nation," he said in an association news release.

Section:

02

Topic:

PICKLEBALL'S NOT ONLY NOISY, IT'S DANGEROUS: ORLANDO HEALTH-HARRIS POLL

Introduction:

Pickleball is a hot trend, and it's getting folks exercising who last became more active in a long time. But it's also racking up injuries – both overuse type and acute traumas – which players seem happy to ignore, according to a recent poll with Orlando Health, as covered [by HealthDay](#) and [U.S. News & Global Report](#).

- We found that compared to three years ago, nearly half (46%) of Americans prioritize their physical activity more today, with similar numbers also focused on their health habits and goals (45%).
- Yet, in a new Harris survey with Orlando Health, pickleball mania has brought people back to exercise, and these players are forgoing care when they hurt their knees, wrists, and rotator cuffs. Nearly 50% of people say it's not worth seeing a doctor for a sports injury they think will probably heal on its own.
- About one-third of people reported avoiding sports or a hobby because of a nagging injury.
- And about 44% of respondents said it was too much work to make a doctor's appointment for an injury that wasn't too painful.

Implication:

In general, Dr. Luis Gandara, a specialist in sports medicine at Orlando Health Jewett Orthopedic Institute, recommends that people stay active, but for those restarting, he too recommends seeing a primary care doctor first. "Always start slow and go slow," Gandara said. "If you try to get into an activity too fast, too quickly, that's where your chances of getting an injury or having an overuse injury will start presenting."

Section:

03

Topic:

THE NEXT CONSUMER DEMAND, SUSTAINABILITY: RETAIL BREW-HARRIS POLL

Introduction:

Rising climate concerns are shaping many consumers' perceptions and beliefs. According to a new Harris Poll [with Retail Brew](#), they are having a downstream effect on how the broader retail ecosystem behaves.

- Two-thirds (65%) of Americans have purchased a sustainably made item at least once in the past year, and more than three in five (63%) said they must shop at retailers that prioritize sustainability.
- However, more than four in five (81%) Americans agree it's challenging to shop sustainably when the prices of sustainable goods are higher, and most retailers aren't prioritizing sustainable practices (74%).
- Cut the greenwashing: More than two-thirds (69%) believe greenwashing is an issue in retail marketing, leading to half of shoppers (48%) saying they would walk away if they discovered a retailer they shop at that wasn't operating sustainably.

Implication:

Let's hit the brakes to acknowledge that shopping sustainably is challenging for shoppers. So, here's what shoppers want, straight from the source: Americans favor retailers that reduce their waste products, use sustainable packaging, increase local production/use of local suppliers, and use sustainable product materials (56%, 53%, 44%, 40%).

Section:

04

Topic:

BEWARE, HIPAA DOESN'T COVER ALL YOUR HEALTH DATA: CLEARDATA- HARRIS POLL

Introduction:

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law requiring national standards to protect sensitive patient health information from being disclosed without the patient's consent or knowledge. But in a new Harris study with ClearData [in Becker's Hospital Review](#), many Americans overestimate the protection they believe they have over their digital health data.

- The adoption of online or digital health services is common among Americans: 44% said they have used online healthcare provider platforms, 39% have used pharmacy mobile apps, and 37% have used digital health apps.
- Health privacy isn't top of mind for many Americans: Over half of Americans who have ever used digital health apps 58% have never considered where their protected health information/data is shared when using those apps.
- Partly, as 8 in 10 (81%) of Americans assume that digital health apps protect all collected health data under HIPAA, but personal data is only protected under HIPAA within the boundaries of "covered health entities" such as hospitals or physician's offices. Digital health apps can buy and sell collected data on the open market.

Implication:

"As more and more Americans flock to direct-to-consumer digital health apps and resources, most people don't know the sensitive health data they share with these companies could be passed on to third parties or sold to data brokers, without so much as a single consent form," said Chris Bowen, CISO and founder of ClearDATA. "Digital healthcare companies bear a particular responsibility to better educate patients about how their data will be used and what they can do to keep their data private."



Wave 153

WAVE 153 INTRODUCTION

The following research was conducted between **July 7 - 9, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,042** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

THERE'S A SENSE OF ALLYSHIP, BUT LITTLE ACTION: ESSENCE FESTIVAL-HARRIS POLL

Introduction:

Harris Poll's CSO Libby Rodney and Brand Citizen's Lauryn Nwankpa, Co-Managing Director, presented "Grounded in Truth: The State of Work, Wealth, and Health Equities" at the Global Black Economic Forum HQ Stage at this year's [Essence Festival](#) in New Orleans. Watch the full presentation [here](#).



Libby Rodney & Lauryn Nwankpa at the 2023 Essence Festival

- The State of Work: Despite promises to improve workplace environments and hiring, BIPOC employees report little progress since June 2020, with 4 in 5 reporting that their employer has not increased recruiting efforts toward racially diverse hiring nor has made meaningful progress on building a more equitable environment for Employees of Color.
- Women of color face persistent barriers: Corporate culture has long struggled with the disparate work experiences of BIPOC women, with BIPOC women being nearly 2x as likely to report they have not had the same opportunities and chances to succeed as any other person within their company.
- The State of Health: BIPOC Americans were more likely to report receiving poor quality healthcare in the past year, with 60% of Black millennial women saying "they have been dismissed or misdiagnosed by medical professionals."
- Yet, BIPOC Americans are reorienting their priorities and sense of well-being: Compared to three years ago, 83% of BIPOC Americans are now setting more boundaries about how they spend their time, and 69% are participating in rest culture.

Implication:

"The data generally show that the inequities are still persistent, and they have not changed in the workplace, health care, and wealth. So it's a foundational truth that we need to recognize so that we have a place to grow and move on from," said Rodney. Nwankpa said that the importance of having the numbers is seeing where the gaps are and the kind of gaps that exist so "we can continue to work towards more equality and equity collectively." Additionally, she underscored the importance of looking at the systemic issues at large and ways institutions can assist in breaking down barriers to access.

Section:

02

Topic:

BRANDS, YOU'RE DOING PRIDE ALLYSHIP WRONG: FAST COMPANY- HARRIS POLL

Introduction:

In the wake of controversies around Bud Lite and Target, new Harris Poll research featured [in Fast Company](#) reveals that the queer community is fighting back with its wallet.

- The report surveyed 1,110 adults who identify as LGBTQIA+, revealing that the queer community is closely watching what brands are saying and doing, as 89% said they closely follow brands' actions to support queer issues.
- Walking their talk: 65% say they've boycotted brands that harm or diminish queer people or threaten their rights.
- Brands should be aware of performative messaging, as while 72% say they want brands to be more outspoken supporters of LGTBQIA+ rights, company social media posts announcing support, using rainbow logos, and hiring celebrities to speak on the brand's behalf are primarily viewed as performative (84%, 79%, 59%).
- Instead, brands should be adopting meaningful actions, such as investing in long-term programs to help the community (66%), advocating for new legislation (64%), diversity training and education programs (60%), and financial commitments to queer causes (59%).

Implication:

All in all, the LGBTQ+ community is certainly not here for lip service. Its members demand real support – money, inclusion, and the resolve to not fall back just because of those who stand against their rights. Brands have much power to shape our world, and the queer community knows that.

Section:

03

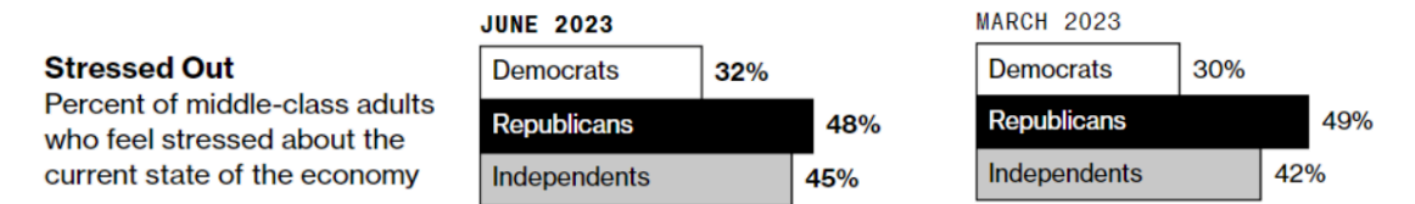
Topic:

BRANDS, YOU'RE DOING PRIDE ALLYSHIP WRONG: FAST COMPANY-HARRIS POLL

Introduction:

As the 2024 election cycle gears up, there is a keen focus on the Middle Class, those with annual incomes between \$45,000 and \$180,000 and wealth between \$100,000 and \$1 million, who detail persistent angst about the future, according to our latest collaboration [with Bloomberg](#), where the findings were also featured on an episode of their podcast [The Big Take](#).

- More than \$2 trillion in wealth held by the middle class has been eliminated since the Fed started hiking, according to data compiled by economists at the University of California, Berkeley, and just 39% of those 100 million Americans defined as middle class say they expect their situation to get better in the next year (compared to 35% in October).
- The financial stress is feeding the apprehension in polls and fueling a partisan divide: Just 46% of middle-class Republicans said their financial situation was better than five years ago, when Donald Trump was in the White House, versus 64% of middle-class Democrats. Only 35% of Republicans said they expect things to improve in the next year, compared with 43% of Democrats.
- Leaving more Republicans to say they are feeling stressed about the current state of the economy compared to Democrats (48% v. 32%).



Bloomberg-Harris Poll July 2023

Implication:

The post-pandemic surge in inflation and the Federal Reserve's reaction – the fastest increase in interest rates since the 1980s – have combined to put the middle class in a financial vice grip. They pay more for everything – food, homes, cars, energy – while the end of the easy-money era means loans are more costly. For Biden, that's a fundamental problem about a year and a half from the election. He offers a relentlessly optimistic view of the economy and the future of the middle class. And yet the very subjects of his vision say they're in pain – and they're more than a little anxious about what lies ahead.

Section:

04

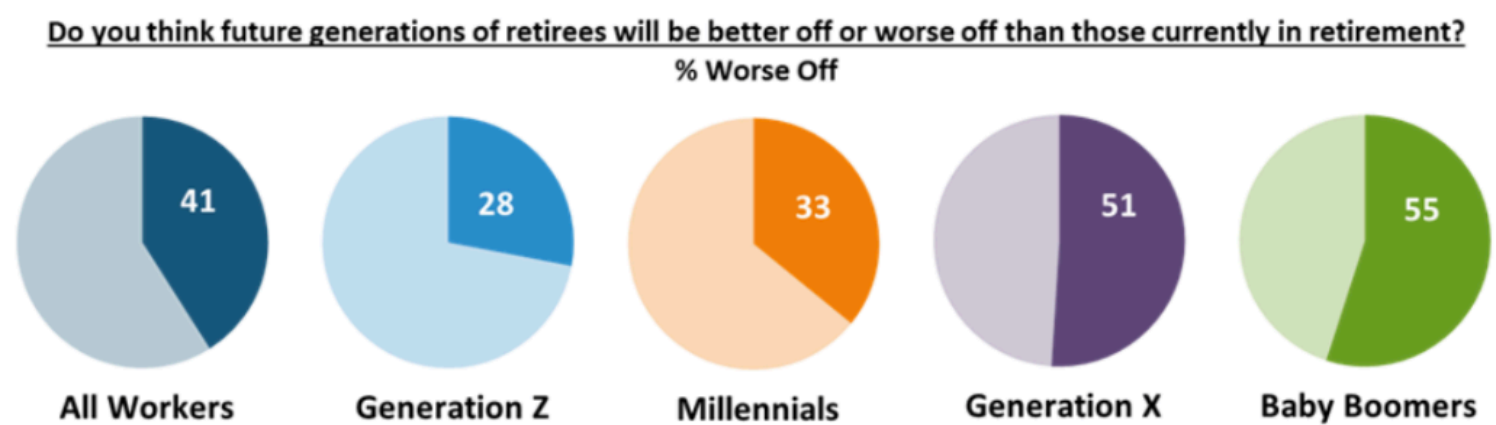
Topic:

A DELAYED RETIREMENT: TRANSAMERICA INSTITUTE-HARRIS POLL

Introduction:

We found that retirement security across generations is faltering in a new Harris Poll with the Transamerica Institute and the Transamerica Center for Retirement Studies.

- Two-fifths (41%) of U.S. employees say future generations of retirees will be worse off than those currently in retirement. A sentiment that is stronger among older Americans:



Source: Post-Pandemic Realities: The Retirement Outlook of the Multigenerational Workforce, nonprofit Transamerica Center for Retirement Studies, July 2023

TRANSAMERICA CENTER
FOR RETIREMENT STUDIES

TransAmerica Institute-Harris Poll July 2023

- Gen Z already dipping into their retirement savings: Almost 6 in 10 Gen Z workers (57%) have trouble making ends meet, and an alarming percentage (28%) have dipped into their retirement savings by taking a hardship withdrawal or early withdrawal from a 401(k) or similar plan or IRA.
- Sandwiched Millennials feeling the financial burn as well: Millennial workers' current financial priorities include paying off debt (60%), saving for retirement (52%), building emergency savings (46%), supporting children (44%), and supporting their parents (17%).
- Retirement is getting increasingly out of reach: More than half (52%) of employees said they expect to work past age 65 or don't plan to retire, and among these respondents, 40% said they expect to retire at age 70 or older.

Implication:

"The pandemic and turbulent economy have taken a toll on workers' employment, finances, and retirement preparations. Without additional support from policymakers and employers, it will be tough for many workers to recover," said Catherine Collinson, CEO and president of Transamerica Institute and TCRS.



WAVE 151

WAVE 151 INTRODUCTION

The following research was conducted between **May 26 - 28, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,105** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

ENOUGH WITH THE CORPORATE "THERAPY SPEAK": INC.-HARRIS POLL

Introduction:

At some point, you've probably heard your boss refer to your co-workers as "family." But for workers, the practice is no longer a sign of solid company culture. According to the latest report by Harris Poll's Thought Leadership Practice, it's a red flag, as covered by [Inc.](#) and [Forbes](#).

- So, what do you think about therapy speak? Therapy speak refers to empathetic-sounding language companies use to show understanding but often misses the mark or the appropriate follow-through, such as "We understand these are challenging times," "We're like family," and "We're all in this together."
- Two-thirds of American workers (67%) say they have experienced "therapy speak" at their workplace, and of those, (34%) said that it came from a direct manager, (33%) from company leadership, and (30%) from colleagues.
- But employees are increasingly skeptical: (71%) said they see through the inauthentic communications, while a similar number (69%) called it hypocritical.
- Employees aren't buying it: More than half (57%) of American employees responding to the survey say that therapy-speak makes them feel more resentment toward their leadership team.

Implication:

"We're hitting this tipping point of, 'I'd rather you say nothing at all than say something just to say something without the action to back it up,'" Harris Poll's Abbey Lunney. "[When] the CEO email lands incorrectly – it rubs someone the wrong way or whatever it is – it impacts people's entire relationship with work," Lunney says. "Employers think that they're doing a great job...But they're missing the mark."

Section:

02

Topic:

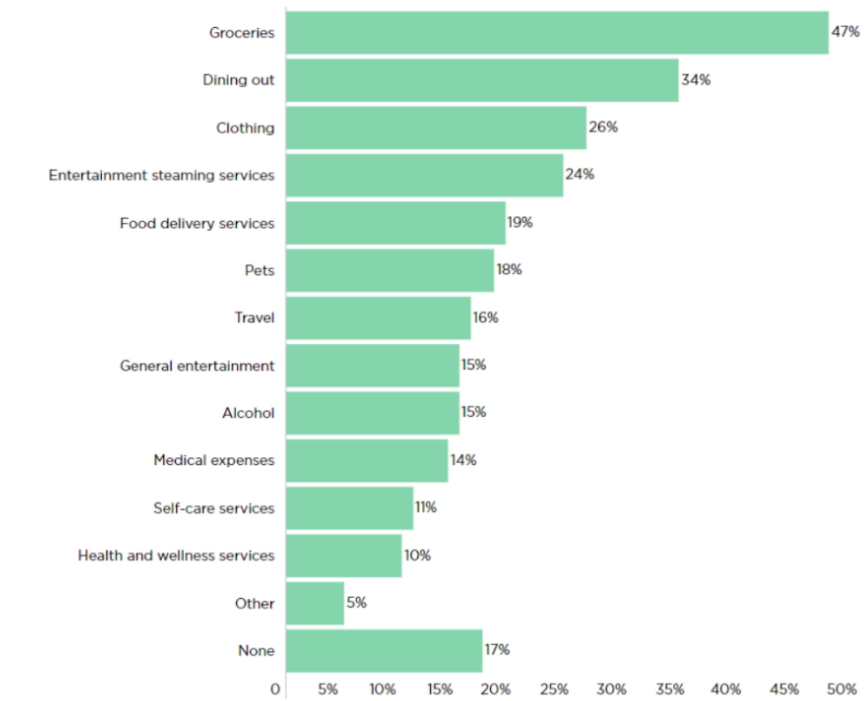
OVERSPENDING IS EASY TO DO IN THIS ECONOMY: NERDWALLET-HARRIS POLL

Introduction:

In a new Harris Poll survey [with NerdWallet](#), overspending is becoming all too common, despite the family practice of monthly budgeting.

- Ignoring the budget: Nearly three-quarters of Americans (74%) say they have a monthly budget. However, (84%) of those with one voice they've gone over budget at some point.
- Bailed out by credit cards: (44%) of those who have gone over budget say they usually pay for additional purchases with plastic.
- And over eight in ten (83%) say they overspend, at least sometimes, especially on groceries (47%), dining out (34%), and clothing purchases (26%):

Groceries, dining out top overspending categories



Source: NerdWallet survey of 2,070 Americans conducted online March 31-April 4, 2023, by The Harris Poll. Respondents could choose more than one answer.

Harris Poll - NerdWallet May 2023

- Planning for future overspending: One in 5 (20%) who have exceeded their monthly budget say they've dipped into savings explicitly for overspending to pay for additional expenses.

Implication:

Many marketing safety nets are flourishing, encouraging budget-busting, such as Buy Now Pay Later (BNPL), frequent flyer miles tied to credit cards, and more. And while there are expenses where many could find themselves with no choice but to overspend, such as medical costs, food when prices jump, or any number of necessities if one gets laid off or retires. That means planning for what you can control is even more critical.

Section:

03

Topic:

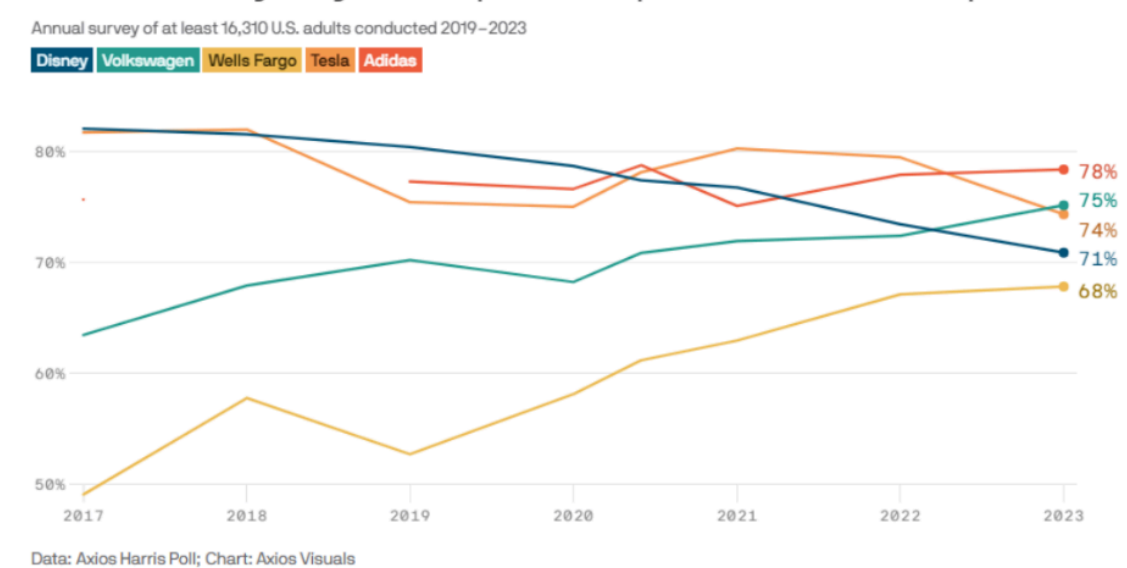
BRANDS BOUNCE BACK AFTER SCANDAL: THE AXIOS HARRIS POLL 100

Introduction:

Scandalized brands are slowly bouncing back, this year's [Axios Harris Poll 100 reputation rankings](#). And as [Axios' Eleanor Hawkins reports](#), no corporation, brand, or leader is immune to crises, and rebuilding trust among consumers, shareholders, and employees takes years of concerted communication campaigns.

- I'd like you to please catch up quickly: Major brands like [Volkswagen](#), Wells Fargo, [Adidas](#), [Tesla](#), and [Disney](#) have faced many lawsuits, fines, or bad headlines following recent corporate scandals.

Share who say they have a positive opinion of select companies



Axios-Harris Poll 100 Survey of Corporate Reputation March 2023

- [Volkswagen was caught cheating on U.S. emissions testing](#) 2015 and forced to recall half a million cars and pay roughly \$15 billion in settlement fees. As a result, its reputation was at an all-time low in 2016 – ranking dead last on the list – but the German automaker has since bounced back as one of the top gainers on its business trajectory, vision, and products and services.
- In 2017, Wells Fargo Bank ranked second to last in brand reputation after coming under fire the previous year after employees were caught creating fraudulent bank accounts on behalf of their customers and were subsequently [fined \\$3 billion](#). Since then, the bank has seen a slow but [steady increase in its reputation](#) due to vision, culture, and business trajectory – but coming in at No. 88, it still has a long way to go.
- But regarding apologies, Americans are skeptical: Three-quarters (77%) believe most corporate apologies are insincere, and (70%) say companies rarely change their ways after being caught in controversy, a sentiment that stands across gender, age, and political leaning.

Implication:

American consumers have come to expect scandal, but they are looking for sincerity, consistency, and action-driven messaging as part of the clean up. Yet not all scandals have the same level of forgiveness. For example, Americans say their opinion of a company would likely recover if they were caught providing poor service (50%), partnering with a controversial figure (44%), virtue signaling (42%), running insensitive ad campaigns (42%), and passing on inflation to consumers (41%).

Section:

04

Topic:

AMERICANS TRUST TECH FIRMS THAT MAKE VS. TAKE: THE AXIOS HARRIS POLL 100

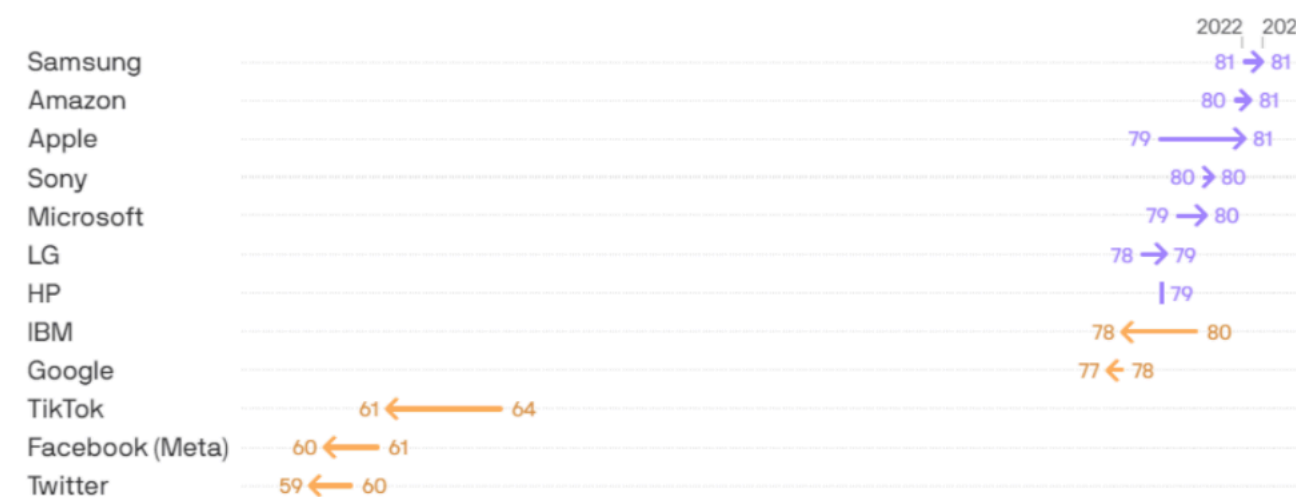
Introduction:

Large tech companies crowd both ends of the rankings in this year's [Axios Harris Poll 100 brand reputation survey](#), with those that manufacture tangible products and valuable services clustered near the top and those that trade in social-media messages banished to the bottom [details Axios' Ryan Heath](#).

- What's happening: Worries over the rise of AI, on top of [long-building distrust of social media providers](#), have pushed the public toward these extremes.

Change in 2023 Axios Harris 100 reputation scores among select tech companies

Survey of 16,310 U.S. adults conducted March 13–28, 2023



Data: Axios Harris poll; Chart: Alice Feng/Axios

Axios-Harris Poll 100 Corporate Reputation Survey

- The winners: The tech companies with the highest Reputational Quotient, or RQ®, scores, were Samsung (81), Amazon (80.7), and Apple (80.6), which retained their 2022 position. Sony (79.8), Microsoft (79.7), and LG (78.8) also landed in the top 20.
- The losers: No social media platform ranked higher than 94th. TikTok, with an RQ of 61, ranked 94th, followed by Facebook (Meta) in 97th and Twitter in 98th. In addition, all received lower RQ scores in 2023 compared to 2022.
- Meta was the company least trusted by women (only 21% gave the company a top trust rating) and the second-least trusted by Gen Z (16%), ahead of only the Trump Organization.

Implication:

As Heath explains, people can see and sense more tangible benefits from the Apples, Amazons, and Samsungs. They employ more people because they make and sell things, and consumers can see and hold those things. In most cases, you pay them money for what they offer instead of paying in data (though sometimes it's both).



WAVE 149

WAVE 149 INTRODUCTION

The following research was conducted between **May 12 - 14, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,019** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

REMOTE WORK'S HARDSHIP ON PARENTS: BRIGHT HORIZONS-HARRIS POLL

Introduction:

Though it's been praised for providing greater work/life balance, many parents find that remote work can also have serious drawbacks, according to a new Harris-Bright Horizons study in [USA Today](#).

- The isolation of WFH: (41%) of parents say that when they work from home, there are times they go days without leaving their house, and a third (33%) say they "feel very isolated" when working remotely.
- Juggling jobs and family: Eight in ten parents who work at least part-time remotely juggle jobs with their family responsibilities during the workday, with (47%) running their kids to activities and (44%) helping with their homework.
- The career downfalls of remote work: Over a third (35%) of WFH parents believe their hybrid schedule negatively affects their careers, and (40%) would like their managers to advise them on how much time they should be in the office.

Implication:

"Their angst comes at a time when employers' empathy for the challenges of juggling parenting with work is waning, says Bright Horizons CEO Stephen Kramer, leading more moms and dads to again worry about finding accessible, affordable childcare while fretting that family responsibilities could derail their climb up the career ladder" (USA Today).

Section:

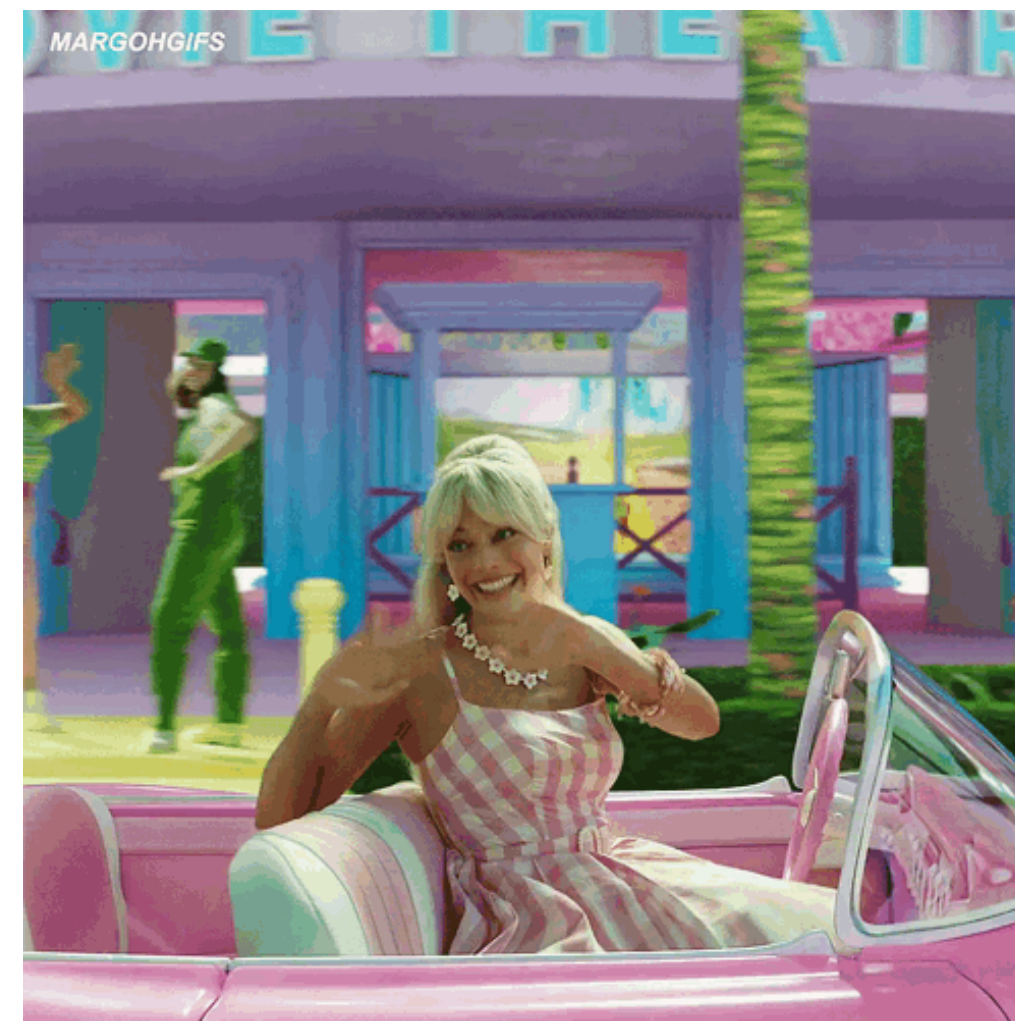
02

Topic:

BRANDS GO TO THE MOVIES: MARKETING BREW-HARRIS POLL

Introduction:

Barbie pink is the hot shade this summer. Greta Gerwig's movie adaptation of the iconic doll is set to be released this summer, and it's one of several brands getting the Hollywood treatment this year: Flamin' Hot Cheetos, Nike, and Pop-Tarts are also taking on main-character status in films throughout 2023. And according to a new Harris study [with Marketing Brew](#), Americans are ready to tune in.



The Barbie Movie, 2023

- Brands hit the big screen: (60%) of Americans said they were “more interested in seeing movies that depict their favorite brands in some way. And the same number said their opinion of a brand wouldn’t change if it were “involved in the production – like Mattel’s involvement in the Barbie movie.
- Plot over the sales pitch: Over half (54%) said they worried that too much brand involvement could make films feel like commercials instead of stories, with nearly half saying it would lead to poorer-quality storylines (49%).

Implication:

It will be a balancing act for brands. Take the film ‘Air’ as a test case. Among those who saw Air, two-thirds (67%) said it felt “less like a movie” and “more like an advertisement for Nike.” However, nearly nine in ten (86%) who saw the film said they were more interested in purchasing something from Nike after seeing it.

Section:

03

Topic:

WHY PARENTS THINK CHARACTER IS BUILT THROUGH SPORTS: FIRST TEE-HARRIS POLL

Introduction:

Character is what we are admired for and remembered by. Yet according to parents, our new study with First Tee, 'character' is a lost value driven by a lack of regular opportunities to cultivate it.

- (85%) parents say that character is a lost value that should be emphasized in today's society.
- And more than half (53%) say they are concerned that their child(ren) doesn't have enough opportunities to build character in their day-to-day life.
- However, parents unanimously agree about the potential of sports: Over 9 in 10 parents say that sports create opportunities to learn life skills and build character (95%) – and three-quarters say golf helps explicitly build character and teaches children essential life skills.
- And beyond being a character builder, sports also help boost children's confidence:

Parents' priority outcomes from extracurriculars are building confidence and character

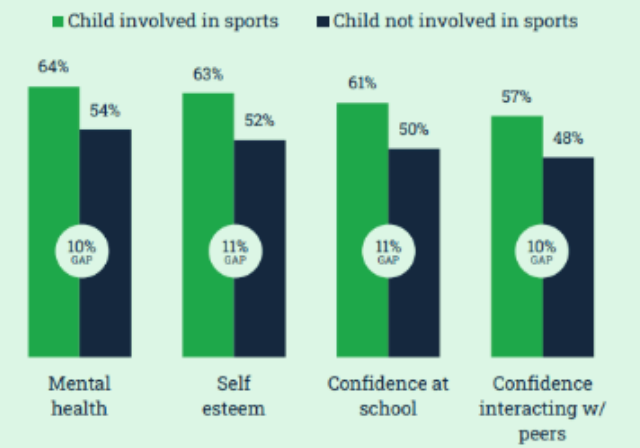
73% of parents say their kids are involved in extracurriculars, with sports being the #1 type of extracurricular activity.

80% of parents agree, "Participation in extracurricular activities is more about development than recreation."

60% of parents enroll their children in extracurriculars to build confidence many also do so for ongoing character development (43%) and as an emotional outlet (42%).

The top values parents are hoping to cultivate from extracurricular participation are self-confidence (64%), character (62%), fitness (57%), and leadership (57%).

Children who participate in extracurriculars have higher levels of well-being and confidence



Implication:

Experiences are our greatest teacher. And we believe in developing the ones that are just as fun as they are meaningful, where kids feel excited to grow, safe to fail, and better equipped for whatever comes their way next.

Section:

04

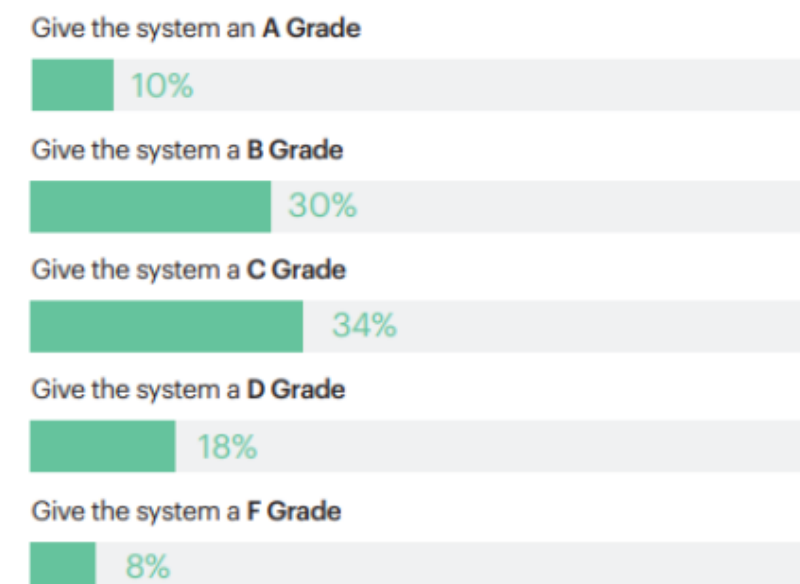
Topic:

PATIENTS VENT FRUSTRATION WITH HEALTHCARE: AAPA-HARRIS POLL

Introduction:

We partnered with [The American Academy of Physician Associates](#) (AAPA) to understand patients' issues in today's healthcare system. And while problems are plenty, patients are building closer relationships with providers, especially physician assistants, whom they see as helping them navigate a complex, often dysfunctional system.

Healthcare Grades: U.S. Healthcare System



AAPA-Harris Poll May 2023

- Americans aren't impressed with the healthcare system: Less than half (40%) gave the U.S. healthcare system an A or B rating (10%, 30%, respectively) – in part as every 7 in 10 say the healthcare system isn't meeting their needs.
- The system says, "See you when you're sick": Two-thirds (65%) of patients agree that coordinating and managing healthcare is time-consuming, and a similar number (61%) say they only seek care when they're sick.
- And U.S. healthcare isn't equitable: (61%) disagree that "the U.S. healthcare system serves all people equally."
- The anxious healthcare outlook: Most Americans fear healthcare equality will suffer as care increasingly becomes too focused on profit (81%) and healthcare workforce shortages will impact them as "patients" (68%).
- Fighting back by owning health: Nearly half (47%) say, "I am prioritizing staying physically active more today (after the pandemic) and meeting my health habits."
- However, patients aren't giving up: (71%) agree that they want stronger relationships with their healthcare providers, and the same number (71%) feel that healthcare providers have taken time to build trust with them.
- Set Physician Assistants loose: Nine in ten (92%) patients say "P.A.s should be allowed to provide care to "the fullest extent of their education, training, and experience," and (91%) say "fully utilizing (them) improves patient health."

Implication:

What struck me from the research is how clearly the system is getting in the way of people being able to take care of themselves and the ones they love. Healthcare is costly and confusing, and it takes too long to get needed care. The result is that people want to engage with it less, which can lead to even more health problems – both physical and mental. So practitioners like physician assistants are front-line providers, navigators, healers, and helpers. We need more of them. Report this



WAVE 148

WAVE 148 INTRODUCTION

The following research was conducted between **May 5 - 7, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,102** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

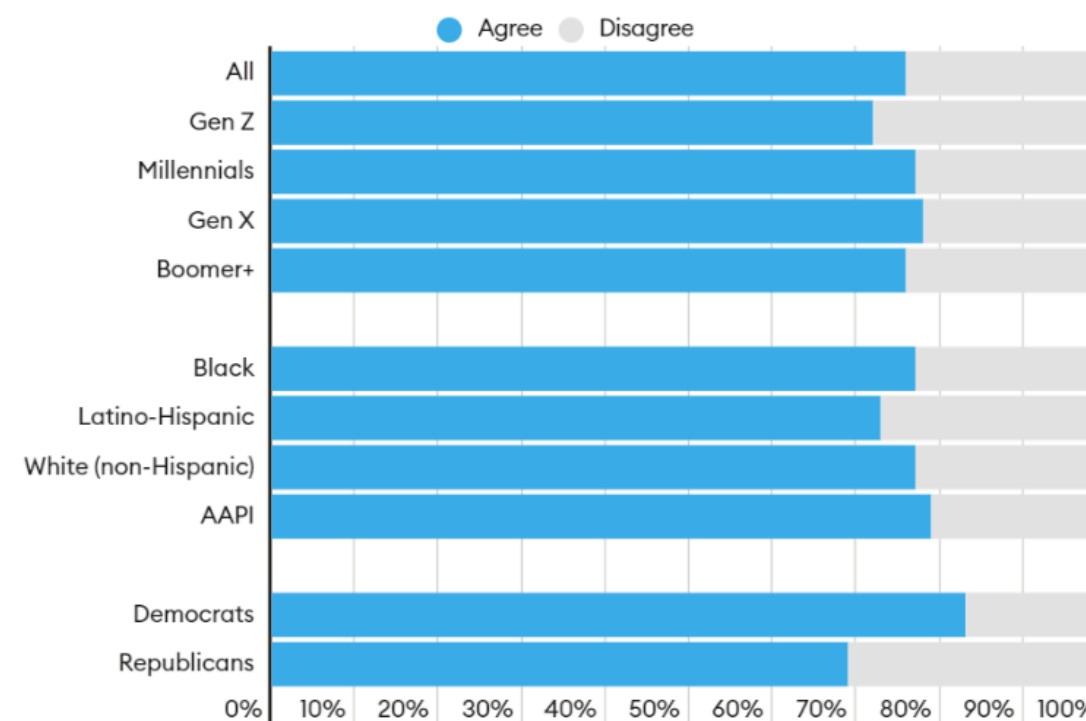
CAPITALISM'S CRISIS OF PERCEPTION: FORBES-HARRIS POLL

Introduction:

While no economic system has lifted more people out of poverty, solved more of life's ills, and created more innovation, opportunity, and socio-cultural benefit than capitalism—the system remains imperfect. And today, with growing inequality and generational shifts, many more Americans are critical of its comparative good, according to our latest poll [with Forbes](#).

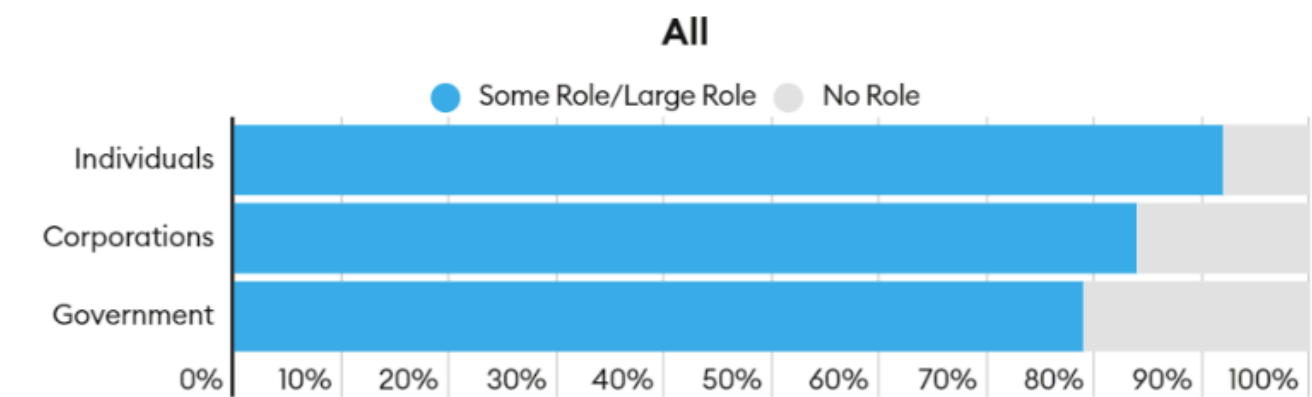
- Most Americans think capitalism needs to evolve: Across age, gender, race, ethnicity, and even political affiliation, almost (80%) of Americans think capitalism needs to become:

Q: How much do you agree or disagree that today's form of capitalism needs to evolve?



- Younger Americans interested in socialism: Over half of younger Americans would be willing to trade today's form of capitalism for socialism (Gen Z: 55%, Millennials: 65% v. Gen X: 43%, Boomer+: 27%).
- Despite doubts, more Americans think that capitalism is the best option compared to other market types to foster the ability to accumulate wealth (70%), start a business (68%), and secure a well-paying job (62%). However, Gen Z needs more convincing (52%, 47%, and 37%).
- Americans think capitalism's evolution requires people, businesses, and government to all play a role, where over half (57%) would be willing to pay more for goods and services to guarantee living wages for workers.

Q: How much of a role should the following have in evolving today's form of capitalism



Forbes Harris Poll 2023

Implication:

Building a better future and an evolved and more perfect form of capitalism will take all of us. "Capitalism is not a static economic model. Instead, it adapts and evolves with the times," says Harris Poll CSO Libby Rodney. "It's clear in the data that Americans want an evolution of capitalism that enables better access to their foundational needs of liveable wages, affordable housing, and healthcare."

Section:

02

Topic:

THE EMPLOYER-EMPLOYEE BREAKDOWN: TRANSAMERICA INSTITUTE-HARRIS POLL

Introduction:

If you feel more disconnected from your boss, you're not alone. According to our [latest report](#) with the Transamerica Institute, employers feel responsible for their employees; however, apparent employer-employee disconnects need attention.

- More than nine in ten employers (96%) believe they help support their employees' work-life balance, but (75%) of employees believe this.
- And most employers (85%) are concerned about their employee's mental health, as are most workers (61%). Yet only one-third of employers (33%) offer an employee assistance program (EAP).
- Cultivating an age-friendly work environment: (83%) of employers consider themselves age-friendly, compared with just two-thirds (67%) of employees.

Implication:

"Employers are grappling with workforce issues ranging from attracting and retaining talent to productivity, flexibility, and return-to-work policies. Many are reevaluating their business practices and benefit offerings in today's rapidly evolving environment. Still, the question is whether they are in sync with employees' needs," said [Catherine Collinson](#), CEO and president of Transamerica Institute and TCRS.

Section:

03

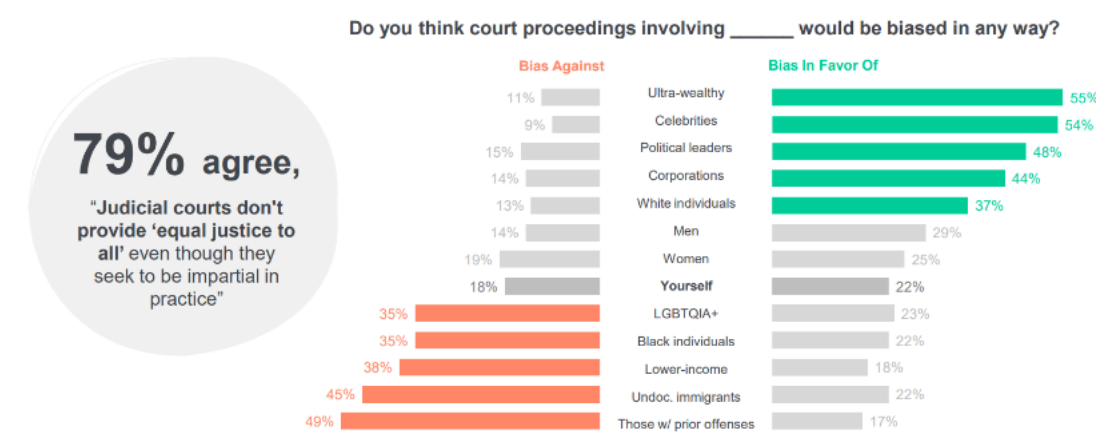
Topic:

WITH HUMAN BIAS ON TRIAL, A.I. WINS

Introduction:

Justice is blind, the saying goes, but nearly half of Americans don't believe this. If they were in court, most would prefer an A.I. judge to a human one, according to the [latest research](#) from The Harris Poll Thought Leadership and Futures Practice (as featured in the latest Harris Poll substack: [The Next Big Thing!](#)).

- The winners and losers of the current system: Eight in ten Americans (79%) believe the court system is biased and provides unequal justice, with majorities saying courts give special treatment to the ultra-wealthy (55%), celebrities (54%), and political leaders (48%), while being biased against those with prior offenses (49%), undocumented immigrants (45%), and Black Americans (35%):



Harris Poll 2023

- Many Americans would welcome A.I. into the courtroom: (45%) believe an A.I. judge would be more likely to provide a fair sentence.
- In fact, (43%) say, "I would prefer an A.I. judge rather than a human one in a potential court hearing."

- In fact, (43%) say, "I would prefer an A.I. judge rather than a human one in a potential court hearing."
- And a majority agreed that A.I. could provide a variety of benefits, including preventing long waits for court hearings (62%), countering human error and bias (60%), and providing more equitable sentences (59%).

Implication:

"We were surprised to learn over half of Americans think A.I. judges would be more equitable in sentencing, but when you take into consideration the doubts around the impartiality of our judicial system, it starts to add up," said Libby Rodney, Chief Strategy Officer at The Harris Poll. However, Rodney cautioned that the perceived impartiality of A.I. is somewhat of an illusion: "It's crucial to note A.I. is not necessarily neutral, as it reflects the values and biases of its creators. Essentially, 'people programming' codifies our belief systems into a machine that reflects our values back to us."

Section:

04

Topic:

THE MENTAL HEALTH PERCEPTION GAP

Introduction:

You know an issue needs attention when it has a designated month. For example, May is Mental Health Awareness Month, and Harris and CVS Health bring attention to growing disparities in awareness and care [in HealthLeaders Media](#).

- Gen Z's mental health concerns are higher than the national average. While (42%) of Americans express concerns about their mental health, that number swells to (60%) of younger Americans aged 18-32.
- Physicians report more significant declines patient's mental health. While only (14%) of Americans say their mental health has declined since 2022, (56%) of physicians believe patients' mental health has deteriorated.
- Worried for others but not seeking self-help? Two-thirds (67%) say they knew many people with mental health struggles. But only 12% regularly see a mental health professional themselves.

Implication:

The reasons for the disconnects – between providers and patients, patients and "other people" – are likely varied but perhaps not as unexpected as they seem. "Often we assume that people they're thinking and feeling...We have been feeling the impacts of COVID, of pandemic socialization over the past three years. We're perhaps even immune to it. But physicians continue to see the impact and disruption when patients come in to see them and for reasons other than mental health," says Cara McNulty, DPA and CVS Health president of Mental Well-Being & Behavior Health.



WAVE 146

Section:

01

Topic:

THE LATEST FINANCIAL PLAN? LOTTO TICKETS & FORTUNE TELLERS (EMPOWER-HARRIS POLL)

Introduction:

A new Harris Poll survey with Empower covered in [Fortune](#) and [Fast Company](#) finds that Americans will go to great lengths to avoid thinking about their financial planning.

- It's more P.C. to talk about politics than money: While over (43%) of Americans talk about politics with other people and a third even (32%) discuss death, only a quarter (24%) said they talk about their finances with others.
- Lottery and psychics are more appealing than financial planners: (71%) of Americans said they bought a lottery ticket, and a quarter (24%) of millennials said they've spoken to a fortune teller. Still, only one-third (33%) have talked to a financial planner.
- And we're more interested in celebrities' net worth than our own: (58%) Americans know their net worth, and even fewer understand their partner's (38%) or family's (28%). Meanwhile, (28%) said they knew Elon Musk's net worth.

- However, Americans recognize the need for open discussions: (62%) of people believe more open conversations about money are the key to financial freedom (66%) and closing the gender wage gap (62%).

Implication:

"There is no question that financial taboos are standing in the way of the kind of transparency needed to pursue a financially healthy future. This data shows us that a culture of open and candid discussions about finances will enable us to tackle financial issues proactively," says Abbey Lunney, Managing Director at The Harris Poll's Thought Leadership and Futures Practice.

Section:

02

Topic:

DOES A.I. MEAN A SECOND LIFE FOR EMAIL? FORTUNE-HARRIS POLL

Introduction:

The email inbox was, at one point, ostensibly the perfect platform and, as a technology, hard to beat. But technology has given us more communication avenues than we know what to do with text, Slack, Gchat, Tweet, Signal, D.M., etc. And for some, email no longer serves society as we intended, leaving an opportunity for A.I. to improve it, according to [a recent Fortune story](#) highlighting Harris Poll data.

- First, how many are 'too many' emails?: Employees tend to burn out on emails once they receive fifty. And once they head north of that number, most say they can't keep up.
- And written communication is only increasing: This year's Grammarly-Harris Poll [State of Business Communication report](#) found that workers are spending on average nearly 16 hours alone each week on written communication, with the majority of that time dedicated to emails (6.42 hours, 21% YOY increase), compared to the 11 hours spent verbally communicating.
- Can A.I. help ease the email burden?: Recent Harris polling found that over two-thirds of Americans (68%) would be interested in using A.I. to assist with more effective communication at work, such as on emails.

Implication:

A.I. can help email work more like a personal assistant, responding to certain emails for you, organizing and prioritizing responses based on urgency, and keeping unnecessary things out of view – all things email can, to varying degrees, do now. Yet there are still so many ways email isn't working for us, even after decades of existence. From pattern recognition to editing and spam filtering, email is old technology ripe for A.I. reincarnation.

Section:

03

Topic:

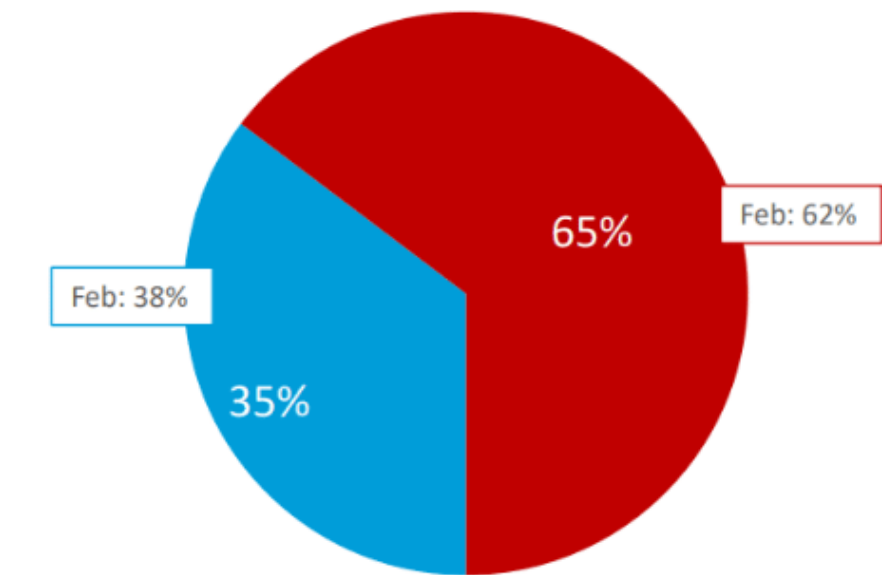
MAJORITY OF VOTERS WANT A BALANCED BUDGET: HARVARD CAPS-HARRIS POLL

Introduction:

According to the [April Harvard CAPS-Harris Poll](#) covered in [The Hill](#), our Harris Poll Chairman (and Stagwell Chairman/CEO) Mark Penn reports that the national debt and federal budget deficits are one of the top issues facing the country today identified by U.S. voters (#6 beyond issues like inflation, the economy, and crime).

- Two-thirds of voters (66%) think the U.S. government has too much debt, and over half (55%) think the government is spending too much.
- When told, the national debt is \$31 trillion, two-thirds of voters (65%) want Congress to raise the debt ceiling only with restraints on future spending.

The current size of the national debt is \$31 trillion dollars. Should Congress vote to raise the national debt without conditions or should the congress raise it only with restraints on future spending?



- Raise the debt ceiling without conditions
- Raise it only with constraints

April Harvard CAPS-Harris Poll: Penn, Nesho

- Bipartisan support for a balanced budget: 8 in 10 voters (81%), including (81%) of Democrats and (86%) of Republicans, support returning the country to a balanced budget. This is significant to find eight in ten Republicans and Democrats agreeing on anything.

Implication:

The percentage of Americans who think the country is on the wrong track has ticked back up to (62%) as President Biden's approval remains at (43%). "As Americans get more pessimistic about the economy again, the 2024 election may hinge on which party can put cultural issues to the side and focus on the core economic issues," says Penn.

Section:

04

Topic:

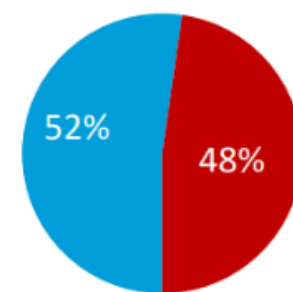
MOST VOTERS UNFAMILIAR WITH ESG: HARVARD CAPS-HARRIS POLL

Introduction:

ESG investing and governance are mission-driven priorities in most businesses today. Yet our April Harvard CAPS-Harris Poll finds many voters who must familiarize themselves with ESG (Environmental, Social, and Governance) investing.

- Only a third (36%) of U.S. voters say they have heard of ESG investing, with the remaining two-thirds (64%) having never heard of it:

Do you think investment managers have a duty to prioritize returns above all else or can they take climate and ESG into consideration?



■ Prioritize returns above all else
■ Can take climate and ESG into consideration

Column %	DEM	GOP	IND/OTH
Prioritize returns above all else	44%	63%	50%
Can take climate and ESG into consideration	56%	37%	50%

April Harvard CAPS-Harris Poll: Penn, Nesho

- After being given the definition, just over half (52%) of voters think investment managers have to prioritize returns above all else rather than the option to consider climate and ESG concerns (48%).
- And voters are similarly split if they support Biden's recent veto of a proposal that would bar retirement fund managers from incorporating ESG and climate considerations into their investing decisions (support the veto: 53% v. oppose the veto: 47%).

Implication:

ESG remains featured in policy headlines, political debates, and corporate priority lists, as recent [Google Cloud-Harris Poll research](#) found that ESG ranks third in organizational priorities among global executives. The challenge is messaging focusing on the public, nearly half of whom support the concept, even if they don't get the jargon.



WAVE 145

WAVE 145 INTRODUCTION

The following research was conducted between **April 14 - April 16, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,103** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

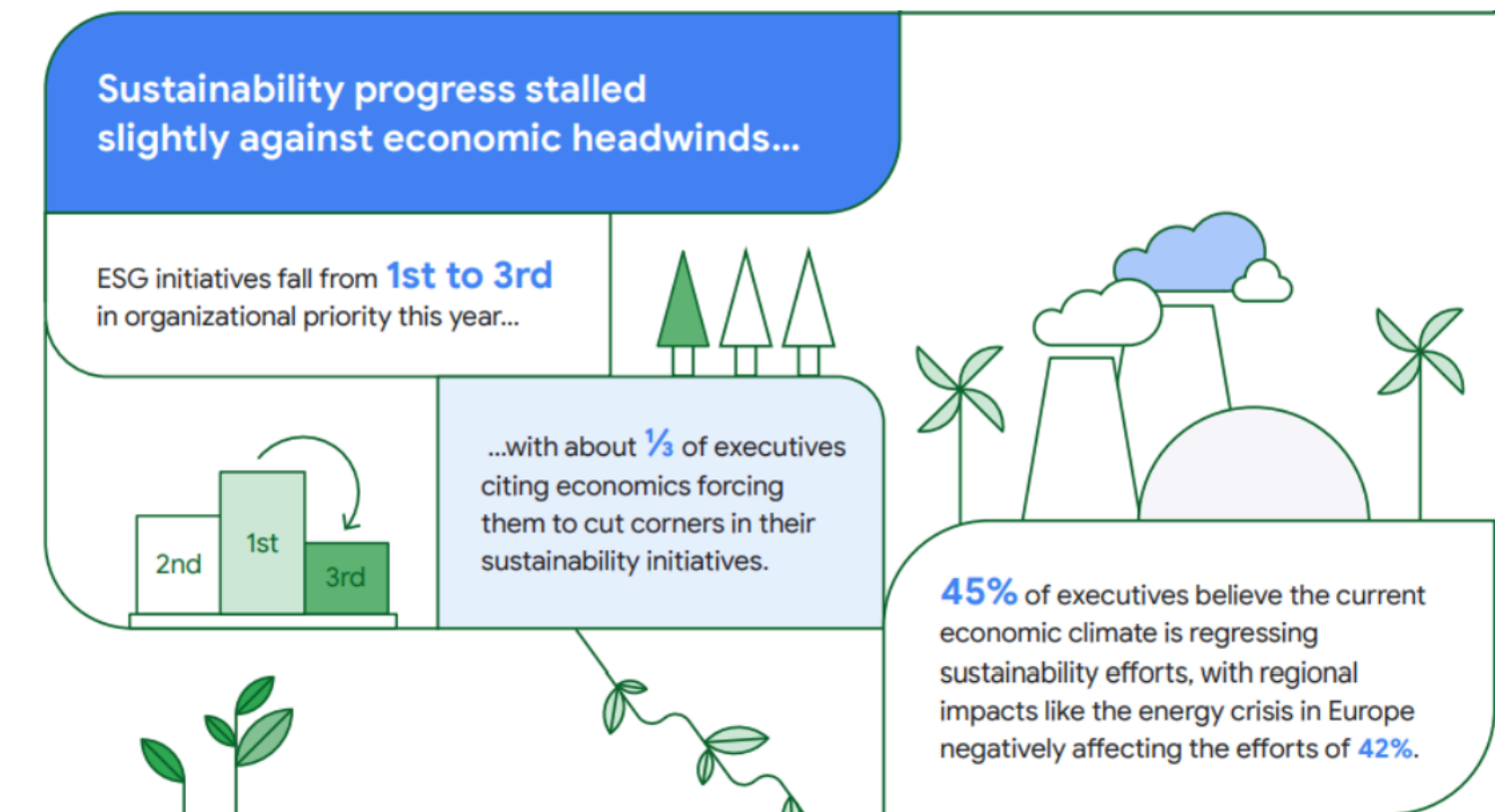
EXECS SAY MOST BUSINESSES WOULD BE CAUGHT GREENWASHING: GOOGLE CLOUD-HARRIS POLL

Introduction:

According to our new global study [with Google Cloud](#) in [Wall Street Journal](#), most global executives think greenwashing is widespread in their industry. This comes as customers are more vocal about preferring sustainable brands.

- Nearly three-quarters of executives (72%) said most organizations in their industry would be caught greenwashing if they were investigated thoroughly, according to a survey of almost 1,500 executives across 17 countries and seven industries.
- Also, nearly 6 in 10 executives (59%) admitted to overstating – or inaccurately representing – their sustainability activities.
- Good intentions, but no plan on where to begin: (72%) of executives told us, "Everyone says they want to advance sustainability efforts, but no one knows how actually to do it" – an increase of (7%-pts) from last year.

- And economic headwinds aren't helping sustainability and ESG among businesses, with ESG prioritization falling for many:



Google Cloud-Harris Poll March 2023

Implication:

"Essentially, when times are getting hard, you get to see who's serious about this agenda and those who are paying lip service or perhaps accidentally overstating their efforts," says Justin Keeble, managing director of global sustainability at Google Cloud. However, "There are actors that are maybe intentionally overstating what they're doing, but I honestly think for the most part, companies are sincere – they've set their goals, they're working towards them, but they don't always have the data to be transparent," said Kate Brandt, chief sustainability officer at Google.

Section:

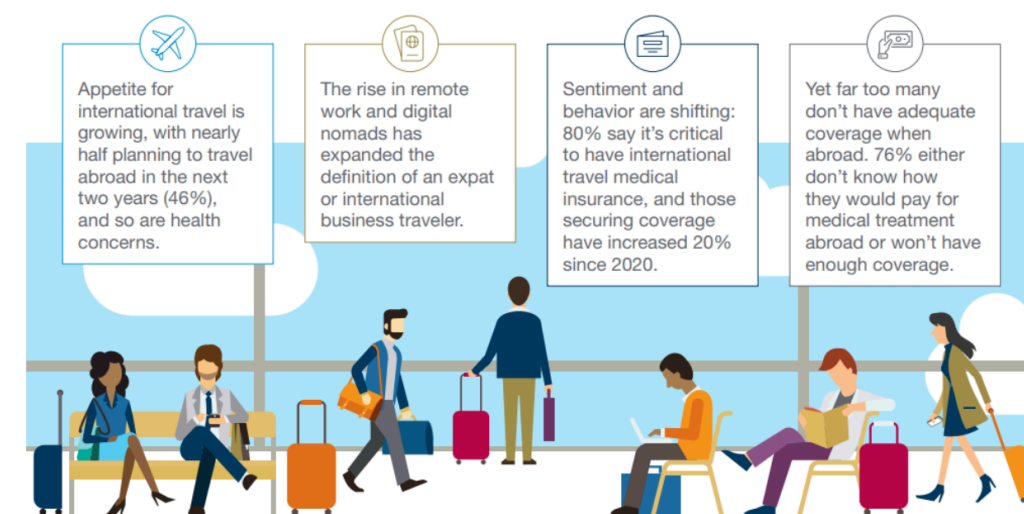
02

Topic:

THINK HEALTHCARE'S CONFUSING? WELL, TRAVEL ABROAD: GEOBLUE-HARRIS POLL

Introduction:

In partnership with [GeoBlue](#), we find that Americans are increasingly looking to travel outside the U.S. However, many of these travelers need to prepare for a medical event during their trip.



GeoBlue-Harris Poll Infographic

GeoBlue-Harris Poll Infographic

- Most travelers (77%) surveyed agreed, "When traveling abroad, ensuring that I have affordable access to quality medical care is just as important as booking a great place to stay or getting the best flights."
- However, while nearly 9 in 10 (87%) know a medical event is a realistic possibility, over half (52%) have an "it-won't-happen-to-me" attitude.
- This is concerning as less than half (46%) believe their domestic health insurance would cover an international medical event. Furthermore, over three-quarters (76%) say they likely don't have adequate health insurance coverage for international trips.

Implication:

Most Americans who travel abroad are under/uninsured for the medical needs they are likely to encounter – whether it's a minor medical issue (e.g., allergic reaction, stomach bug, etc.) or a life-threatening problem requiring a medical evacuation. This is why it's not uncommon to see GoFundMe campaigns created to get relatives home from abroad after a medical emergency. This usually happens because the travelers didn't have a medical insurance plan designed for international travel and assumed their domestic health plan had adequate coverage outside the country. And the rise in international remote work, workcations, business travel, and an increase in leisure travel only increases this risk.

Section:

03

Topic:

RESKILLING IS THE NEW HIRING: EXPRESS EMPLOYMENT PROFESSIONALS- HARRIS POLL

Introduction:

In the face of labor and skills shortages, companies looking to fill talent gaps are turning to reskilling as a viable solution, according to our latest research with Express Employment Professionals [covered by SIA](#).

- 7 in 10 (70%) U.S. hiring managers prefer to train their current employees for different roles before bringing on new workers.
- Over three-quarters agree that employers should be responsible for providing and paying for training, upskilling, and reskilling employees – a sentiment shared among employed Americans (78% agreeing).
- Walking the walk regarding reskilling: Nearly 9 in 10 (89%) hiring managers report that their companies provide and pay for training.
- Workers are ready for development and investment. Previous [ATW research](#) found that over 3 in 5 employed Americans (63%) are already learning new skills and doing professional development to advance their careers.

Implication:

Express Employment International CEO Bill Stoller noted that the critical skills gap has only begun to impact the workforce severely. Almost every industry will continue to suffer if there isn't a turning point soon. "This isn't an issue that will be solved overnight or by one person," Stoller said. "Young people need to be educated on the lucrative careers in skilled trades, and the government should provide incentives for these careers. Whether the onus of training ultimately falls on the worker or employer, action needs to be taken now on both sides to ensure the stable and balanced workforce of the future."

Section:

04

Topic:

DOES YOUR LISTING INCLUDE A DOG HOUSE? ZILLOW-HARRIS POLL

Introduction:

Pets have long been considered part of the American family, but Gen Z pet owners have taken it a step further by buying houses with them in mind, according to the latest research [with Zillow](#).

- Pets over Kids: If they were buying a home and had to choose, most Gen Z pet owners say it's more important to have a pet-friendly home (55%) than a kid-friendly home (45%).
- And 3 in 5 Gen Z adults (60%) consider certain pet-friendly features essential in a home they would buy, with more finding a fenced backyard necessary when purchasing (48%) compared to a kids' playroom (24%).
- Further, nearly one-quarter of Gen Z pet owners would want to move if their home was no longer working for their pet (22%), but only (12%) would like to move if their home was no longer working for their partner.
- Among all Americans, a small fraction (13%) of pet owners living with a spouse or significant other would instead share their primary bedroom with their pet than their partner.

Implication:

"Young adults may be [delaying parenthood](#), but they're not putting off pet parenthood," said Zillow's home trends expert Amanda Pendleton. "One [recent study](#) finds most Gen Z adults would rather have a pet than a child. So as this younger generation ages into their home-buying years, it follows that their pets will have a greater influence on their moving decisions, perhaps more so than their significant other."



WAVE 144

WAVE 144 INTRODUCTION

The following research was conducted between **April 7 - April 9, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,048** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

AMERICANS ARE OVER THE BANKING CRISIS: FORTUNE-HARRIS POLL

Introduction:

The instability in the banking system following the Silicon Valley and Signature Bank collapse shows signs of being over by bankers and most of the general public.

- [JPMorgan Chase](#) CEO Jamie Dimon, often seen as the voice of the financial industry, believes the fallout from the crisis is likely over – even if the Fed doesn't cut rates. Could there be more bank failures? "I don't know," Dimon [told CNN](#) Thursday. "But if there are, honestly, they'll be resolved. I think we're getting near the end of this particular crisis."
- Most Americans agree that the banking industry is now stable: In a new Harris poll, co-CEO Will Johnson's [latest op-ed](#) writes that more than 90% of depositors believe their money is safe in U.S. banks, regardless of the bank's size.
- However, those with the most to lose do worry the most: A majority (55%) of those with household incomes of over \$100,000 worry about small banks closing (v. gen pop: 46%), while similar numbers of these high-income households also worry about medium-sized (50% v. 44%) and large-sized banks (48% v. 42%).

Implication:

"This is not 2008. This is much more limited," says Dimon. "There are only a handful of banks that had this particular problem. It will eventually be resolved one way or another. So I think people should take a deep breath," he said, arguing that many banks will turn in "pretty good" earnings over the next few weeks despite the crisis. Yet watch for wealthier Americans (with deposits above the FDIC's protection of \$250,000) to continue to monitor their banks as closely as their stocks.

Section:

02

Topic:

WOMEN HAVE A NEW TITLE – CHIEF WORRY OFFICER: THE SKIMM-HARRIS POLL

Introduction:

The findings from the Skimm-Harris Poll 2023 [State of Women](#) report reported on [by Today](#) build on a growing sentiment that progress for women is not where it should be and the prevailing systems, which were not made for women, need to be redesigned to account for the myriad of roles women play today.

- Most Millennial women surveyed (71%) were consumed with worry – tasked with the mental burden of thinking through every single scenario, at home and work, and planning for every contingency – leading them to be the Chief Worry Officer (CWO).
- And nearly 4 in 5 (79%) of these women said they were concerned about the social expectations around this unpaid labor – especially as a similar number (82%) said they handle their worry alone.
- And even more harmful is the gap in meaningful solutions: 4 in 5 (82%) said that while there's much talk about how overburdened women are, no one is helping them ease the burden, and 72% are tired of wellness products, and services that expect them to add something more to my day.
- However, women are ready to take control of their lives, as 92% are now prioritizing their health, and 81% said they are actively seeking new lifestyles that prioritize their health and well-being.

Implication:

"An overwhelming majority of the women surveyed feel that progress is not where it needs to be in 2023, and we're seeing more and more women create their momentum to fuel their purpose," says Abbey Lunney, Managing Director at The Harris Poll's Trends and Futures Practice. Co-CEOs and co-founders of the Skimm Carly Zakin and Danielle Weisberg added, "We are hearing stories of small changes women are making that can lead to a bigger impact – like saying 'no' more, setting boundaries and focusing on 'me' time. We are also seeing them invest long-term, looking for new jobs or positions that offer the support they need (access mental health resources, utilizing paid family leave policies, offering childcare)."

Section:

03

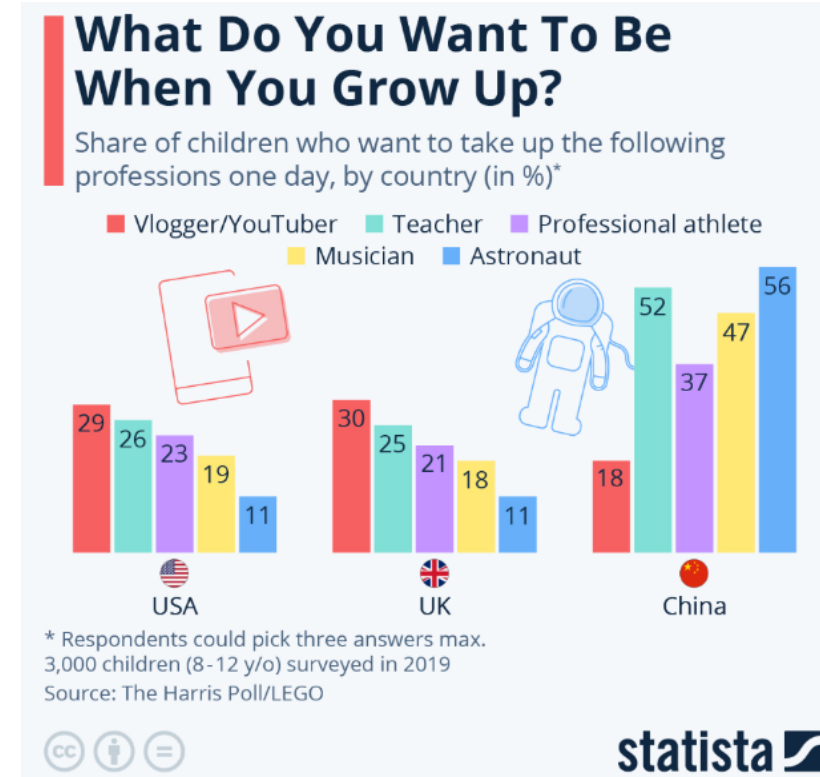
Topic:

WHEN I GROW UP, I WANT TO BE AN INFLUENCER: FAST COMPANY-HARRIS POLL

Introduction:

Two new Harris polls find some surprising things about kids and screens: First, they're not necessarily as bad as you might think, and second, they might factor into your child's future career choice. New Harris research with [Nemours KidsHealth](#) covered by U.S. News, finds that pre-teen kids are utilizing screen time as a coping mechanism for their worrying:

- Of children who utilize TV, video games, or social media when they are worried, 85% say playing video games makes them feel better, with a majority saying TV (72%) and social media (59%) do as well.
- And more than nine in ten children, when worried, do something creative — like listen to or play music, draw, paint, etc. — say it makes them feel better (96% and 93%, respectively).
- But is screen time shifting children's career ambitions?: According to a pre-COVID Harris Poll/Lego survey [in FastCompany](#), covering the United States, Britain, and China, found that 3 in 10 children (29%) aged 8 to 12 want to be a "YouTuber." That's three times as many as those who want to be astronauts:



- Meanwhile, platforms like TikTok are career-builders for younger Americans: For Gen Z, TikTok is the "center of gravity" for search and education. As we found, it's the [first platform Gen Z](#) uses to search for culturally relevant content (34%), beating YouTube (24%), Google (19%), and Instagram (17%). It's also an undercover learning engine, as most Gen Z reports regularly turn to TikTok to learn something (63%).

Implication:

[Other polls](#) suggest that even more teenagers aspire to fame and fortune via YouTube or another social media platform. An eye-grabbing news report indicated that [\(54%\) of Americans aged 13 to 38](#) would become an "influencer" given a chance, with 12% already considering themselves influencers. And less we assign a dystopian label to these statistics, believe that younger Americans might be thinking ahead to future jobs: Of those who think "it's likely that the Metaverse will provide lucrative career paths and money-making opportunities," most are young people (Gen Z: 64%, Millennials: 73%).

Section:

04

Topic:

WILL MILLENNIALS RENT FOREVER? FORTUNE-HARRIS POLL RESEARCH

Introduction:

First, the good news for our beleaguered child-raising, student loan-carrying cohort: More Millennials finally own their homes than rent, a milestone that's taken longer than previous generations. However, homeownership still feels out of reach for many, according to new [Fortune-Harris Poll research](#).

- The halfway mark: Approximately 52% of Millennials owned a home by the end of 2022, according to [recent research from RentCafe](#) based on Census and survey data from the Integrated Public Use Microdata Series (IPUMS) project, part of the Institute for Social Research and Data Innovation at the University of Minnesota.
- And Millennial renters have an appetite for homeownership, as nearly nine in ten (88%) would like to own a home someday (v. all renters: 76%).
- Despite these gains and interest, many potential homebuyers are struggling in the current market: seven in ten Millennials (69%) feel priced out of the current real estate market, and more than half (56%) of Millennial renters believe the dream of owning a home is dead.
- And these frustrations are only compounded by the three-quarters of Millennials (78%) today that are worried about affording their living expenses (v. Boomers: 63%) and losing their job (60%).

- The state-by-state candy standoffs: Reese's Peanut Butter Eggs completely dominate, taking the top spot in 29 states, including the entire West Coast, followed by Reese's Peanut Butter Cups and STARBURST Easter Jellybeans:

Implication:

While Millennials have made strides in becoming homeowners, the pace at which they've purchased homes over the past five years is not likely to continue. Between debt, rising interest rates, and the housing supply shortages could leave half of this generation still renting, with Gen Z quickly coming up behind.



WAVE 143

WAVE 143 INTRODUCTION

The following research was conducted between **March 31 - April 2, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,022** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WORKFORCE WELL-BEING – THE NEW COMPETITIVE ADVANTAGE: IWBI-HARRIS POLL

Introduction:

Our [2023 State of Workforce Well-Being Poll](#) with [IWBI](#) finds new leverage when employers promote health, well-being, and equity in their work environments.

- Health as a must-have: More than four in five (84%) of employees agree that supporting the health of employees is a "must-have" for companies, and (87%) agree that employers should be "ethically obligated" to create a work environment that enhances the health, safety, and well-being of their employees.
- And a healthy work environment is non-negotiable: Nearly all employees (96%) agree that a healthy work environment is necessary for employee productivity, and early 4 in 5 employees (79%) say they would not feel any loyalty to a company that does not prioritize their health.
- But nearly one-third of companies fail this test: In our survey, (31%) of employees say they don't believe that employee health and well-being are a top priority for their company.

- Nearly two-thirds of employees (65%) say they would quit working for a company that doesn't proactively invest in employee health and well-being, which aligns with the recent Hue-Harris Poll [State of Inequity report](#) that found that seven in ten American employees would leave a job when mental and emotional health isn't being prioritized.

Implication:

Supporting employees from an overall health and well-being perspective is in employers' best interest. According to employees, it can enhance a company's reputation, attract and retain top talent, increase employee engagement and productivity, and boost companywide morale. But it's also great marketing in that it could also attract customers, as our America This Week tracker found that when asked what brands could do to best support consumers given the current state of the economy, the top answer was paying their employees a decent wage over reward programs and discounts.

Section:

02

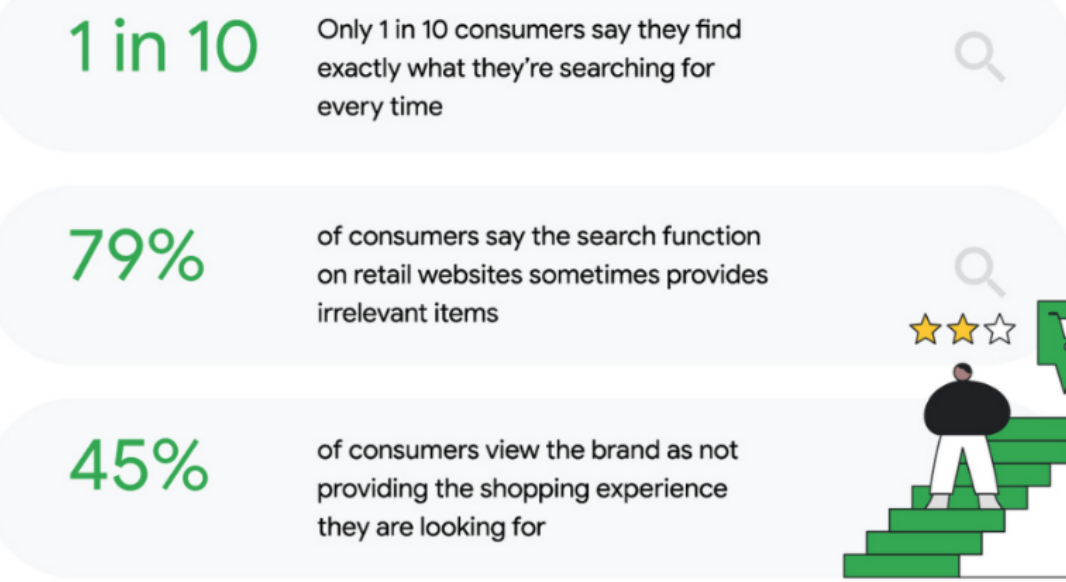
Topic:

LOWER FUNNEL BLUES – ABANDONED SHOPPING CARTS COST BUSINESSES \$2B ANNUALLY: GOOGLE CLOUD- HARRIS POLL

Introduction:

Search abandonment – when a shopper searches for a product on a retailer's website but doesn't find what they are looking for – is costing businesses billions of dollars, according to our latest research [with Google Cloud](#), as covered [by MediaPost](#).

- Search abandonment annually costs U.S. retailers \$234 billion and rises to over \$2 trillion globally.
- Over three-quarters of U.S. consumers (78%) view a brand differently after experiencing search difficulties, and (82%) avoid websites where they've experienced search difficulties in the past, such as receiving irrelevant items:



- Poor search results cost loyalty: U.S. consumers also say they are less loyal to a brand when it's hard to find what they want on a website (78%).
- While successful searches drive purchases: Following a successful search for a particular item, 9 in 10 (92%) consumers will purchase it – with over three-quarters buying at least one other thing (78%). On average, three different items were purchased after a successful search.

Implication:

Gone are the days when retailers could expect customers to search, filter and repeatedly refine to find what they want. People worldwide now hope site search engines understand their intent deeply, return relevant results and help them discover new products quickly with personalized recommendations. Generative AI will bring new levels of intimacy to this task, provided the data security issues already causing a cookie-less future are managed to create both personalization and security.

Section:

03

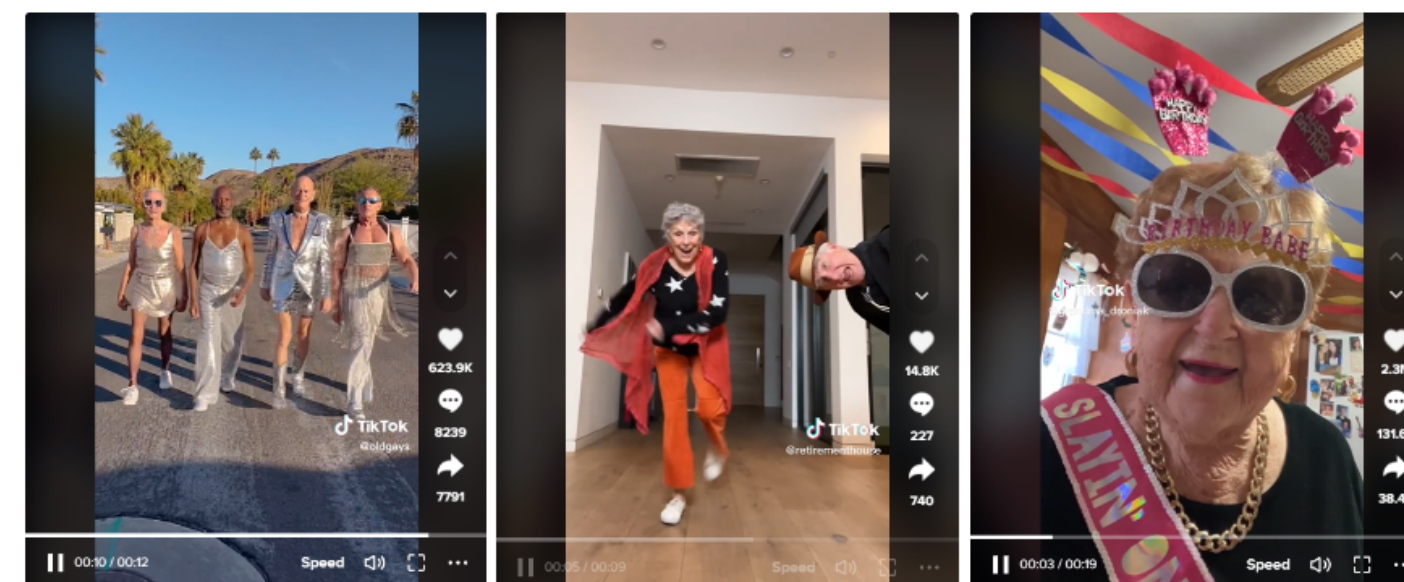
Topic:

GRANFLUENCERS ARE DRIP: AD AGE-HARRIS POLL

Introduction:

Brands typically prioritize Gen Z influencers when seeking content creators to work with. Still, that narrow definition of an influencer is evolving, and influencers in older demographics are increasingly striking big brand deals, as seen by Harris Poll research, highlighted [in Ad Age](#).

- The Ad Age-Harris Poll found that (12%) of consumers over age 58 had made a purchase based on an influencer's recommendation, and one-third of these consumers cited influencers as at least "somewhat influential" in their purchasing decisions.
- The popularity of these "granfluencers," who range from 50 to over 100 years old, is in part to America This Week data finding that over 4 in 5 Americans (85%) believe that social media isn't just for young people – with all ages agreeing at similar rates (Gen Z: 84%, Millennials: 83%, Gen X: 88%, Boomer+: 86%).



[@oldgays](#)

[@retirementhouse](#)

[@grandma_droniak](#)

- Further, over three-fourths of Gen Z/Millennial social media users (78%) have learned a lot by watching content created by people older than them.
- And two-thirds of Gen Z/Millennial users (66%) even say they love watching social media videos of senior content creators (Gen X: 61%, Boomers+: 47%).

Implication:

The success of granfluencers is a reminder that marketers shouldn't trust demo stereotypes, as influencers come in all shapes, sizes...and ages. While Gen Z consumers may be the typical target for brands' influencer marketing campaigns, those aiming to reach consumers over 50 – who comprise over half of all consumer spending in the U.S. And judging by the success of granfluencers Insta-traffic, they are attracting younger Americans as well.

Section:

04

Topic:

THE PEEPS ECONOMY: INSTACART-HARRIS POLL

Introduction:

(From Instacart) This year, the first day of Passover (April 5) and Easter (April 9) are only a few days apart, serving as significant moments for food and families. As people gear up to gather with loved ones and mark the moment together, we share insights about the top feasting foods and treats expected to appear on holiday tables this April based on Instacart purchase data. I think we should hop in.

- Chocolate, chocolate, and more chocolate: When it comes to Easter candy, there's no denying that chocolate reigns supreme, with 7 out of the top 10 sweets repping cocoa – with more than 3 in 5 of those planning to purchase Easter candy will be buying chocolate eggs (64%) and chocolate bunnies (61%).
- Peep the candy: Amid all the decadent chocolate, two types of jelly beans and the classic Peeps marshmallow chicks also stand out, holding a special place in Americans' hearts and Easter baskets.

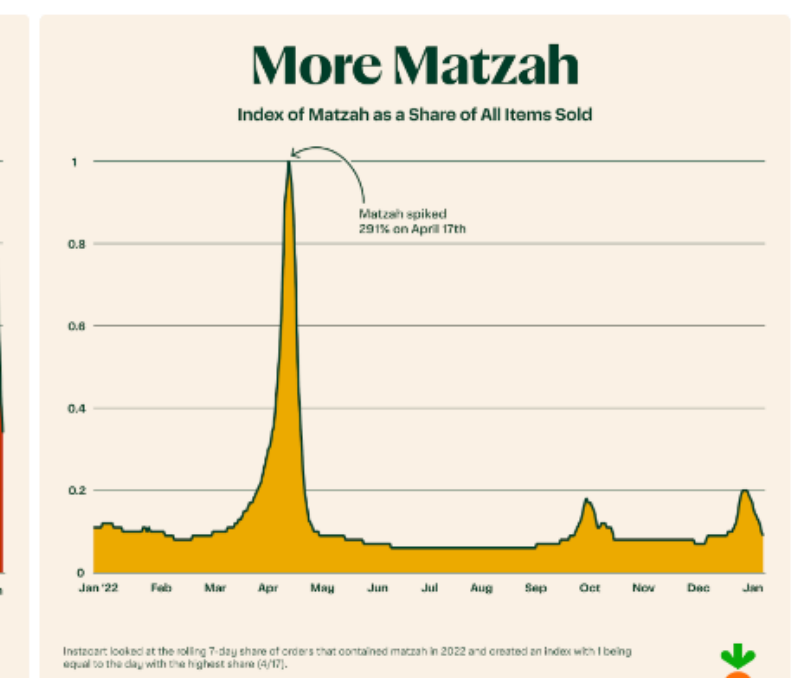
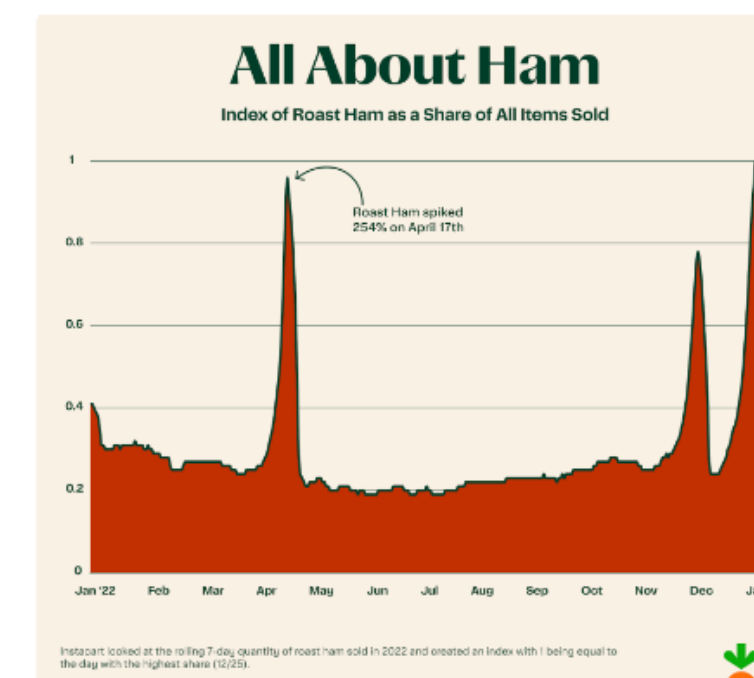


- The state-by-state candy standoffs: Reese's Peanut Butter Eggs completely dominate, taking the top spot in 29 states, including the entire West Coast, followed by Reese's Peanut Butter Cups and STARBURST Easter Jellybeans:



Implication:

It's more than just candy this holiday season: As people gear up to gather with loved ones and mark the moment together, it shouldn't be surprising that traditional holiday meal ingredients are making it into the grocery baskets – Matzah orders spiked by 291% in the week leading up to Passover and ham by 254% leading up to Easter.





WAVE 142

WAVE 142 INTRODUCTION

The following research was conducted between **March 24 - 26, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,073** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

SOME WORKERS ARE WORRIED THAT CHATGPT WILL REPLACE THEIR JOBS. THEY MAY BE RIGHT: FORTUNE-HARRIS POLL

Introduction:

Robots taking over the world is an overused, almost eye-roll-inducing sci-fi trope at this point. And yet, some workers are starting to fear that might be their reality, according to our survey with Fortune.

- Even though OpenAI [only launched ChatGPT in November 2022](#), three-quarters of employed Americans familiar with ChatGPT (74%) have used the technology for work-related tasks.
- And that's likely to rise as over half of workers (56%) report their companies have already implemented discussions about using ChatGPT.
- Concern about the ChatGPT work takeover: About 40% of workers who are familiar with ChatGPT are concerned that the artificial intelligence chatbot will replace their jobs entirely, and 38% worry that the technology will make them useful in the workplace.

- And 42% of Americans worry ChatGPT will make it harder for them to find a new job, as more than seven in ten believe it's likely AI technology will replace roles with a heavy focus on skills like data entry and processing, media and communications, coding, and even hiring-related tasks:

Skills workers most fear ChatGPT will replace

Percentage of workers familiar with ChatGPT who believe the following skills and roles are likely to be replaced by this new technology:



NOTE: DATA BASED ON A NATIONALLY REPRESENTATIVE SAMPLE OF 3,962 U.S. ADULTS SURVEYED BETWEEN FEBRUARY 24-26, 2023

Fortune/Harris Poll February 2023

Implication:

"As ChatGPT and other generative AI tools become mainstream, workers are concerned that these potentially helpful tools will encroach on their job responsibilities and put them out of work. New research seemingly validates those sentiments. Based on initial projections, generative AI can potentially affect roughly 10% of work tasks for eight in 10 U.S. workers. Around one in five workers will have about half of their work responsibilities affected by this technology, [according to researchers](#)" (Fortune).

Section:

02

Topic:

HOW DO AMERICANS DEFINE WEALTH? THE ANSWER MAY SURPRISE YOU: FAST COMPANY-HARRIS POLL

Introduction:

The dollar's value [continues to erode](#) from high inflation, and Americans' budgets are tightening in tandem. But even as the average American household has seen its purchasing power and wealth erode, many are still feeling at least somewhat "wealthy," according to our latest poll [with Fast Company](#).

- Over two-thirds of Americans (68%) define wealth as comfort and necessities, as opposed to extravagance and excess.
- Among those, nearly half (48%) said wealth is the ability to comfortably afford necessities like food and shelter with some money left over. At the same time, a fifth indicated that being able to afford necessities alone defined wealth.
- Only 11% defined wealth as being able to afford "extravagant purchases."

Implication:

As the old saying goes, many still wrestle with higher prices and unstable jobs, but the data suggests that money can't necessarily buy happiness or contentment. This poll also meshes with [recent research](#) from researchers at the University of Pennsylvania and Princeton, which found that increases in happiness do march in lock-step with increases in income up to \$100,000.

Section:

03

Topic:

THE GENDER PAY GAP, MOTHERHOOD PENALTY, AND CHILDCARE CRISIS MAKE IT HARD FOR MOMS TO KEEP WORKING: FORTUNE-HARRIS POLL

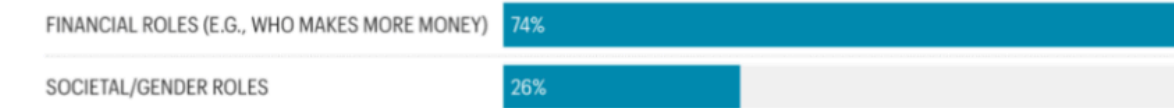
Introduction:

For many Americans, childcare costs [eclipse mortgage payments](#) and [regularly exceed the price of in-state college tuition](#). As a result, it's a significant chunk of the household budget. In many cases, these costs force families to weigh the option of one parent pulling back from their job – partially or entirely – to reduce that burden. But who stays home with the kids, and how is that decided?

- According to a new Harris Poll [with Fortune](#), most Americans believe that financial roles play a more significant part in determining which parent should become a stay-at-home parent (SAHP) compared to previous traditional societal and gender roles (74% v. 26%).

Finances drive decisions around who stays home with kids

Thinking about parents and childcare today, which one do you think plays a bigger role in determining who should become a stay-at-home parent?



NOTE: DATA BASED ON SURVEY FIELD IN JANUARY 2023 AMONG A NATIONALLY REPRESENTATIVE SAMPLE OF 2,091 U.S. ADULTS
SOURCE: THE HARRIS POLL

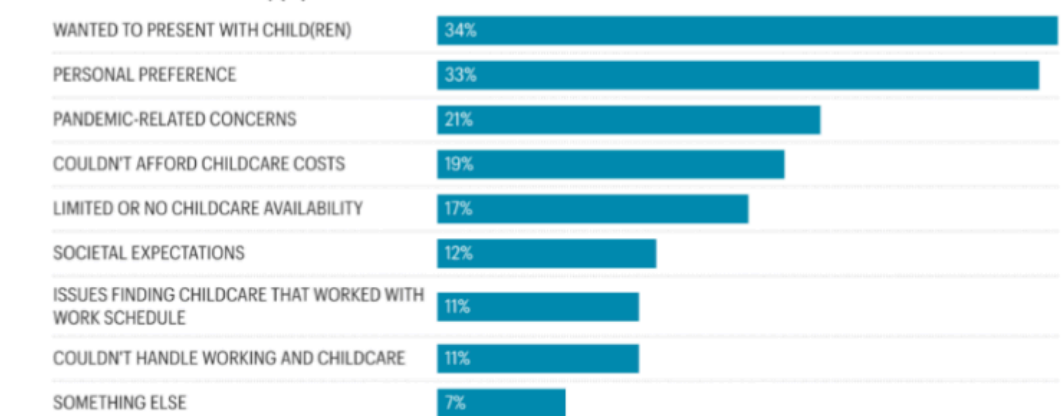
FORTUNE

Fortune/Harris Poll January 2023

- However, if both parents make about the same amount, nearly half of Americans (46%) believe it should be the mother who stays home with the child(ren) – with slightly more men than women agreeing with the sentiment (52% v. 41%).

Staying home can be driven by personal desires over even finances and logistics

Which of the following are reasons why you or your partner decided to be a stay-at-home parent? Please select all that apply.



NOTE: DATA BASED ON A NATIONALLY REPRESENTATIVE SURVEY OF 2,091 U.S. ADULTS CONDUCTED JAN. 13-15, 2023 IN CONJUNCTION WITH FORTUNE.
SOURCE: THE HARRIS POLL

FORTUNE

Implication:

Employers are [losing \\$23 billion annually](#) through reduced revenues and inflated recruiting costs to replace parents, mainly, by leaving jobs. Those costs have risen steadily from the \$12.7 billion reported in 2018. That lack of childcare not only suppresses workforce productivity but it keeps many parents out of the workforce and drives up competition for new hires – not to mention increasing turnover as working parents look for better alternatives. "There are two forces at play: people on the sidelines and a need for talent," says Libby Rodney, our futurist and chief strategy officer at The Harris Poll. "Smart companies, she says, will recognize the potential of working mothers and those returning to the workforce, and build bridges to meet today's talent where it is and offer flexible solutions that adapt to real-life parenting needs" (Fortune).

Section:

04

Topic:

THE BURNT-OUT CAREGIVERS: CVS HEALTH-HARRIS POLL NATIONAL HEALTH PROJECT

Introduction:

According to findings from the CVS Health-Harris Poll National Health Project, caregivers may need support just as much as those they care for in [MedCity News](#).

- About 28% of Americans consider themselves to be caregivers, with a fifth (22%) not being compensated for their time, with most taking care of children under the age of 18 (40%) or aging parents (35%), followed by caring for a partner or spouse (21%), 65+: 40%).
- These caregivers are facing financial and mental health struggles: Nearly half (47%) said that being a caregiver is a financial burden, and a similar number (49%) report their mental health suffers from being a caregiver.
- Adding to the financial burden that caregivers are experiencing, over a third (37%) said they've had to quit their job or cut back on work hours due to caregiving responsibilities – which is especially true for younger caregivers (Gen Z/Younger Millennials: 57%).
- Caregivers are also making sacrifices in their personal lives: Over 2 in 5 (45%) have spent less time participating in their hobbies, have seen their friends less (39%), falling behind on managing their health (34%), rearranged their home to accommodate whom they care for (29%), and have formed unhealthy lifestyle habits (28%)

- This isn't the life they pictured: And about (41%) of caregivers said they never wanted to be a caregiver to begin with.

Implication:

"Caregivers are true heroes who selflessly provide critical care for their loved ones," Dr. Jamie Sharp said, VP and Medicare chief medical officer for Aetna (part of CVS Health). "They take on a daunting responsibility with love and compassion, often putting their needs on hold. To help caregivers, we need to acknowledge their incredible efforts and support them to sustain this vital role while also putting their health and well-being first. In addition, we need to do more to ensure caregivers have access to the services and resources they require to alleviate the financial and health burdens that come with caregiving."



WAVE 141

WAVE 141 INTRODUCTION

The following research was conducted between **March 17 - 19, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,052** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WOMEN ARE SECRET CANNABIS USERS: MEDMEN ENTERPRISES- HARRIS POLL

Introduction:

A new Harris survey with MedMen [in Forbes](#) finds that many American women are now using cannabis but keeping it to themselves.

- Nearly four in ten (37%) American women 21+ use cannabis regularly, with more than a quarter (28%) using it at least once a month.
- And with changing social norms, younger women are more than twice as likely to use cannabis (21-44: 57%) than women (45+: 22%).
- Women say they primarily use cannabis for therapeutic reasons, such as relieving anxiety (60%), helping to sleep (58%), and relieving pain (53%).
- An anxiety crisis, especially for working mothers: In a Harris Poll [with CVS Health](#), four in ten (42%) have been diagnosed with anxiety/ depression, and (40%) don't feel their mental health will ever return to pre-pandemic days.
- Lingering stigmas: Nearly two-thirds of women who use cannabis (65%) say there are people in their life that still do not know, including parents (26%), children (22%), and coworkers (21%).

Implication:

"We know first-hand from our female-identifying employees and customers that women are increasingly turning to cannabis for their health and wellness needs," says Karen Torres, chief product officer at MedMen. "However, it's clear that stigmas persist and inhibit us from sharing our experiences freely. Fortunately, this research confirms that cannabis use has become a popular form of self-care, particularly among women seeking holistic solutions to help manage pain and anxiety or to unwind."

Section:

02

Topic:

MILLENNIALS MOST LIKELY TO WANT TO CAP PERSONAL WEALTH: FAST COMPANY-HARRIS POLL

Introduction:

Despite mounting anxieties over the country's growing income divide, limiting how much Americans should be allowed to earn has never gained much traction for cultural reasons. However, in our new poll [with Fast Company](#), Millennials are the cohort most likely to support a socialist-capitalist model in the U.S.

- One-third of Millennials (33%) say that a cap should exist in the United States on personal wealth, a surprisingly high number that also made this generation a bit of an outlier (Gen Z: 26%, Gen X: 17%, Boomers+: 7%, Silent: 2%).
- But their income ceilings vary widely: Their full range (picked by 16%) was \$100,000 to \$500,000, but in second place, with (14%), was \$10 million to \$49.9 million!

- While this would be DOA in our current society, President Biden's billionaire minimum income tax is expected to appear in his budget request to congress, looking to require America's richest 0.01% to pay a minimum (25%) tax rate.

Implication:

Millennial willingness for wealth gaps may be attributed to their lived economic experiences: Once the pandemic years are included, the average millennial has experienced the [lowest-ever rate](#) of U.S. economic growth since entering the workforce, saddling them with worse earnings, therefore less wealth, and delayed mileposts of success, such as opening retirement accounts or buying their first homes. Oh, and remember about student loan debt?

Section:

03

Topic:

IN THIS ECONOMY, SOME LOOK TO BE THEIR BOSSES: HONEYBOOK- HARRIS POLL

Introduction:

With the aforementioned growing layoffs in the tech sector, another new Harris poll with HoneyBook [finds](#) that current economic uncertainty is nudging more workers into self-employment in 2023. And it's not only about job security. Independent business owners have more pride in their work and satisfaction with their job since becoming their bosses.

- The economy as a catalyst: Six in ten (59%) workers are more interested in working for themselves.
- Half of employed Americans (51%) have considered leaving their current job to work for themselves, and of those, (44%) have in the last year.
- Looking for a better life: Two-thirds think independent work would make more money than they do in their current job (68%) and consider their overall quality of life would improve (66%) – which is backed by experience: (89%) independent workers report being more satisfied with their job compared to their previous organization employment.
- Yet be wary of the greener grass: More than three-quarters (78%) of independent business owners say running an independent business comes with more challenges than they anticipated – the most common one is staying on top of all of their business management tasks (41%).

Implication:

"It takes courage and passion for starting an independent business, but the rewards are significant both financially and personally," says HoneyBook co-founder and CEO Oz Alon. "Anecdotal evidence has told us for a long time that autonomy over one's career, flexibility with one's time, and financial gains are among the chief benefits of being an independent business owner, and now we have the data to prove it."

Section:

04

Topic:

WHAT IS TOO LONG FOR HOLIDAY DECORATIONS? GRID-HARRIS POLL

Introduction:

Skelly the Skeleton was such a huge hit last Halloween that your neighbor kept the twelve-foot-tall fixture on display throughout winter holidays, donning a turkey leg for Thanksgiving, a Santa suit for Christmas, and a leprechaun outfit for St. Patrick's Day. But fighting back are neighbors and neighborhood associations who won't tolerate leaving holiday décor on display longer than usual.

- We asked Americans what is acceptable versus tacky. And for the majority of Americans, winter holiday decorations are out of sight, out of mind by around the New Year, with three in five taking down their outdoor seasonal decor within a week of the holidays:

Whose inflatable snowman is still up

How soon after the last year's winter holidays did you take down outdoor seasonal decor?



The online survey of 1,018 U.S. adults from Mar. 10-13 has a margin or error of +/- 4 percentage points. Chart: Anna Deen • Source: Grid News/The Harris Poll

GRID

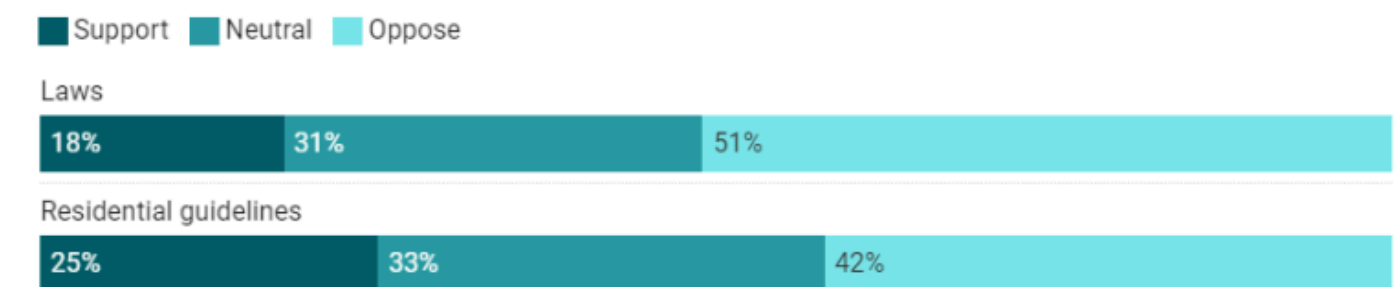
Harris Poll/Grid survey

- But don't be the Scrooge: Slightly more than half do not want to be the first to take down their displays.

- Forceable reindeer removals: Ten percent said they removed their outdoor decorations because a neighbor or family member requested. A similar number (9%) said they had to because their neighborhood required it.
- The decoration police: Nearly a quarter of Americans would support laws and residential guidelines that mandated households to remove seasonal decor by specific deadlines:

Mandates for taking down holiday displays

Do you support or oppose mandates that require people to take down outdoor seasonal décor by a given deadline?



The online survey of 1,018 U.S. adults from Mar. 10-13 has a margin or error of +/- 4 percentage points.

Chart: Anna Deen • Source: Grid News/The Harris Poll

GRID

Harris Poll and Grid, 2023

Implication:

"Some are so tied to their home décor (or maybe finding their inner rebel) that they've gone to great lengths, such as dressing up their oversized Halloween skeleton (fondly known as Indiana Bones) and moving it from yard to yard, like one Florida household [did to avoid fines](#). But if you're not willing to find the HOA loopholes, it may be worth checking how long your 12-foot pal, inflatable snowman or sparkly life-size reindeer will be welcome to the neighborhood — and if you have a storage plan in place" (Grid).



WAVE 140

WAVE 140 INTRODUCTION

The following research was conducted between **March 10 - 12, 2023** by The Harris Poll. Fielded among a nationally representative sample of **1,973** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WOMEN ARE DONE LETTING SOCIETY DICTATE THEIR ROLE: THESKIMM-HARRIS POLL

Introduction:

In the new [2023 State of Women report](#) in partnership with theSkimm and featured in [Forbes](#), we found that while women are exhausted and disappointed, they have not given up on themselves – just the illusion of external support. Instead, the findings show that women are making seismic changes to their lives, finally prioritizing their needs and exhibiting agency and a willingness to make tough choices to secure their futures.

Society Is Not Working For Women Right Now

- Tired of unreciprocated contributions: Nearly 9 in 10 women (86%) agree that women contribute more to society than they get back.
- And the unbearable mental load: Over 7 in 10 women (71%) said it's their job to be the Chief Worry Officer (CWO) as they are tasked, explicitly and implicitly, with the mental load at home and at work of thinking through every scenario, and planning for every contingency.
- Zero-support structure: 4 in 5 women (82%) said that while there's much talk about overburdened women, no one is helping them ease the burden.

So, Women Are Rewriting The Next Chapter

- Taking control of their lives: 9 in 10 millennial women (89%) are actively seeking ways to build the lives they want.

- Move over society, women are deciding now: 4 in 5 (83%) women agree that they are done letting society dictate a woman's role.
- And two-thirds (64%) feel the trajectory of their lives is more determined by their goals and actions rather than societal factors (36%).

Implication:

"Women are in crisis. And it's been that way for decades. After facing one obstacle after another these past three years, we are making one thing clear: The state of women today is not working. And now, we have the data to back it up," says theSkimm's co-founders and co-CEOs Carly Zakin and Danielle Weisberg. "This campaign and the corresponding report go beyond spotlighting women's challenges. It's bringing to light their actions to impact their futures positively. As a result, 4 in 5 women (83%) are rewriting the next chapter of being a woman in America. This campaign aims to highlight what's not working while offering her the resources and tools to prioritize herself and her needs. Because continuing this way is not sustainable for business or our economy."

Section:

02

Topic:

GRANDMAS ARE THE UNSUNG HEROES OF THE AMERICAN ECONOMY: FORTUNE-HARRIS POLL

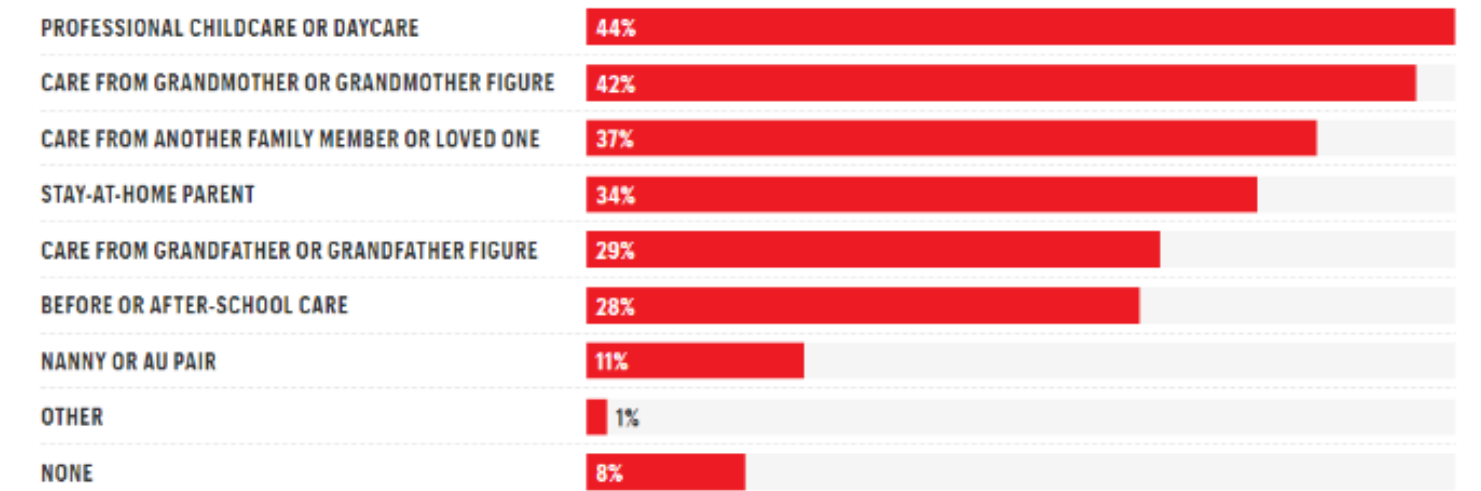
Introduction:

In our latest survey [with Fortune](#), we find that with many Americans struggling to find affordable childcare, grandmothers serve as critical support to their families and the broader economy. Without this typically unpaid – or underpaid – help, many more working parents would be forced to make difficult choices about returning from their professional lives to care for their children.

- An overwhelming share of Americans (84%) who sold a home for the first time in the past two years wish they had done something differently.
- Calling on grandma: Over 2 in 5 (42%) of working parents rely on grandmothers for childcare, at a similar number of those utilizing professional childcare/daycare:

Grandmas fill much of the gap when it comes to childcare

Which of the following, if any, have you ever relied on for childcare? Please select all that apply.



NOTE: DATA BASED ON NATIONALLY REPRESENTATIVE SURVEY OF 2,048 U.S. ADULTS CONDUCTED BETWEEN FEBRUARY 16-21, 2023.

- The vast majority (92%) of Americans believe grandmas are making significant economic contributions through the childcare they provide, with over 4 in 5 (83%) even saying that without this care, the American economy would suffer.
- Grandmas are career savers: About 4 in 5 working parents who rely on grandmas for childcare say that support allows them to pursue their career goals, and two-thirds (67%) say there are times they might have lost their job without the help of their child's grandmother stepping in to help with care.

Implication:

"Since the onset of the pandemic, many advocates, politicians, and parents have pointed out that the childcare crisis is an economic problem, as well as a personal challenge facing many American families. Without stable, high-quality childcare, parents cannot maximize their productivity at work. As a result, children are a result; children are not getting the foundation they need to succeed. Overall, the lack of adequate childcare for infants and young children across the country is now estimated to cost the U.S. \$122 billion annually in lost earnings, productivity, and revenue" (Fortune).

Section:

03

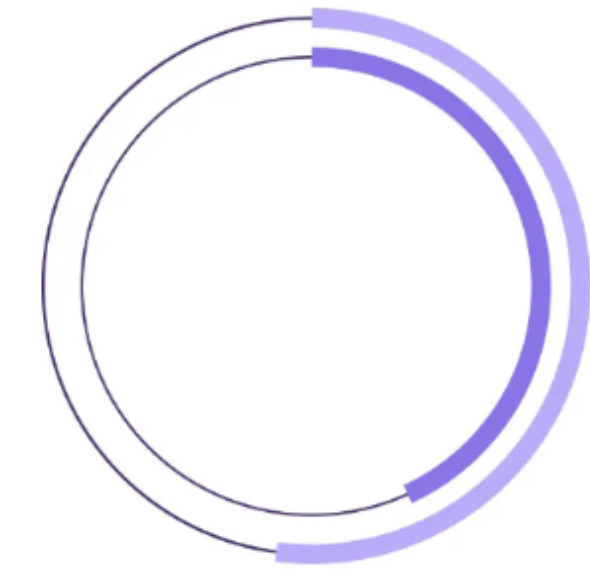
Topic:

AS A RECESSION LOOMS, EMPLOYEES FEAR COMPANY CULTURE CHANGES: JUSTWORKS- HARRIS POLL

Introduction:

According to our latest research in partnership with Justworks, as featured [in Forbes](#), many employed adults are changing their work habits as they determine how to prepare and move forward during these uncertain economic times.

- Even while over 2 in 5 employees (42%) are worried about getting laid off due to the looming recession, more employees are worried about a worsening company culture (52%):



• 42%

of employees are worried about getting laid off

• 52%

of employees are worried about worsening company culture

- Doubling down to prove their value: Nearly half of the employees (47%) say they have changed their behavior at work to avoid being laid off during the looming recession, such as working longer hours (35%).
- Others feel that increasing their skillset will provide them with more job security, with just under one in five saying they've learned new professional skills (19%) and considered additional schooling (17%).
- Work might not be such a great place to be as nearly half (46%) say that their coworkers are more competitive at work now than before the looming recession, and a similar number (48%) say they are worried about a reduction in offered benefits or perks at their company.

Implication:

With all the surrounding uncertainty, it's logical that many American workers are getting their affairs in order, with around a quarter being resigned to the job search and taking steps such as updating their resume (28%) or actively applying to jobs (24%). However, their outlook is gloomy, with half of the American workers (50%) feeling they have fewer job opportunities available to them today.

Section:

04

Topic:

UNDERSTAFFING WOES AT THE DR.'S OFFICE: HEALTHDAY- HARRIS POLL

Introduction:

The latest survey in collaboration with HealthDay, as featured in [U.S. News & World Report](#), finds a growing number of Americans are feeling the effects of the healthcare staffing crisis in the United States.

- More than a third (35%) of people noticed or had been affected by healthcare staffing shortages at the time of the February poll, up from (25%) last November.
- Quite concerningly, the data reveals an even more pronounced impact on women, who are more likely than men to have experienced shortages in health care (41% v. 28%).
- These shortages have hampered people's ability to receive medical care: More than 4 out of 5 Americans (84%) have tried to get health care in the past six months, and of those, nearly 3 in 4 (73%) experienced delays or challenges in getting the care they need.
- Further, more than half (52%) reported that they're worried they won't be able to get needed medical care because of staffing shortages.

Implication:

Experts say that U.S. healthcare has been experiencing workforce issues for some time now, but the pandemic exposed and worsened those issues. "We've had a healthcare workforce crisis in this country for a long time. It pre-dated COVID," said [Sophia Tripoli](#), director of the Center for Affordable Whole Person Care for Families USA, a nonprofit health consumer advocacy group. "But I think the pandemic public health emergency has amplified all of the shortages and the staffing issues," Tripoli said. "It's been a tough time for the healthcare workforce on the front lines of the greatest public health emergency we've faced in about 100 years" (U.S. News & Global Report).



WAVE 139

WAVE 139 INTRODUCTION

The following research was conducted between **March 3 - 5, 2023** by The Harris Poll. Fielded among a nationally representative sample of **1,996** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

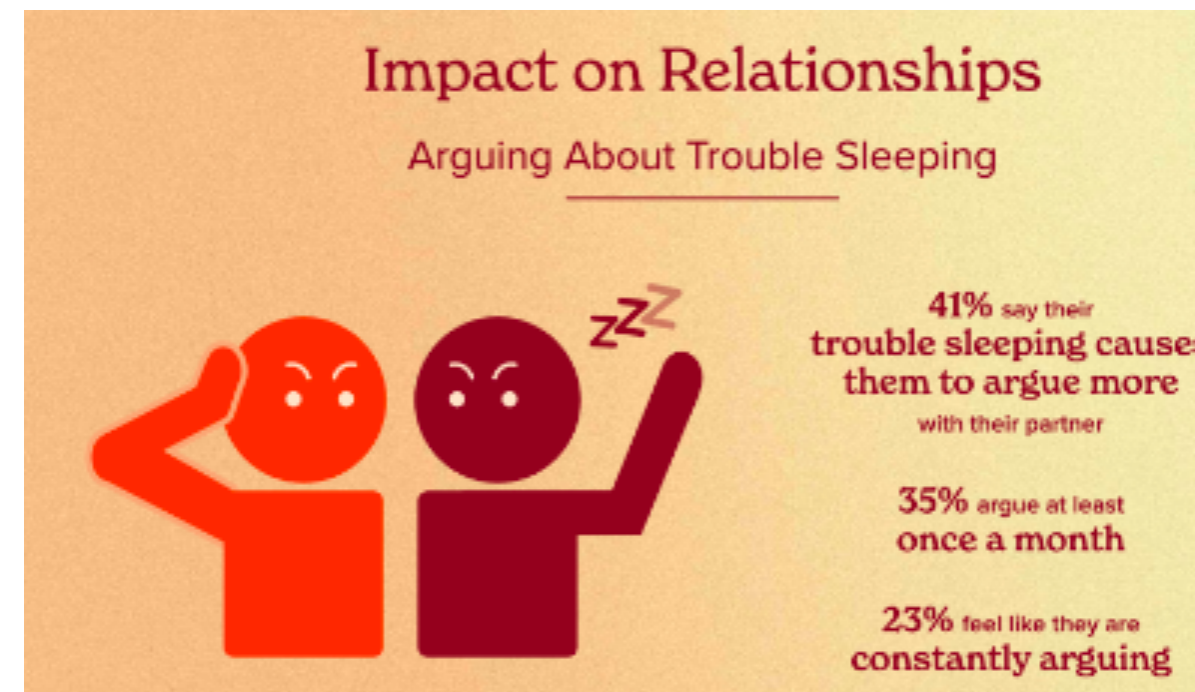
Topic:

AMERICAN INSOMNIA: IDORSIA-HARRIS POLL

Introduction:

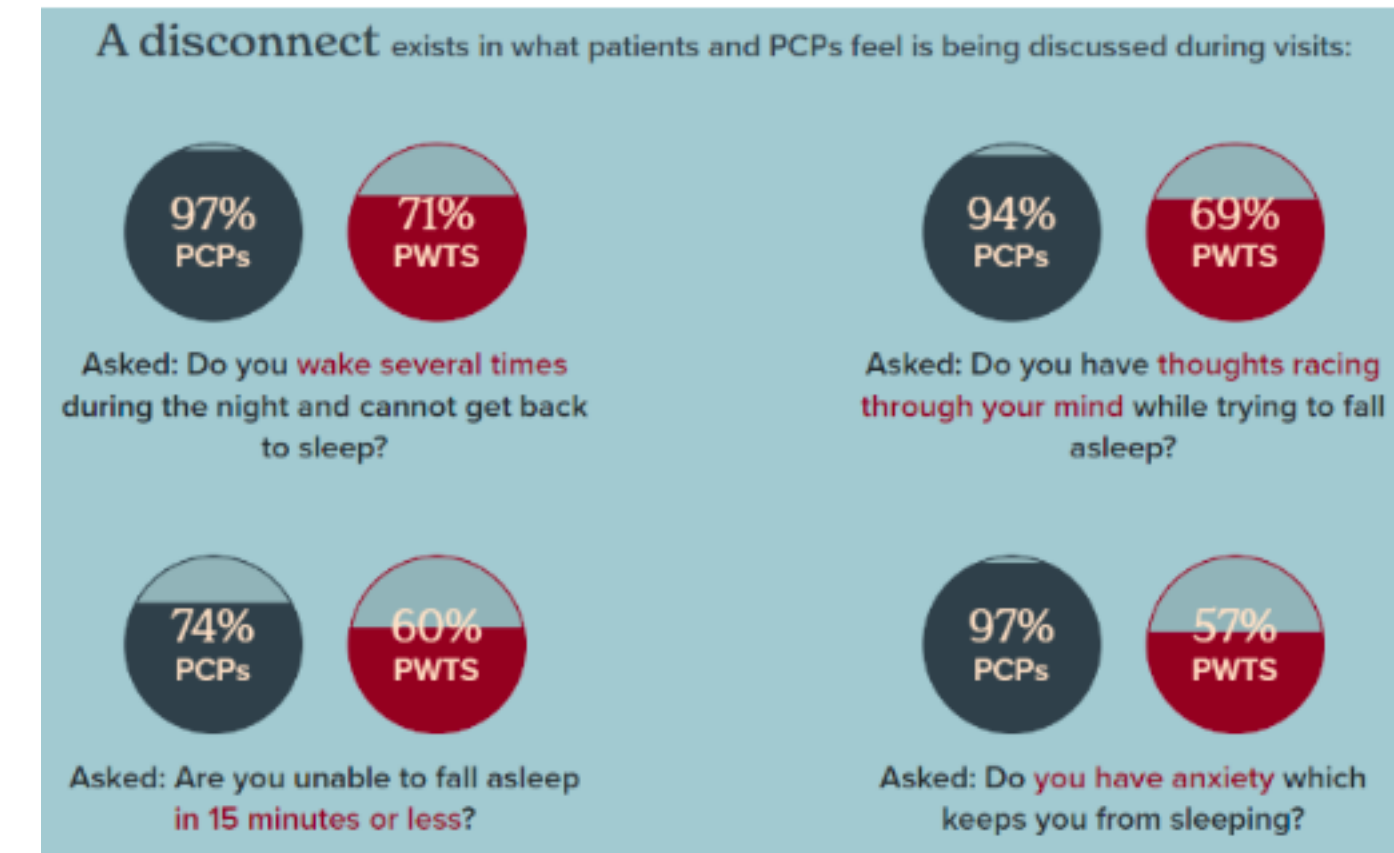
We've extensively reported the links between economic hardship and [stress in America](#) and [poor employee mental health and wellness levels](#). Now our new Wake Up America [survey](#) with [Idorsia](#) finds the far-reaching effects of insomnia on personal relationships and the compounded overall effects on our health.

- Four in ten (41%) of people with trouble sleeping (PWTS) say it causes them to argue more with their partner or disrupt their partner's sleep and their relationship overall.



Idorsia-Harris Poll Wake Up America Survey, 2023

- And over half (53%) report their trouble sleeping is an added relationship stressor, with 41% saying their partner has had to pick up the slack with household chores and nearly a third (31%) saying they have slept in a separate bed.
- Diagnosing sleep as a health issue: While two-thirds of primary care physicians (PCPs) say they ask about sleep in routine visits (67%), only 36% of PWTS report being asked.



Idorsia-Harris Poll Wake Up America Survey, 2023

Implication:

The lack of focused conversations between the sleep-deprived and their providers and the myths and stigma tied to the sleep disorder has created a perpetual cycle of misinformation and inadequate treatment outcomes. Trouble sleeping is pervasive and infiltrates quality of life, daily activities, and our families. And it can lead to immobility, as we found [with the APA](#) that over a quarter of Americans say they are too stressed on most days to function.

Section:

02

Topic:

SELLERS NOW HAVE REGRETS: ZILLOW-HARRIS POLL

Introduction:

While we first found buyer's remorse with [Fortune](#), sellers now stew in regret. In a new Harris Poll [with Zillow](#), we find that despite low inventory, many recent first-time sellers lament over their decisions in the pricing, timing, or marketing of their homes.

- An overwhelming share of Americans (84%) who sold a home for the first time in the past two years wish they had done something differently.
- Regret #1 – Pricing Higher: The most common mistake first-time home sellers wish they had done differently is setting a higher list price (39%).
- Regret #2 – Ignoring Online Curb Appeal: The exact number think better listing photos could have boosted their bottom line, while one-quarter of recent first-time sellers feel a virtual tour could have helped sell their home for more.
- Regret #3 – Bad Timing: One-quarter of recent first-time sellers also wish they had listed their home at a different time (Zillow research [says](#) the second half of April is the optimal time to list a house).
- Regret #4 – Skimping on Repairs: Another one-quarter of recent first-time sellers think they could have gotten a higher sale price if they had invested in more home improvements and repairs.

Implication:

"Today's market is different and is no longer the red-hot housing market we saw during the pandemic, something future home sellers need to keep in mind. According to Zillow senior economist Nicole Bachaud, "The price their neighbor commanded a year ago may no longer be realistic. [Sellers] must adjust their expectations to avoid their home lingering on the market. As a result, it's more important than ever for sellers to rely on the advice of a great local agent who understands their neighborhood and has a winning pricing strategy."

Section:

03

Topic:

THE WAGE/PRICE SPIRAL EXPLAINED: EXPRESS EMPLOYMENT PROFESSIONALS-HARRIS POLL

Introduction:

The Fed keeps raising rates, but business keeps hiring, at least for now: Our latest survey with Express Employment Professionals [in Franchising.com](https://www.franchising.com) finds American hiring managers are forecasting pay bumps and hiring sprees. But the wage/price spiral plays out in vivid detail here as current and future employees wonder if the money is still enough (while businesses struggle with the budget to hire them in the first place).

- Three-quarters (75%) of hiring managers predict employees at their companies will receive a bump in pay this year, up from 58% in 2020.
- And 60% of hiring managers say their company plans to increase the number of employees in the first half of 2023, on par with the first and second halves of 2022.
- Also, U.S. hiring managers say recruiting over the next year appears encouraging and positive (75%), with feelings such as optimism, hopefulness, and confidence.

- However, despite the need for many companies to hire to meet increased workloads, nearly one-third say their company needs more money in the budget this year or that their upper management still needs to approve hiring additional staff (29%).
- Our America This Week survey previously found that nearly three-quarters of employed Americans (72%) say their current salary isn't keeping up with inflation, and over half say they don't feel like they can live on their salary (53%). Yet, two-thirds (64%) agree they could readily seek a higher-paying job.

Implication:

"Balancing overall business costs with necessary hires is critical, and it seems like many employers are taking a wait-and-see approach with market conditions before increasing their headcount," Express Employment International CEO Bill Stoller said. "But overall, this is great news for job seekers. Most businesses need workers, so for those on the sidelines, now is a great time to find the right opportunity."

Section:

04

Topic:

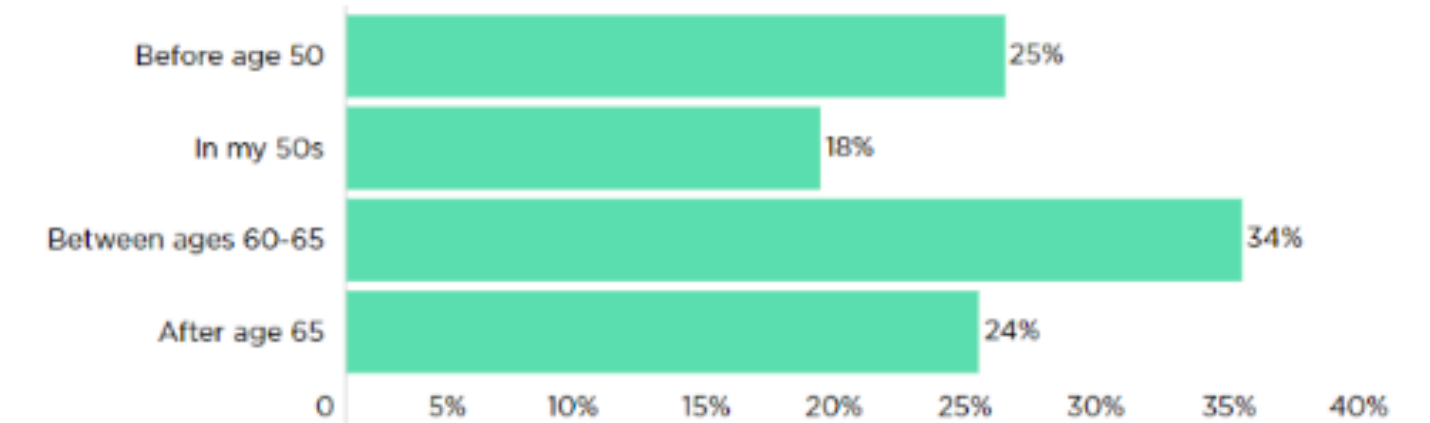
RETIREMENT LOOKS FURTHER OFF FOR MORE AMERICANS: NERDWALLET- HARRIS POLL

Introduction:

France is roiling over Macron's proposed plan to raise the retirement age from 62 to 64, spawning nationwide protests and strikes. And back here in the states, rising costs over the past year have thwarted some Americans' savings and delayed retirement plans, according to our latest survey [with NerdWallet](#).

- Retirement plans have altered for many over the past year: Thirty percent of Americans say their planned retirement age has changed over the last year, with some Americans planning to retire later than originally planned (16%), with fewer planning to retire sooner (11%).
- Of Americans who aren't yet retired, the planned retirement age is 57, on average, or around a decade earlier than 67, the full retirement age to receive Social Security benefits.

Of Americans who want to retire but aren't yet retired, here's when they plan to quit working full-time.



Nerdwallet/Harris Poll March 2023

- Some prefer to 'Keep Truckn': Among Americans who have no plans to retire, the top reason is that they don't think they'll ever want to stop working (42%), with (31%) saying it's because they don't think they'll save enough to do so.
- Only some people are saving for retirement: The survey found that (11%) of Americans haven't started saving for retirement; more than a quarter of Generation Z (27%) say this.

Implication:

"For some who are getting close to retirement, high inflation, layoffs, or other factors may have impacted their ability to retire on schedule," says Alana Benson, a NerdWallet investing and retirement writer.



WAVE 138

WAVE 138 INTRODUCTION

The following research was conducted between **February 24 - 26, 2023** by The Harris Poll. Fielded among a nationally representative sample of **1,966** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

DON'T TELL AMERICANS THE ECONOMY IS GETTING BETTER: MARKETWATCH-HARRIS POLL

Introduction:

Despite some relatively good economic news earlier this year, Americans remain deeply worried about the economy, according to our latest survey [with MarketWatch](#).

- In January, 517,000 new jobs were added – more than double what was expected – and the unemployment rate dipped to (3.4%), the lowest figure since 1969. And the annual inflation rate, using the consumer-price index as the gauge, declined in January for a seventh consecutive month, reaching an annual rate of 6.4%.
- Yet economic worries persist. The Harris Poll-MarketWatch survey finds that nearly nine in ten Americans (87%) are concerned about the economy and inflation – a figure that has held steady over the past year.
- Additionally, (80%) are also worried about a potential U.S. economic recession, and a similar number (77%) believe it's likely that the U.S. economy is headed into a recession this year.

Implication:

Economic concern is "a big thing, and it's overtaken COVID as the main driver of anxiety," said Harris Poll co-CEO Will Johnson. For many Americans, it may not matter that economic trends are improving because "inflation is here, it's real, and [you're] seeing it everywhere."

Section:

02

Topic:

A BREAKUP ISN'T FOREVER ONLINE: NORTON-HARRIS POLL

Introduction:

It's not as easy as getting your albums back when the internet is involved: Our latest survey with Norton in [ConsumerAffairs](#) and [Moneylife](#) finds many Americans (especially younger ones) are reckless online with breakups, including sharing passwords with their exes and not treating online stalking with much concern.

- Gen Z and Millennials have "concerningly relaxed" attitudes about online stalking. For example, one-third say they don't care if they're being stalked online by a current or former partner (34%, 35%) as long as they're not tracked in person – three times higher than older adults (58+:10%).
- And Gen Z is making it even easier for online stalking: More than a third say they have shared passwords with an ex before.
- Online stalking goes beyond checking one's location: Among those who have been in romantic relationships, nearly a fifth (16%) say that they've checked a current or former significant other's phone to view texts, calls, direct messages, emails, or photos, (12%) have reviewed their former partner's device search history, and (11%) have tracked a current or former partner's location using a location sharing app.
- Security issues arise even before a relationship begins: One-quarter of Americans (25%) admitted to being the victim of an online dating or romance scam.

Implication:

"This research is a wake-up call. The fact that so many Gen Z and Millennials think online stalking is acceptable tells us that more needs to be done to educate younger generations about the dangers," said Kevin Roundy, senior technical director of Norton Labs. "There is an important distinction between curiosity, such as searching for someone online to learn more about them, versus invading someone's privacy or stalking. These attitudes and behaviors are a slippery slope that could place people in real danger, whether the stalking is online or in-person."

Section:

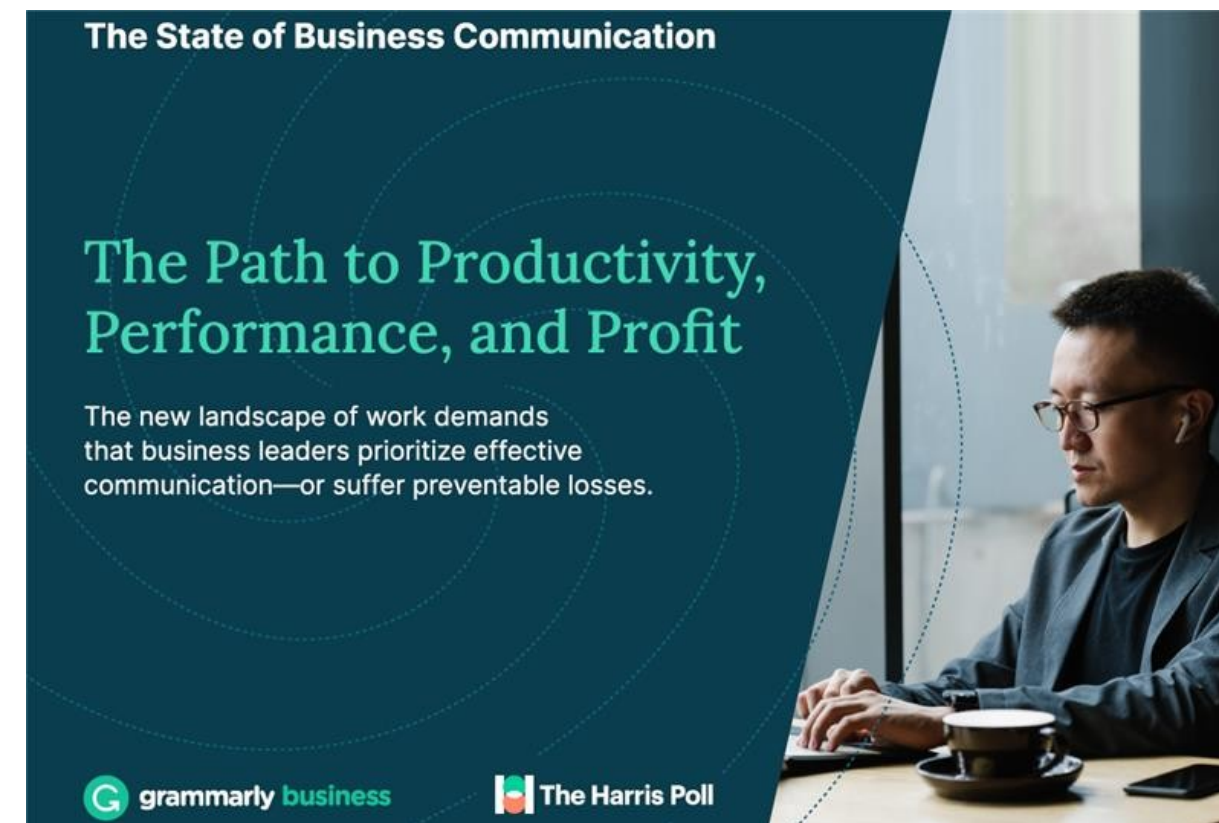
03

Topic:

ANOTHER YEAR, ANOTHER MISCOMMUNICATION: GRAMMARLY- HARRIS POLL

Introduction:

In the second annual "State of Business Communication" report with Grammarly, effective comms is a challenge that keeps growing for American businesses and employees.



Grammarly/Harris Poll: Contact Abbey.Lunney@harrispoll.com for more information.
Download the report [here](#).

- American workers now spend over (70%) of the workweek communicating on various channels, and (58%) wish they had better tools to be more effective, especially English as a second language (ESL) and younger employees (71%, Millennials: 65%, Gen Z: 63%).
- Employees spent (18%) more time communicating in writing (YoY), yet business leaders report a (12% YoY) drop in the effectiveness of written communication over the same period – and (15%) cited more "decreased productivity" as a result.
- Miscommunications aren't without consequences: Over eight in ten business leaders (84%) feel the downsides of poor communication, with lower productivity, missed deadlines, and increased costs ranking as the top three.
- Grow – or sacrifice – revenue and results based on communication: Effective communication drives higher internal and external performance, with increased productivity (72%) and customer satisfaction (63%) topping leaders' outcomes.

Implication:

"The research is clear: Leaders who shrug off the massive impact of poor communication on their bottom line will lose," said Matt Rosenberg, Grammarly's Chief Revenue Officer and Head of Grammarly Business. "Last year, we found ineffective communication costs U.S. businesses up to \$1.2 trillion annually, or \$12,506 per employee. This year's report shows the problem is worsening with a greater impact on everything from operational efficiency to employee and customer satisfaction. At a time when the stakes are critically high, leaders who invest in empowering efficient, consistent communication across their organizations will see results and profits climb."

Section:

04

Topic:

DOCTORS AND NURSES ARE BURNT OUT: HEALTHDAY-HARRIS POLL

Introduction:

America's healthcare workforce is under unprecedented strain, and leaders of the medical profession are scrambling to shore up doctors and nurses who are burning out in record numbers, according to our latest survey with HealthDay, as [featured in U.S. News](#).

- Nearly two-thirds (63%) of a nationwide group of doctors and nurses said they are experiencing a moderate or great deal of burnout at work.
- Staffing shortages and paperwork are leading causes of burnout: Around 7 in 10 primary care physicians and nurses cite understaffing as the most significant contributor to burnout (66% and 75%, respectively), along with the amount of daily paperwork (58%, 51%).
- Many also cite their time communicating with insurance companies on their patients' behalf as a source of burnout (primary care physicians: 38%, nurses: 20%).
- The troubling trend of decreased satisfaction among medical professionals: "A year ago, (40%) of physicians felt highly satisfied," said Dr. Christine Sinsky, vice president of professional satisfaction at the American Medical Association, "a year later, it's only (22%) today."

Implication:

"Even before COVID, about 40% and up to 50% of doctors and nurses are reporting burnout, distress, anxiety," [Dr. Victor Dzau](#), president of the National Academy of Medicine, told HealthDay Now. "And since COVID, the numbers have increased to 70 to 90." The high levels of burnout may have continued consequences on staffing numbers, as it might warn away potential healthcare professionals when they find out "only (57%) of doctors say they would choose medicine as a profession again, compared with (72%) the year before, says Dr. Sinsky.



WAVE 136

WAVE 136 INTRODUCTION

The following research was conducted between **February 15 - 17, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,047** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WORK FROM HOME, BUT INTERVIEW IRL: AMERICAN STAFFING ASSOCIATION-HARRIS POLL

Introduction:

In a strong labor market, more workers are getting the itch: A recent Harris Poll [found](#) that (41%) of Americans are more likely to consider pursuing a new job within the next six months. But in [our latest survey](#) with American Staffing Association, increasingly remote workers want to meet their new boss face-to-face first.

- Seven in ten (70%) American job seekers say they want to interview in person for a new job rather than a video or phone call (17%, and 9%, respectively).
- One reason is that many job-seekers need more reassurance in the company's culture and opportunities, as we found last Fall when [The Great Resignation led to The Great Regret](#).
- But nearly two-thirds (67%) say they would feel the need to modify their usual appearances in some way before a job interview, which is especially common among Hispanics (74% v. white: 65%).

- And BIPOC interviewees feel more biases on 'looking professional': Before an interview, more Black Americans feel the need to shave their facial hair (33% v. white: 22%), while both Hispanic and Black Americans also feel the need to cover tattoos (19%, 17% v. white: 10%) and remove their facial piercings (18%, 14% v. 9%).
- The anxiety for BIPOC Americans in the workplace isn't new: A previous Axios-Harris Poll study found that when asked about their concerns in returning to the office, nearly half (47%) of women of color said they worried about having to dress for work (v. men: 31%).

Implication:

"Job seekers may prefer to have the option to work remotely, but they still want to make their first impressions in person," said Richard Wahlquist, ASA president and CEO. One reason for this is a recent Bloomberg-Harris Poll study [finding](#) that over half of Americans (57%) believe that companies have more power in the job market. This leaves job seekers wary of falling prey to 'bait and switching' tactics (e.g., "I can't see the real company culture from a screen") or going in for an interview with performative anxieties.

Section:

02

Topic:

AI HAS A TRUST PROBLEM: MITRE-HARRIS POLL

Introduction:

As the sheer hype from Chatbot GPT is tempered by recent AI-creepiness, people are still determining if they trust artificial intelligence to operate in their best interests, according to our new poll with MITRE in [The Byte](#) and [The Boston Globe](#).

- Americans have increasing reservations about AI: Fewer than half (48%) believe AI is safe and secure, and over three-quarters (78%) are concerned that AI can be used for malicious intent.
- Deepfakes spook people: Three-quarters are concerned about deep fakes and other AI-generated content.
- And fewer than half (49%) would be comfortable having an AI-based online chat for routine medical questions or using AI to assist with Federal benefits processing.
- As such, (81%) of Americans support government regulation and the need for the industry to invest more in AI assurance measures to protect the public – a sentiment that tech experts agree with even more (91% and 92%, respectively).

Implication:

"Artificial intelligence technology and frameworks could radically boost efficiency and productivity in many fields," said Douglas Robbins, MITRE Vice President of Engineering and Prototyping. "It can enable better, faster imagery analysis in medical and national security fields. And it can replace dull, dirty, and dangerous jobs. But if the public doesn't trust AI, adoption may be mostly limited to less important tasks like recommendations on streaming services or contacting a call center in the search for a human."

Section:

03

Topic:

THE TAX ON BEING SINGLE: FORTUNE-HARRIS POLL

Introduction:

What does it mean to be single – not married, living with a partner, or in a committed romantic relationship? A new Harris survey [with Fortune](#) finds that while there are many joys in being single, there are also hidden economic inequities:

- Being single, by the numbers: Nearly 118 million Americans, or (46%) of those over 18 years old, are single, according to the U.S. Census Bureau.
- And a quarter of Americans and over a third of Gen Z (35%) say they're not actively looking for a relationship.
- Being unattached is more common: Over two-thirds of Americans (68%) believe that the stigma of being single is gradually diminishing.
- Being single can bring empowerment: The large majority of single Americans agree that being single has taught them how to work with their money and also feel more empowered and in control of their finances:

Being single can help Americans navigate their finances

The Harris Poll asked single, U.S. adults: Do you agree or disagree with the following statements?

■ AGREE ■ DISAGREE



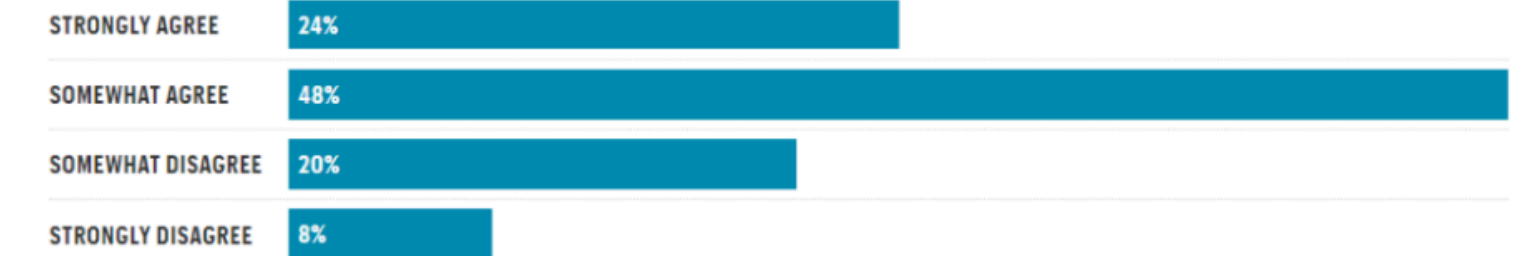
NOTE: DATA BASED ON A SURVEY OF MORE THAN 2,000 U.S. ADULTS CONDUCTED IN JANUARY 2023.

Harris Poll and Fortune January 2023

- The single tax: However, three-quarters of Americans say that it can be more affordable to be in a relationship, especially when it comes to splitting everyday costs:

Nearly three quarters of singles believe being in a relationship can make everyday costs cheaper

The Harris Poll asked how much single Americans agreed with the following: It can be more affordable to be in a relationship (e.g., splitting rent, bills, tax breaks, etc.)



NOTE: DATA BASED ON A SURVEY OF MORE THAN 2,000 U.S. ADULTS CONDUCTED IN JANUARY 2023.

Harris Poll and Fortune January 2023

- And inflation dampens dating: Six in ten singles (60%) report that dating is becoming an unaffordable luxury thanks to inflation.

Implication:

"We need to reexamine our perceptions of single Americans," Libby Rodney, futurist and chief strategy officer at the Harris Poll. "It's worth noting that being single isn't void of anything. On the contrary, single people are involved in a spectrum of deep and meaningful relationships, and it's important to recognize the richness of their relationship choices" (Fortune). But it might also be time to give some singles a tax break: 4 in 5 singles (79%) say they'd like the government to offer more tax breaks for single people.

Section:

04

Topic:

DOCTORS DON'T HAVE TIME TO READ YOUR FITBIT: ZS-HARRIS POLL

Introduction:

As patient portals become more ubiquitous and telehealth/remote data pours in from apps and wearables, leaving doctors awash in data, according to a new Harris Poll study with the management/tech consultancy [ZS](#) in [Politico](#):

- Seven in ten U.S. primary care physicians (71%) we surveyed say they have more data than they can handle. The exact number says they don't know what to do with it all.
- Our survey also covered primary care providers in the U.K., Japan, Germany, China, and Sweden, struggling with overwhelming data (84%, 75%, 68%, 66%, and 58%, respectively).
- The patient data problem is only compounded as over half (57%) of PCPs report that technology flaws are a barrier to having better-connected health care.
- Another area of trouble is reimbursement: An overwhelming majority (86%) of primary care physicians say that a lack of reimbursement for connecting health care is a hurdle.
- And there are the timing consequences of consent forms, with more than 4 in 5 (81%) reporting them as a hassle.

Implication:

The overwhelming amount of data comes from health trackers, provider networkers, and electronic health records, which can prove challenging to combine and utilize efficiently. "Things are coming from so many directions," Bill Coyle, report author and global biopharma head at ZS, "That's where that overload or overwhelming feeling is coming from." And providers often don't have standards or protocols to help them make sense of it all, added Maria Whitman, ZS's managing partner of global commercialization strategy and solutions.



WAVE 135

WAVE 135 INTRODUCTION

The following research was conducted between **February 10 - 12, 2023** by The Harris Poll. Fielded among a nationally representative sample of **1,996** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

STATE OF INEQUITY: HUE-HARRIS POLL

Introduction:

Our newly released [State of Inequity report](#) with [Hue](#), featured this week in [Fast Company](#), illuminates wide disparities along racial lines in workplace opportunity, compensation, and experience in a post-pandemic labor market.

Headline: Over two hundred thousand Black and Latina Women [have disappeared from the workforce](#) since the pandemic's beginning. And many of these women have stopped looking for new jobs, making them invisible to unemployment statistics and ineligible for federal benefits. This data complicates the statistics released last week by the Labor Department, which reported an unemployment rate of 3.4%—a 50-year low.

There Has Been Very Little Overall Progress Since June 2020

- Most BIPOC employees report their employer has not instituted racial awareness training (82%) nor have increased recruiting efforts toward racially diverse hiring (81%):



State of Inequity Report: Hue-Harris Poll 2023

- This comes as a surprise to HR: While over eight in ten (84%) of BIPOC employees report their company has not addressed the mental/emotional impact of discrimination on its employees of color since June 2020, HR, says "Mission Accomplished: Over nine in ten HR professionals (91%) we surveyed say the various diversity-related initiatives their companies have implemented are effective.

Women of Color Speak Out Against Persistent Barriers

- BIPOC women are more likely than their white male colleagues to detail the shortcomings of their companies regarding equity in career development:

BIPOC women were 1.5-2x as likely to report their companies have not addressed'

- ⊗ Opportunities to advance within the company
- ⊗ Retaining employees of color
- ⊗ Fair and equitable promotion of employees
- ⊗ Promoting employees of color
- ⊗ Ensuring gender diverse leadership

State of Inequity Report: Hue-Harris Poll 2023

- One in four BIPOC women report not being paid fairly and in a comparable way to other colleagues at their level across their company – 1.5x more often than white men.
- And BIPOC women are 2x as likely not to be paid fairly and in a comparable way to other colleagues across their company compared to white men.
- BIPOC women are nearly 2x as likely to report they have not had the same opportunities and chances to succeed as any other person within their company compared to white men.

BIPOC Women Continue to Feel Unseen, Unheard, & Unsupported

- Two in Five BIPOC women reported feeling exhausted or burned out last year because of their workplace.
- And BIPOC women are 2x more likely to report they have felt fatigued related to racial tension or issues at work in the last six months compared to white men.

Section:

01

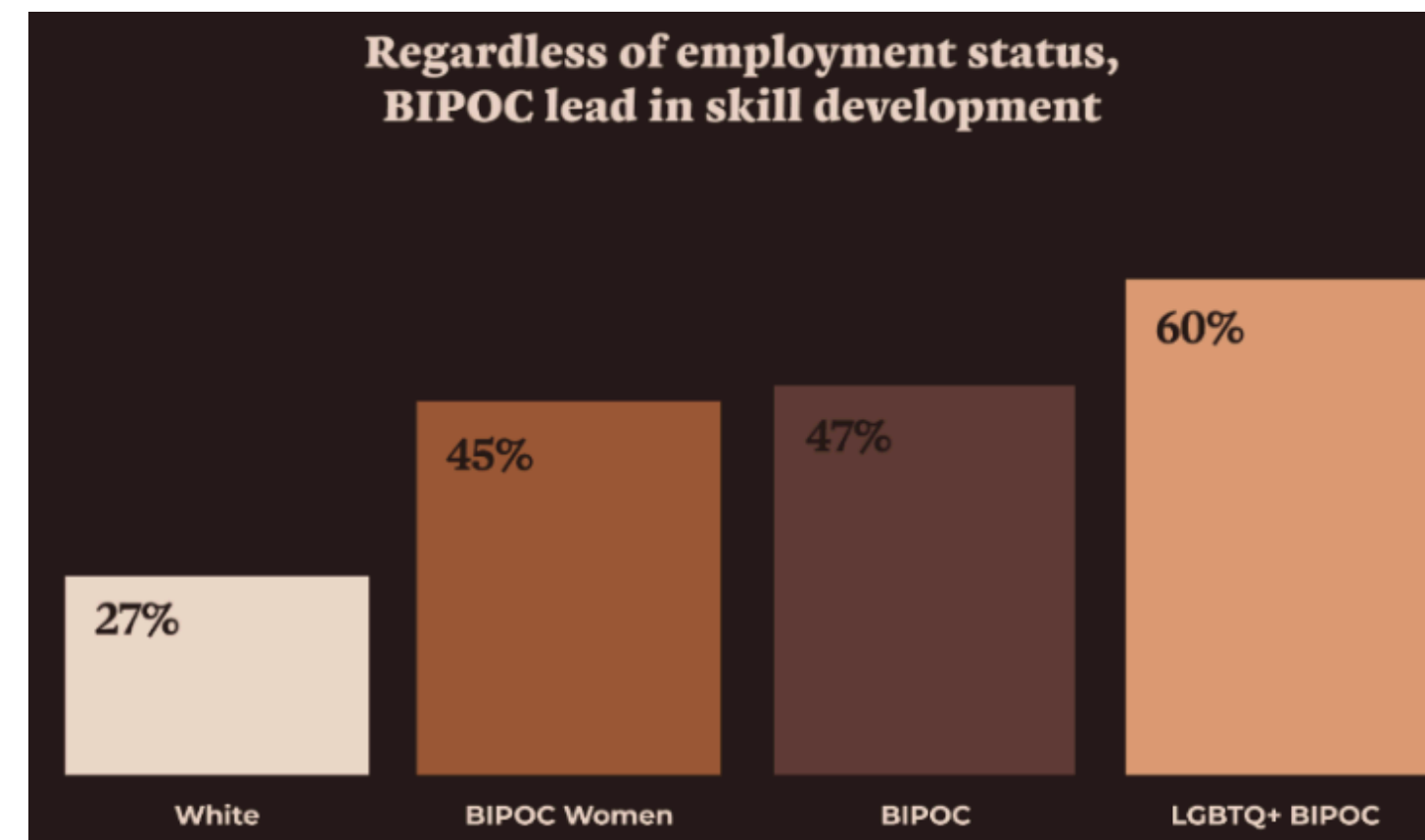
- And more BIPOC women are not comfortable being fully themselves at work, 2x as likely compared to white men.



State of Inequity Report: Hue-Harris Poll 2023

Even in the face of Workplace Hardships, BIPOC Women are Investing in Themselves.

- Nearly 2x as many BIPOC women report gaining new skills or education to become a more competitive job candidate compared to white Americans (45% v. 27%).



State of Inequity Report: Hue-Harris Poll 2023

- BIPOC women are 2x as likely to have considered leaving their current or most recent employer due to the emotional burden they faced related to their race/ethnicity compared to white men.
- And nearly three in five BIPOC women report they are not comfortable working at a company that lacks racially/ethnically diverse leadership, even if there is diversity at lower levels.
- Yet, over 3 in 5 (61%) say they would stay with an employer if there were more promotion opportunities

Implication:

The sobering, insightful analysis from Harris' Dami Rosanwo and HUE's Fahad Khawaja reveals the inequities caused by a lack of corporate action over the past three years. Since the murder of George Floyd, corporations have rushed to join the DEI movement. And after [#MeToo](#) this should have signaled heightened attention to working women of color. But this study frankly says otherwise. Most daunting is the growing gap between their reported experiences and the nine-in-ten HR departments we surveyed, who told us their racial equity initiatives had been "highly effective." In hindsight, businesses treated <https://www.linkedin.com/feed/hashtag/blm/#BLM> like crisis management and put in temporary stopgap measures vs. meaningful vesting programs that they are tracking and adapting. Not all companies, but many, according to these numbers.

Topic:

THE MOM TAX: FORTUNE-HARRIS POLL

Introduction:

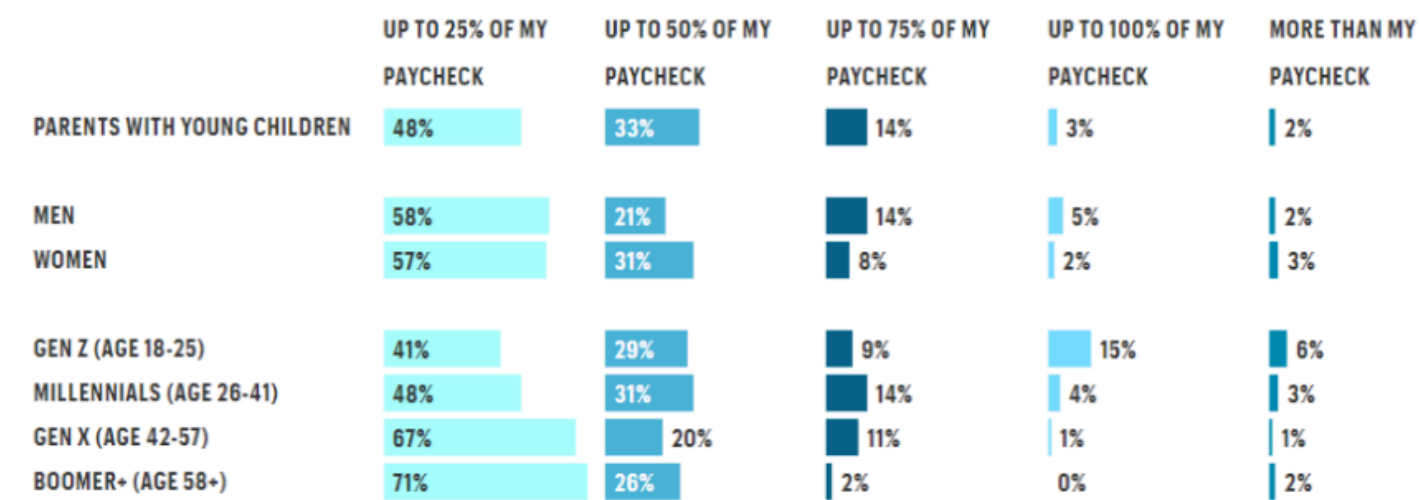
A [Harris Poll-KinderCare collaboration](#) previously found that working parents increasingly want and need more childcare support. In our latest survey [with Fortune](#), we delve into the consequences of that shortcoming. What we find is that rising childcare costs continue to keep mothers out of the workforce.

There's A Limit On How Much Women Will Spend Their Paycheck on Childcare

- If childcare costs eat away a quarter of their paychecks, over half of women (57%) would consider becoming a stay-at-home parent (SAHP), with close to a third (31%) saying their upper limit would be up to half their paycheck.

Most Americans refuse to spend entire paycheck on care

How much would you be willing to spend on childcare before considering becoming a stay-at-home parent?



NOTE: DATA BASED ON A NATIONALLY REPRESENTATIVE SURVEY OF 2,091 U.S. ADULTS CONDUCTED JAN. 13-15, 2023 IN CONJUNCTION WITH FORTUNE.

KinderCare/Harris Poll for FORTUNE February 2023

Childcare is Keeping Women at Home

- A fifth (21%) of stay-at-home mothers (SAHMs) report that financial difficulties in affording childcare were a reason for staying home, along with (13%) staying home due to limited childcare availability in their area.
- Over a third of current SAHMs (35%) say they never planned to stay home with their child(ren).
- Similar numbers of current and former SAHMs agree they felt forced into becoming a SAHP (36%, 35%)
- Moreover, researchers who analyzed the recent DOL childcare data found that [a \(10%\) increase in median childcare prices](#) was associated with (1%-pt) lower county-level maternal employment rates.
- Nine in ten women (89%) believe that more parents would continue to work if more affordable childcare was accessible.

Majority of Americans believe childcare is essential for work

Percentage who agree that more parents would continue working if more affordable childcare was accessible.



NOTE: DATA BASED ON A NATIONALLY REPRESENTATIVE SURVEY OF 2,091 U.S. ADULTS CONDUCTED JAN. 13-15, 2023 IN CONJUNCTION WITH FORTUNE.

And The Career Hits Linger When Mothers Return to the Workforce

- Around 4 in 10 former and current SAHMs agree that their career has been negatively impacted by staying home with their children (40%, 37%) – which rises to over half of SAHPs with children under the age of 5 (52%).
- And three-quarters of women (74%) agree that mothers get penalized more in the workforce after staying home than fathers (v. men: 62%) – rising to (78%) among former SAHMs.

Section:

02

- About half (51%) of women believe that stay-at-home parents rarely recover professionally – even after they return to the workplace. A similar sentiment was held among current and former SAHMs (56%, 53%).
- The lifetime estimated losses associated with the so-called "motherhood penalty" can range from \$161,000 to \$600,000, according to the [Women's Institute for a Secure Retirement](#). Moreover, the [Institute for Women's Policy Research finds](#) that (43%) of women experience at least one year with no income—nearly twice the rate of men.

Implication:

"Since the pandemic, women's jobs have disproportionately been affected. Women have made up 100% of net labor force leavers since February 2020, [according to an analysis by the National Women's Law Center](#). Moreover, as of January 2023, there were 217,000 fewer women in the labor force than in February 2020. And [the current childcare crisis may get worse](#) before it gets better. During the pandemic, Congress allocated more than \$50 billion to help the childcare industry. Those typically trickled down to individual daycares, in-home providers, and childcare centers in the form of stabilization grants that reportedly helped approximately [200,000 providers stay open](#). But this temporary support is set to phase out later this year, which may spark another round of permanent childcare center closures" (Fortune).

Lastly, check out the latest America This Week monthly summary slide deck and tabs for more insights into inflation and shifting consumerism. [Download the new January report here.](#)



WAVE 134

WAVE 134 INTRODUCTION

The following research was conducted between **February 3 - 5, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,053** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

TAKE MY JOB, PLEASE!: SOME WORKERS RELISH GETTING LAID-OFF: BLOOMBERG- HARRIS POLL

Introduction:

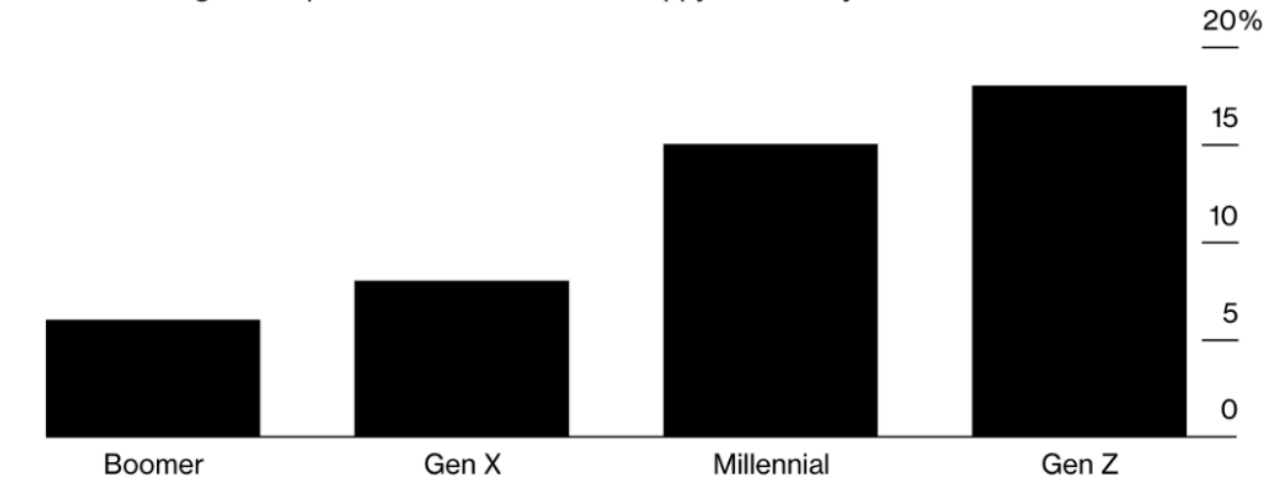
Employment status: laid off and loving it. That's the mood of a small but vocal group of employees caught in the job cuts roiling firms from Wall Street to Silicon Valley, according to our latest survey [with Bloomberg](#).

- Nearly one-fifth (18%) of Gen Z and (15%) of Millennial employees would be happy being laid off, more so than their older colleagues (Gen X: 8%, Boomers+: 6%).
- And one in ten employees say they would feel thankful (9%), relieved (10%), and even happy if laid off today (12%).

Looking on the Bright Side of Layoffs

Members of Gen Z are most likely to react with feelings of happiness

■ Percentage of respondents who would feel happy about a layoff



Source: The Harris Poll

Bloomberg/Harris Poll Survey of employed Americans January 2023

- **A layoff means a re-set:** Of those who experienced a layoff in the last year, (42%) spent **more time with friends and family**, as well as were **more likely to have spent time on their hobbies (28%) and prioritized their physical and mental health (26%, 29%)** than those who lost a job five or more years ago (15%, 15%, and 10%, respectively).
- **Another door opens:** Most employed Americans (43%) say that if they were laid off right today, they'd **find another job within three months**, but that changes across generations, with Boomers less likely to think so (28% v. Gen Z: 43%, Millennials: 48%, Gen X: 47%).

Implication:

"Getting fired is normally one of the biggest crises of a worker's career. But the strange incongruity of today's job market – where the unemployment rate fell to its lowest level since 1969 in January, even as tens of thousands of people were laid off from big tech companies like Google, Microsoft, and Amazon – is making it easier for employees who find themselves out of work. They're taking a more relaxed view of unemployment, regarding it as a way to escape from positions they didn't like, spend more time on hobbies, and eventually line up better opportunities" (Bloomberg).

Section:

02

Topic:

STILL WORRIED ABOUT COVID? YOU'RE ON YOUR OWN: TIME-HARRIS POLL

Introduction:

Since March 2020, [The Harris Poll has been tracking](#) pandemic sentiment and precautions among Americans. But in a new poll [with TIME](#), the spirit of the largest mobilization of vaccination in U.S. history is now in the rearview mirror, leaving many Americans (especially older and immunocompromised) to navigate the future on their own.

- Where we are today: Now that most mask mandates are gone, less than half of American adults (44%) had worn a mask in the three months leading up to January 2023.
- And without enforceable ventilation requirements in most public spaces, in the last three months, few Americans have kept up with precautions related to initial exposure risk, such as social distancing (37%), limiting in-person presence in public spaces (32%), and limiting in-person gatherings (30%).
- Additionally, we found that a fifth (19%) of Americans haven't taken any COVID-19 precautions in the last three months.
- The easing up of precautions is in part to the three-quarters of Americans believing that [the worst of COVID is behind us](#) (74%), with just a quarter (26%) believing it's still ahead.

- However, Americans aren't fully escaping pandemic worries, as we have [found that](#) two-thirds are still concerned about potential shortages of hospital staff and equipment (66%) and COVID persisting and being part of everyday life from now on (60%).

Implication:

Even as Americans believe the U.S. is out of the woods on the pandemic, real consequences of variant mutation continue to threaten the health of Americans and the healthcare that can be provided. Specifically, the U.S. Food and Drug Administration (FDA) [revoked emergency-use authorization for Evusheld](#), a therapy meant to be used as an alternative to COVID-19 vaccines for people unable to receive a vaccine or those immunocompromised, after concluding that it isn't effective against the [newer circulating variants](#).

Section:

03

Topic:

INVESTORS WANT ESG IN THEIR PORTFOLIOS: NUVEEN-HARRIS POLL

Introduction:

According to a new Harris survey with Nuveen in [Investment News](#), most investors are interested in ESG and want their advisors to guide them.

- Three-quarters (75%) of investors over 21 with at least \$100,000 in investible assets see their company ownership as a way to **get businesses to address ESG-related risks and opportunities**.
- More than half (57%) would be interested in **shifting their portfolios** to invest only in companies **with net-zero emissions**.
- Further, over (80%) said that companies should be **more transparent about ESG issues**, and (73%) said they would **be more likely to invest in businesses that are open** about their plans for addressing those factors.
- **Just good business:** More than three-quarters (76%) of those surveyed said they agreed that factoring in risks and opportunities associated with responsible investing, or R.I., **should always be part of the investment process, the company found**. Nearly 80% said R.I. incorporates material factors that are often missed in traditional financial analysis, and 68% said it can be employed to help reduce market risk in their portfolios.

- Last year's findings from the 2022 [Milken Institute Harris Poll Listening Project](#), a peer-to-peer survey of business leaders, found that (68%) said their company has as much as a quarter (or more) of their portfolio dedicated to ESG investments. However, nearly a third (32%) lack ESG investments entirely.

Implication:

In 2022, ESG went from Davos-speak to culture war fodder from anti-woke [critics like Vivek Ramaswamy](#) and [Ron DeSantis prohibiting Woke ESG considerations for state investments](#). But Amy O'Brien, Nuveen's global head of responsible investing, said [in an announcement](#) of the survey findings, "Although many investors are interested in R.I.'s positive impact on society, in their minds, the process of managing key ESG factors should also focus squarely on mitigating critical impediments to company performance."

Section:

04

Topic:

MOST AMERICANS HAVE A NIGHTMARE NEIGHBOR: LIFEHACKER-HARRIS POLL

Introduction:

In a new [Lifehacker story](#), an Ally-Harris Poll finds that over half (55%) of Americans say they have had a "nightmare neighbor" in the past. And with mortgage rates easing, just over ten percent (11%) of Americans [plan on purchasing a home](#) in the next year, which means...new neighbors.



- According to Lifehacker, here are some hacks to be a good neighbor:
- Shhh, keep it down! The number one problem people have with their neighbors is noise, with nearly half (46%) disliking loud neighbors.
- Keep "questionable" lifestyles on the low: Over 2 in 5 (44%) neighbors partake in questionable lifestyles (e.g., running an illegal business out of their home, drug dealing).
- Don't let your house fall into disarray: Over a third (34%) of Americans dislike neighbors who don't keep up their house and property.
- Mind your business: A third (32%) of Americans do not appreciate nosy neighbors.
- Be a helper: Seven in ten (71%) value neighbors that take care of their home, who are always willing to help out (66%), who take good care of their neighborhood (49%), and who are friendly with their neighbors (47%).

Implication:

The potential of nightmare neighbors might be less of a concern when homeownership feels out of reach for many Americans, as a recent Harris Poll [with Fortune](#) found that 6 in 10 (59%) renters are worried that they will never be able to own a home. However, it's never too late to be a good neighbor, whether you live in a house or apartment complex.



WAVE 133

WAVE 133 INTRODUCTION

The following research was conducted between **January 27 - 29, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,022** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

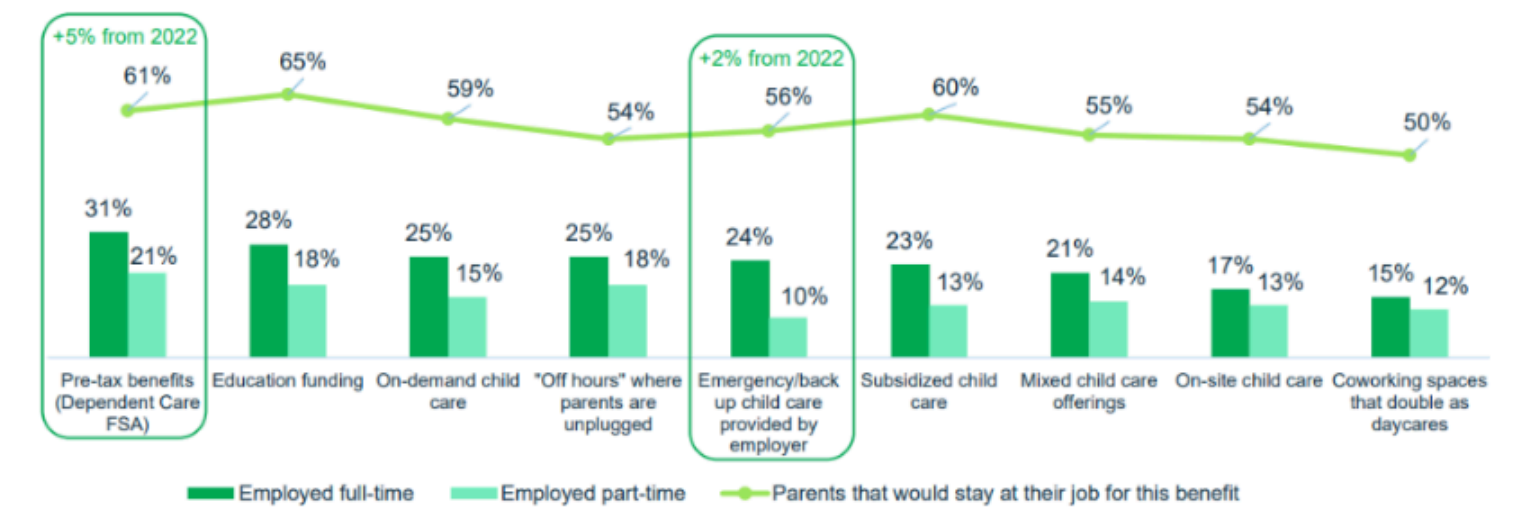
AMERICAN PARENTS WANT MORE FROM EMPLOYERS AND GOVERNMENT: KINDERCARE- HARRIS POLL

Introduction:

The latest Parent Confidence Report, in [partnership with KinderCare](#), finds that while parent confidence remains high, working parents increasingly expect more childcare support from employers and the government.

- **Parents feel unsupported in the workplace:** 6 out of 10 (61%) working parents say there is a disconnect **between the level of support they need and what benefits their employer provides.**
- **Even as childcare benefits remain highly desired by working parents:** Childcare benefits were the **second most important reason for parents staying at their current job** – with a fifth (18%) even ranking them as the most crucial benefit – **behind health insurance but above PTO.**
- And over half of working parents **would stay at their current job if they provided childcare benefits** such as pre-tax benefits, emergency/backup childcare, on-site childcare, etc.:

Top childcare policies / benefits offered by current employer



Harris Poll Parent Confidence Report, January 2023

- **American parents also expect the government to address the childcare crisis:** 7 in 10 (70%) parents agree that childcare is **at a crisis point in terms of accessibility and affordability**, and two-thirds (66%) believe the government should offer universal childcare to all children, from birth to kindergarten.

Implication:

The majority of parents agree that having access to quality childcare allows them to not only excel at work but also be more present as a parent when they are with their children, with over 8 in 10 (82%) of parents who use daycare or preschool for childcare noting that they are highly self-confident. Conversely, nearly two-thirds (64%) say they are constantly thinking about childcare gaps, with half noting that piecing together enough childcare coverage is a significant source of stress.

Section:

02

Topic:

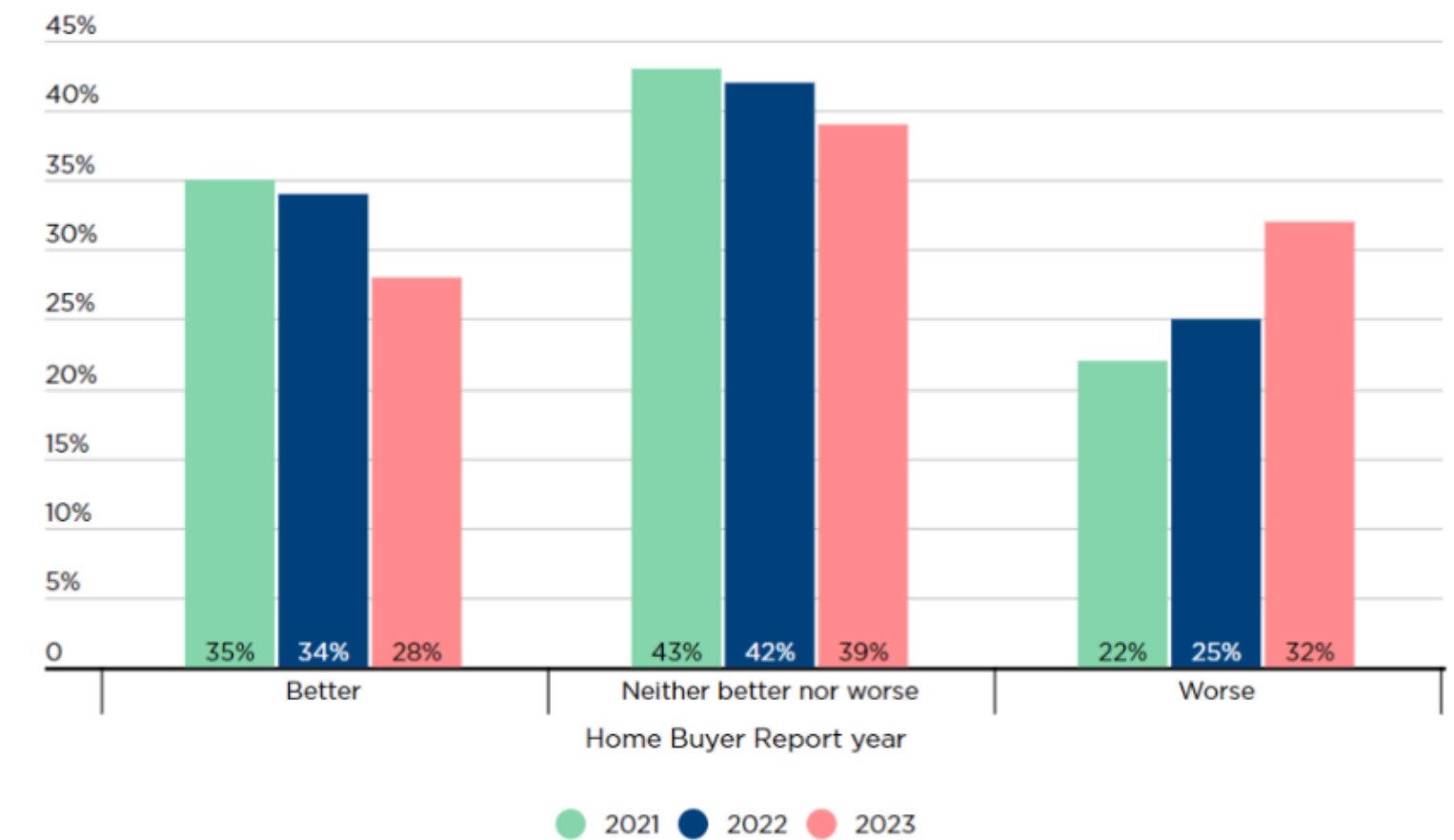
HOME BUYERS FACE HIGH RATES, ECONOMY WITH RESOLVE: NERDWALLET- HARRIS POLL

Introduction:

For the fifth year in a row, many Americans (83%) say buying a home is a priority. But in our latest survey [with NerdWallet](#), high mortgage rates, and a seller-friendly housing market prove to be obstacles:

- **Many buyers may have unrealistic home price expectations:** Over ten percent (11%) of Americans plan on buying a home next year. And those **prospective buyers hope to spend \$269,200 on average**. However, according to the National Association of Realtors, this is significantly lower than the typical home price (as of October 2022) of \$379,100.
- About one-third (32%) of **Americans feel worse about their ability to purchase a home** in 2023 than in 2022 (a 7%-pt increase from last year). The top reasons include a **worsening economy** (58%), **higher mortgage rates**, and **higher home prices** (57%).

"Regardless of whether or not you plan to purchase a home, do you feel better or worse about your overall ability to purchase a home in 2023 (or upcoming year) compared to 2022 (or current year)?"



NerdWallet/Harris Poll January 2023

- Most expect a housing market crash: Two-thirds (67%) of Americans say a housing market crash is imminent in the next three years.

Implication:

"Home buyers haven't caught a break since the beginning of the pandemic," says Holden Lewis, NerdWallet Home, and Mortgages expert. "Competition among buyers was fierce in 2020 and 2021, and mortgage rates skyrocketed in 2022. However, the housing market might finally be friendlier to buyers in 2023. As a result, mortgage rates could fall, and home prices might decline in some places" (NerdWallet).

Section:

03

Topic:

EVEN INVESTORS WILL KEEP WORKING IN THIS ECONOMY: NATIONWIDE- HARRIS POLL

Introduction:

According to our later survey with Nationwide, turbulent market conditions and rampant inflation have forced even investors to consider working after retirement.

- In the face of prolonged economic uncertainty, investors are rethinking life after retirement: 7 in 10 (69%) non-retired investors say post-retirement employment could lie ahead.
- And more than two-fifths (44%) of these investors inclined to keep working say they'll have to **supplement their retirement savings or income** out of necessity.
- **Looking to move for costs, not family:** Two-fifths (40%) of non-retired investors plan to move to a different city or region after retiring, with the most common reasonings being lower costs of living (43%) and lower taxes (34%), more so than being closer to family (22%).
- **Ignorance may be bliss:** Nearly half (49%) of non-retired investors with a financial advisor are "very nervous" about spending down their retirement savings in today's current market environment, compared to a third (32%) without an advisor.

Implication:

"The idea we have of what retirement looks like has changed for many people, whether due to necessity or because they are looking to stay active and engaged," said Rona Guymon, Senior Vice President of Nationwide Annuity Distribution. "Regardless of the reason, now is the time for advisors and financial professionals to check in with clients who are approaching retirement to ensure they have a plan in place for their next steps."

Section:

04

Topic:

AI TOOLS RAISE SAFETY CONCERNS FOR CONSUMERS: ADAGE-HARRIS POLL

Introduction:

Marketers may need to slow their roll when it comes to adopting AI tools such as ChatGPT and DALL-E2, according to our latest [Harris Poll with AdAge](#).

- Over two-thirds (67%) of Americans are **concerned about the safety** of generative AI technology, with more than half (52%) agreeing they **don't trust the tech**.
- The finding may surprise brands that have interpreted AI's ever-growing hype on social media as evidence for positive consumer sentiment, says Ad Age.
- **Lack of familiarity is not the issue:** Over half (54%) are familiar with generative AI tools, and nearly a fifth have used one before. And only (29%) said they have **not used generative AI nor are interested** in doing so.
- The data suggests that consumers may have more practical reasons for distrusting generative AI. For example, less than half (44%) agree that it is easy to tell the difference between something created by AI and something created by a human. And (58%) think things created by generative AI tools are less impressive than things created by people.

- Fortunately for brands, the jury is still out on whether consumers want to see AI on Madison Ave: Two in five (39%) of respondents support brands [using generative AI tools to make ads](#). Only 12% oppose this use of generative AI, while half (49%) remain neutral.

Implication:

Gartner's 'Hype Cycle' applies here. Consumers may see AI's shortcomings so much as to why it is relevant to me. Marketers can use AI learning to forecast fashion trends faster, predict consumer needs, create offers and rewards based on aggregating their past shopping behaviors, etc. AI needs to (and will) create real consumer benefits, not just advertising stunts.



WAVE 132

WAVE 132 INTRODUCTION

The following research was conducted between **January 20 - 22, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,004** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

SNACKS ARE INFLATION-PROOF: MONDELÉZ STATE OF SNACKING REPORT

Introduction:

The fourth annual [State of Snacking report](#) reveals that while current economic challenges are affecting consumer choices worldwide, snack foods are still essential basket items.



[Download the full report above](#)

While (89%) of global consumers are concerned about inflation, (75%) agree they "always find room in their budget for snacks." Other themes in the global survey:

- **Curation and Nostalgia:** (61%) will go out of their way to find their favorite snacks, and (63%) will pay extra to bring back their favorite childhood snack brands.
- **Mindful Snacking:** (78%) are more likely to take time to savor indulgent snacks, but (68%) check nutrition labels before buying them.
- **Appetite for Sustainability:** Over 8 in 10 (82%) say they wish more snacks had biodegradable packaging, and nearly two-thirds (64%) would pay more for snacks that are better for the environment.

Implication:

Three years into a global pandemic and over a year into record-breaking inflation, consumers worldwide are seeking 'sweet relief': (78%) agree it's more important than ever to have moments of indulgence during their day. And perhaps a bit of mental health and wellness, too: (84%) of consumers worldwide say chocolate is good for the soul (84%).

Section:

02

Topic:

MORE AMERICANS KNOW THEIR ASTROLOGY SIGN, THAN THEIR BLOOD TYPE: QUEST DIAGNOSTICS- HARRIS POLL

Introduction:

A new Harris survey [with Quest Diagnostics](#) finds that Americans need more fundamental knowledge regarding their health.

- More Americans know their **astrology sign** (66%) and **credit score** (58%) than their **blood type** (51%) – and even fewer younger Americans know their blood type (Gen Z: 32%, Millennials: 47%).
- **Younger Americans are less apt to go to their HCP.** While the majority of Americans (63%) get health advice from healthcare professionals (HCPs), only (44%) of Gen Z does, and instead, **more than half of Gen Z (52%) utilize Internet searches.**

- Additionally, more than one in five Americans (22%) get **health advice from social media influencers**, especially Gen Z and Millennials (40%, 39% v. Gen X: 18%, Boomers+: 3%).

Implication:

Nick Bellos, MD, National Medical Director Extended Care Services, Quest Diagnostics, says, "Having high cholesterol levels may not have any symptoms, but it increases your risk for heart disease and stroke. Knowing where you stand through diagnostic testing, whether it be your cholesterol level or other markers, will help you manage your health today to stave off disease and costly treatments in the future hopefully." Case in point: our survey found that only (20%) know their cholesterol level.

Section:

03

Topic:

AMERICANS CALL FOR LOCAL GOVERNMENT TO FIX HOMELESSNESS: GRID-HARRIS POLL

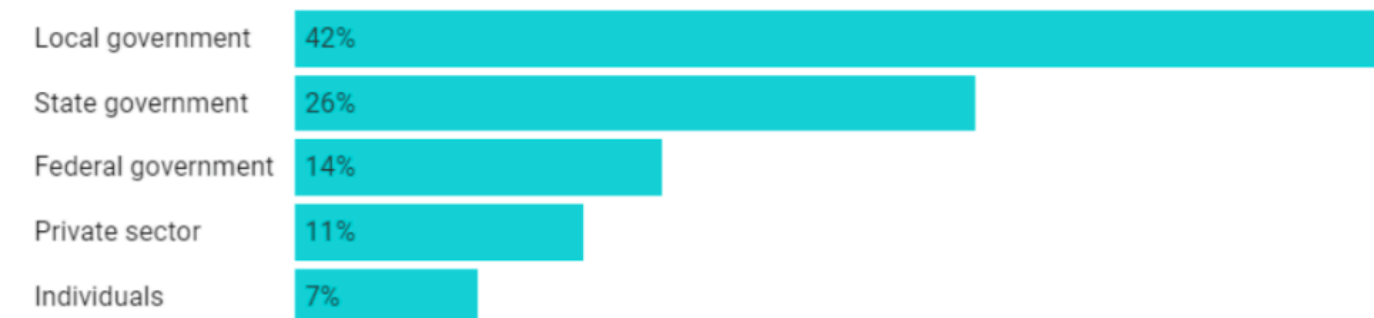
Introduction:

According to a new survey [with Grid](#), Most Americans believe it's up to local governments to fix the homelessness epidemic throughout the country.

- Americans believe it's the responsibility of the **local government to take the lead on addressing homelessness**, followed next by the state and the federal government:

Who should be addressing homelessness?

About 2 in 5 U.S. adults agree that it's the responsibility of the local government to take the lead.



The online survey of 1,050 respondents conducted Jan. 6-9, 2022, has a margin of error of +/- 4 percentage points.

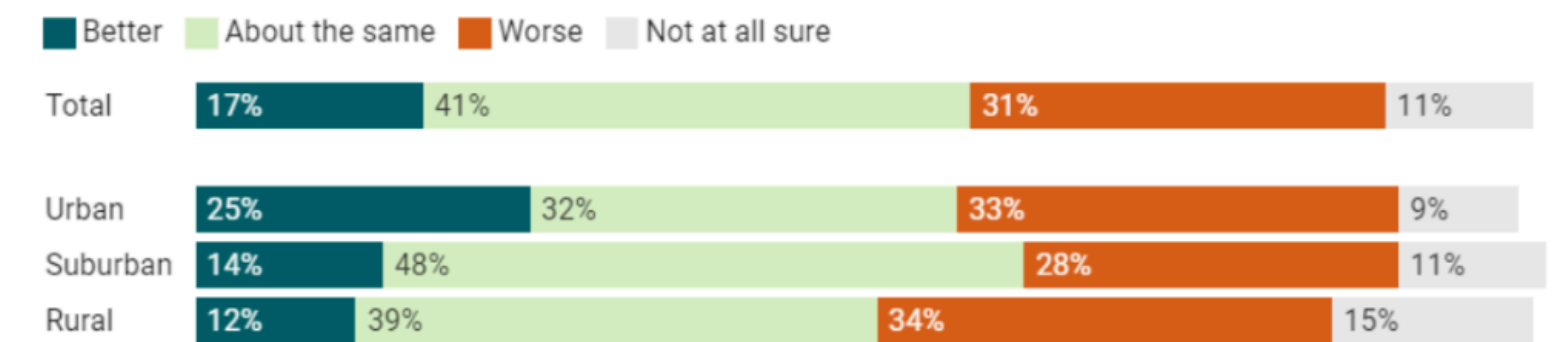
Chart: Anna Deen • Source: The Harris Poll/Grid

GRID

- Hiding in plain sight:** Nearly three-quarters of Americans agree that "excessive homelessness is a sign that local government officials aren't doing enough to support their residents."
- And Americans have little faith in their local governments:** When asked how they expected homelessness to evolve in their area in the next five years, less than a fifth (17%) said it would get better, and four in ten (41%) said it would stay about the same, with rural Americans have the bleakest outlook:

The future of homelessness

Urban residents were more likely than suburban or rural ones to say they thought homelessness in their area would be better five years from now.



The online survey of 1,050 respondents conducted Jan. 6-9, 2022 has a margin of error of +/- 4 percentage points.

Chart: Anna Deen • Source: The Harris Poll/Grid

GRID

Implication:

"The demand for action from a city's electorate doesn't seem to be lost on politicians. Mayors across the country campaigned on ending homelessness last year, including Los Angeles Mayor Karen Bass. And just this week, the city council approved a \$50 million fund for Bass to address homelessness specifically"

Section:

04

Topic:

DOCUMENTS DEBT CEILINGS AND CRYPTO REGULATION: HARVARD CAPS- HARRIS POLL

Introduction:

Harris Poll Chairman (and Stagwell CEO) Mark Penn lays out an interesting analysis in the latest January Harvard CAPS-Harris Poll. Here are a few highlights ([download the full report here](#)):

Biden's classified documents concern most Americans, including Democrats (Note: Poll was released before news of documents found in fmr. VP Mike Pence's home)

- 64% of voters, including 44% of Democrats, think the presence of classified documents in several unsecured locations is a "serious" breach of national security.
- Half of the voters, including one-third of Democrats, think the DOJ treated Biden's classified documents case more leniently than Donald Trump's.
- 74% of voters, including two-thirds of Democrats, support the Attorney General's appointment of a special prosecutor for the Biden documents case.

Voters side with Republicans on debt ceiling negotiations and spending restraints

- Americans care greatly about default: 69% of voters, including over two-thirds of each party, think a temporary debt default would be a "huge issue."
- Given the national debt size (\$31 trillion), 63% of voters want Congress to raise the debt limit only with restraints on future spending.
- Americans side with the GOP on negotiations: 61% of voters, including a slim majority of Democrats themselves, think the Democrats should cave to prevent a default.

Kevin McCarthy emerges with a moderate conservative image from the speakership fight, not far right

- 78% of voters see McCarthy as moderate or conservative, not far right.
- 53% of voters, including most of both parties, think McCarthy will work with Democrats to create bipartisan legislation.

Americans are split on non-competes but want more crypto regulation:

- 60% of Democrats support, and 60% of Republicans oppose the prospect of an FTC executive order that would ban all non-compete agreements.
- Most voters want more regulation on cryptocurrencies and consumer privacy/security on the Internet but less or equal regulation on marijuana.

Support for Social Security and Immigration Unites Most Americans

- 85% of voters, including 88% of Republicans, want legislation that secures Social Security for two more decades.
- Two-thirds of voters, including 62% of Republicans, want compromise immigration legislation that strengthens the border but also gives DACA recipients a path to citizenship.

To check out more findings on voter sentiment regarding social security and immigration legislation, non-compete agreements, cryptocurrency regulation, and more, tune into Mark's/The Hill's Bob Cusack [podcast](#).



WAVE 131

WAVE 131 INTRODUCTION

The following research was conducted between **January 14 - 15, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,000** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WHAT RECESSION? TWO-THIRDS PLAN TO SPEND THE SAME OR MORE IN 2023: DAILYPAY- DOLLAR TREE- HARRIS POLL

Introduction:

Despite the continued concern over inflation (88%, +4%-pts this week) and potential inflation (82%, +1%-pt), most Americans don't plan to kill their 2023 spending, according to our latest survey with DailyPay and Dollar Tree in [Global Fintech Series](#).

- Two-thirds (67%) of Americans **plan to spend the same or more** in 2023 on retail purchases.
- And three-quarters of Americans (73%) **plan to shop the same or more in-person** for goods like furniture (81%), home goods (69%), apparel (65%), sporting goods (65%), and electronics (59%) versus online.
- Americans still prefer a bargain: More than two in five (44%) consumers are more likely to prioritize shopping for deals in-store than last year.

- **Growing usage of buy now, pay later (BNPL) may be fueling consumer confidence:** In a recent Harris Poll [with Mastercard](#), four in ten global citizens say they are comfortable with using BNPL, and [Juniper Research forecasts](#) that BNPL could account for nearly a quarter of all international e-commerce transactions by 2026.

Implication:

"It's encouraging to see that Americans' spending plans are trending upward, with only a third planning to spend less this year despite these times of financial uncertainty," said Kate Cheesman, Vice President of Customer Success, DailyPay. "With more people shopping in-store, retailers will prioritize retaining their top talent to maximize their in-store experience."

Section:

02

Topic:

THREE-FOURTHS OF AMERICANS LIVE IN THEIR KITCHENS: FORBES-HARRIS POLL

Introduction:

Need a reason to splurge on that new white marble countertop? According to a recent Harris poll with Bertazzoni [in Forbes](#), our kitchens are the center of the house.

- Three out of four homeowners (75%) say **they use the kitchen more than any other room in their home**. So COVID transformed kitchens into workspaces, study halls, and entertainment centers for cooped-up families.
- **What are homeowners looking for in a new kitchen?** More than eight in ten (84%) want **sustainable products**. But also some 'bling': "**prep kitchens**" are one of the hottest new premium kitchen trends, with (42%) of homeowners saying they would want a second kitchen in their home if money were no object – jumping to (61%) of those aged 18 to 44.
- **Are you getting hungry? Take advantage of our what to expect in food trends in 2023 with Instacart** [covered by Good Morning America](#).

Implication:

"One of the positive things about the pandemic is that people are experiencing the pleasure of more time at home," says Nicola Bertazzoni, Bertazzoni Chief Operating Officer and sixth-generation family member in the business. "Today, we see the kitchen as a source of joy and inspiration."

Section:

03

Topic:

POSTING LEADS TO PINK SLIPS ACCORDING TO AMERICA'S HR MANAGERS: EXPRESS EMPLOYMENT PROFESSIONALS-HARRIS POLL

Introduction:

We've reported that job seekers [turn to social media](#) to find work. Still, Instagram could get an employee insta-fired, as we saw in a new survey of hiring managers with Express Employment Professionals in [Staffing Industry Analysts](#):

- Nearly 9 in 10 (88%) U.S. hiring managers **say they would consider firing employees based on their social media posts**, with only (12%) saying there is nothing an employee could post that would get them fired.

- **What's a fireable post?:** Offenses include **publishing content damaging the company's reputation** (59%), **revealing confidential company information** (58%), showcasing/mentioning illegal drug use (50%), violating the company's social media help policy/contract (45%), and showcasing/mentioning underage drinking (38%).
- **Don't Be TikTok-ing on the Clock:** 1 in 4 employers (40%) **discourage the use of social media during work hours**, and a fifth (19%) of businesses even **block social media sites** on company property.

Implication:

"Social media is a powerful tool for expression and connection, but a poor decision in content posting can haunt individuals the rest of their careers," said Bill Stoller, CEO of Express Employment International. "The best advice is to refrain from publishing anything you wouldn't want your boss to see or think you may regret in the future."

Section:

04

Topic:

ONE-THIRD OF EMPLOYEES ARE "QUIETLY UP WORKING": YOH-HARRIS POLL

Introduction:

A new Harris Poll [with Yoh](#) signals a willingness among some employees to prove their worth and ensure job security in the face of potential economic and workplace downturns. (We found this week that nearly half of employed Americans (48%) are worried about losing their jobs).

- **That particular third:** Nearly three in ten employees (29%) are more likely to go above and beyond by taking on a new project, learning new skills, or undergoing additional training to position themselves as an asset to their employer.
- **Some employees have no problem committing extra time to their job for no additional salary:** Over one in five (22%) are willing to work more hours than are required of them (e.g., in the morning, at night, on the weekends) without receiving additional compensation.
- **However, the threat of a recession is not stopping all Americans from considering new employment:** Nearly a quarter (23%) are just as likely to consider working for a new company as staying at their current organization.
- **Especially gig employment:** (29%) are more likely to seek work outside their current job (e.g., via a second job or side hustle) to supplement their current income.

Implication:

Says Emmett McGrath, President, Yoh. "While employees appear willing to demonstrate increased loyalty and a renewed commitment to their employer in these uncertain times, organizations that take advantage of this goodwill do so at their peril."



WAVE 130

WAVE 130 INTRODUCTION

The following research was conducted between **January 6 - 8, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,002** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WHAT TECH DAZZLED US? THE REPORT FROM THE CES FLOOR

Introduction:

Last week, Harris Poll headed to Las Vegas [for CES](#) (Consumer Electronic Show), where we saw some fascinating tech, from robot lawnmowers to smart pee strips (you didn't know you needed both, right?). Let's take a look at some things that caught our attention on the floor:

[Jackery Solar's recharging panels for EVs](#) (who needs a recharging station?)

[Delorean's](#) forward (instead of back) to the future electric concept car

[Candela's](#) EV hydrofoil speedboat - sustainable and Tesla-fast

[Ottonomy.IO](#) autonomous delivery robots

[Richtech Robotics](#) robot baristas/bartenders

[Italdesign's](#) horizontal/vertical mobility housing/car pods

[Yarbo](#) autonomous lawnmower and [snowblower](#)

Tech Pets: [Robot cats](#) and an [AI Aquarium](#)

- Also, one of my favorite start-ups is [Vivoo](#), an at-home urine test kit/app. Its machine learning technology remotely analyzes a user's pee-on test strip to serve up custom 'wellness' insights then and there, offering recommendations across a range of areas such as nutrition and biological function.

- And extending beyond convenience into health, Watchmaker Citizen, BHeart, and Nowatch [all announced](#) new health wearables that claim to pay close attention to one's mental well-being. As a Harris Poll/[APA](#) study details, an essential endeavor is that stress has been rising in the US due to political divisiveness, inflation, and the lingering pandemic.

Implication:

The best tech was focused on home, transportation, and health and wellness. And robots are going from theoretical to practical. Great to see [Stagwell](#) and [The Harris Poll](#) team doing such a great job on the ground! If you're interested, we'll host a virtual edition of our popular floor tours on 1/18 from 12:30-1:30 PM ET. [RSVP here.](#)

Section:

02

Topic:

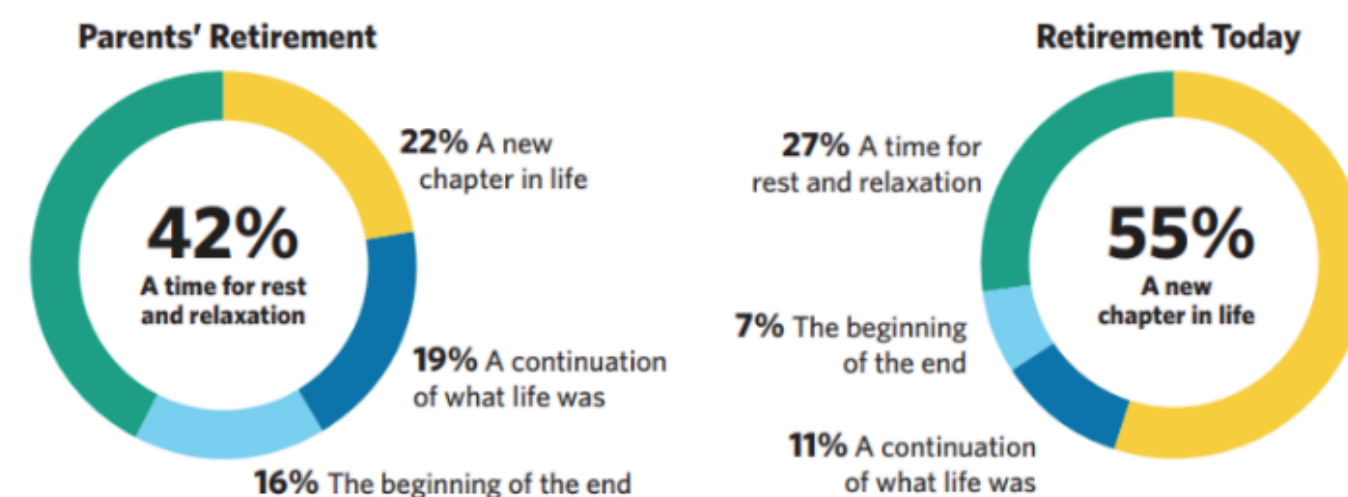
RETIREMENT IS A JOURNEY, NOT A DESTINATION: EDWARD JONES-AGE WAVE-HARRIS POLL

Introduction:

In partnership [with Edward Jones and Age Wave](#), as covered [by Market Watch](#), we find that retirement today is no longer a destination; it's a new journey, a whole new chapter of life.

- **Not your parents' retirement:** Over half of pre-retirees and retirees ages 45 and older say that retirement today is best described as **"a new chapter in life,"** more so than **"a time for relaxation,"** which they tell their parents' retirement as:

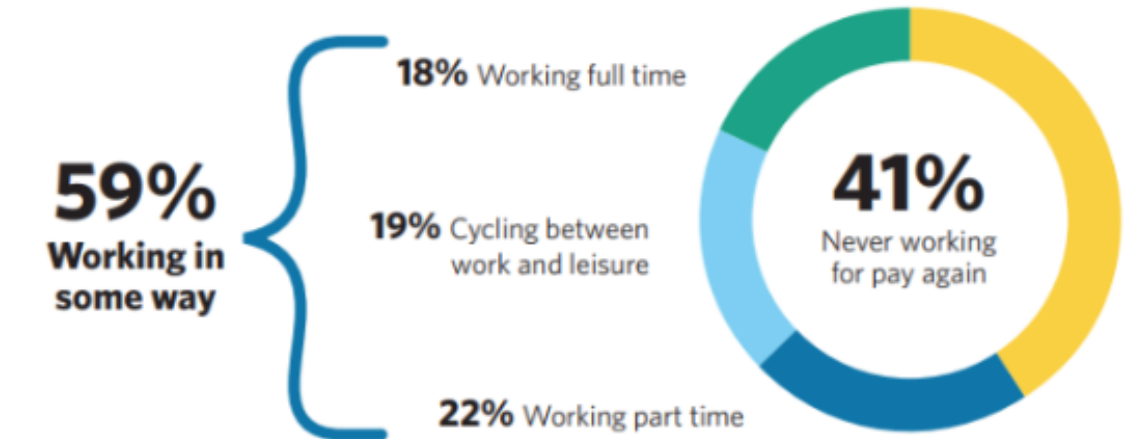
What best describes your parents' generation's retirement vs. retirement today?



Base: U.S. retirees and pre-retirees age 45+

- **Today's retirees are reengaging with life, not retreating:** Half of the retirees surveyed say they are actually **"reinviting themselves in their retirement,"** particularly women (53% v. men: 47%), and nearly three-quarters (72%) say they are now **"able to realize their hopes and dreams."**
- **The new work rules of retirement:** It appears that in the future, retirement activities will increasingly include work, be it part-time, cyclical, or even full-time:

Ideal approach to balancing work and leisure in retirement



Base: U.S. retirees and pre-retirees age 45+

- Retirement isn't without some worries, as numbers of pre-retirees and retirees ages 45+ are worried about their **physical health, healthcare costs, unexpected expenses, and economic conditions** in retirement (49%, 34%, 32%, 32%, respectively).

Implication:

There is a warning here for younger Americans, as the retirees surveyed started saving at an average age of 38, but in retrospect, they say they should have started saving nearly a decade earlier, at 29.

Section:

03

Topic:

TRADITIONAL OFFICES/ WORKLIFE ARE AS OUTDATED AS TYPEWRITERS:

Introduction:

In an op-ed for USA Today, Rich Barton, the CEO and co-founder of Zillow, [featured Harris Poll data](#) to detail how workers don't want to return to the office, leaving the traditional offices as anachronistic as the "mad men" of a bygone era.

- Nearly three-quarters (73%) of remote and hybrid workers say they would **probably find another remote or hybrid job** if their company **forced them to work from the office full-time**.
- **Hiring managers agree that remote work is staying:** In a recent survey with Express Employment Professionals, as covered by [HR Dive](#), over 8 in 10 (82%) hiring managers at companies that worked remotely during the pandemic had plans to continue to allow staff to perform their duties offsite – in part as 6 in 10 (59%) said remote work had a positive impact on their organizations.
- **So what else is outdated? Five-day work weeks:** In a poll [with Grid](#), we found that three-quarters of Americans (73%) believe they'd **be more productive in their job if they worked four days** instead of five (v. less effective: 27%).

Implication:

The traditional office, in three words, is pale, stale, and male. Over half (52%) of Black and (50%) Women professionals say working from home is better for advancing their careers than the office (vs. 42% of Men). Home is where they feel more ambitious (Black 63%, Women 58%), and (72%) can speak their minds more freely. But last Summer, (55%) of America's interns (Gen Z) said being in often empty spaces and supervised at a distance by largely remote manatees left them feeling they'd missed out on an adulting rite of passage. Instead of abandoning it, reinvent it as continuing education, crowd-sourcing ideas, and mentoring. Make the office a destination-driven event space with goals and purpose, not a place to waste time and money doing email.

Section:

04

Topic:

THE SCREENING GAP IN WOMEN'S HEALTH: BD-HARRIS POLL

Introduction:

A BD-Harris Poll covered by Politico reveals a significant gap in women's knowledge of cervical cancer causes and means of prevention.

Background: Despite being one of the few cancers almost entirely preventable, according to the American Cancer Society (ACS), every year in the United States, 14,000 women are diagnosed with cervical cancer, and more than 4,000 women die from it.

- While 9 in 10 women (91%) **feel knowledgeable about women's health in general**, fewer report being knowledgeable about what ages women **should get a pap test** (unaware: 81%) or **HPV test** (unaware: 51%).
- And the study found that two-thirds (67%) were **unaware that almost all cervical cancers are caused by HPV**.
- **Women are delaying screenings:** Of women ages, 18 to 64, 7 in 10 (71%) **have delayed getting a pap test** – the screening that looks for cervical precancers/cell changes.

Implication:

"Racial and ethnic minorities, rural residents, sexual and gender minorities, and those with limited English proficiency often face cultural, economic, and geographical factors that preclude them from obtaining critical health screenings, including Pap and HPV tests," said Brooke Story, worldwide president of Integrated Diagnostic Solutions for BD. "Since January is Cervical Cancer Awareness Month, there is no better time to analyze women's sentiment around such screenings. The survey results underscore that lack of knowledge is one of the biggest barriers to receiving timely screening. We need more patient-centered communications to educate everyone, especially marginalized and underserved groups, and provide greater access to critical diagnostic tools and services."



WAVE 129

WAVE 129 INTRODUCTION

The following research was conducted between **December 9 - 11, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,051** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

AMERICANS CUT BACK ON SPENDING WITH INFLATION HITTING HOLIDAYS: BLOOMBERG-HARRIS POLL

Introduction:

Even with [inflation receding this week](#), higher prices are suppressing consumer activity, according to Americans we polled in our new survey [with Bloomberg News](#):

- **Americans are cutting back on their holiday spending:** Nearly six in ten Americans say that because of inflation, **they plan to buy fewer gifts, purchase gifts for fewer people, and cut back on holiday travel** (64%, 62%, and 61%, respectively).
- Also, (60%) say their families have **decided to limit their spending on gifts**, while (36%) have decided to **skip gift-giving altogether**.
- **Bah-humbug to your basis points:** Over half (57%) say inflation has **taken the joy out of holiday gift-giving**. And (68%) **wish they could spend more on gifts** this year.

- **"Oh great, socks":** Three in ten (29%) expect **to be disappointed by the gifts they'll receive this year**, with Gen Z and Millennials especially dour at (46%, 41%).

Implication:

According to Deloitte's latest study, Americans are expected to spend about \$1,455 each this season. That's around the same as last year's average of \$1,463 per person. And [our O.A.A.A. holiday spending data](#) shows that (24%) of **holiday shoppers were shopping earlier this year compared to last**. And when they said they did the majority of their purchasing? (30%) in November, (15%) in October, (13%) spread over several months, and only (12%) this month of December. And lastly, three in five Americans said they are traveling this holiday season (with a third traveling more than last year) despite less than a fifth describing their finances as "very good."

Section:

02

Topic:

THE DIMINISHING AMERICAN DREAM OF HOMEOWNING: FORTUNE-HARRIS POLL

Introduction:

Even in less expensive areas, home prices and interest rates are far outpacing wages and the savings needed to pay for a house or even a condo. This leaves many pessimistic about homeownership. And even for some who bought at lower interest rates, it now comes with regrets in our new survey with Fortune.

- About (61%) of Americans feel **priced out of the current real estate market**, and nearly half (47%) say their region has become **so unaffordable it's barely livable**.
- Also, (59%) of **renters are worried that they will never be able to own a home**.
- And of those who moved in the past two and a half years, nearly half (44%) said they **now regret moving to their current home**.
- The motivators of Americans' moves included finding more affordable housing and cost of living and taking advantage of COVID-19-related market turmoil.
- Yet despite the current difficulties in buying a home amid rising interest rates and persistently low inventory, 4 in 10 (39%) Americans surveyed **want to move to a new home in the next three years**.

Implication:

"Americans are wrestling with stacked crises," says our colleague Libby Rodney, chief strategy officer and futurist at the Harris Poll. "Our safety is shattered because of what we've been living through. And all of this has a massive impact on consumers and the human psyche. And critical to reestablishing our sense of safety, a foundational principle is shelter and housing." However, a troubling data point is that a majority (56%) say **the American Dream of owning a home is dead**.

Section:

03

Topic:

GEN Z'S DIFFERENT VISION OF RETIREMENT: TRANSAMERICA CENTER-HARRIS POLL

Introduction:

Remember the [F.I.R.E. movement](#)? Younger Americans often dream of early retirement, but what that means is an evolving concept, according to our latest survey with Transamerica Center for Retirement Studies featured in [Axios](#).

- Over four in ten (43%) of Gen Z in the workforce say they **plan to retire before age 65. But that dream gets less optimistic with each successive generation**, with just (37%) of Millennials and (24%) of Gen X expecting to retire before 65.
- **Yet what younger people want to do in retirement is vastly different: (41%) dream of paid second acts in retirement**, such as new careers, gig work, or joining a nonprofit.
- There are also some potential red flags between now and retirement for Gen Z: Only a third (35%) say that retirement savings **are a financial priority** for them, compared with 48% of millennials and 66% of Gen Xers.

Implication:

Gen Zers' expectations for early retirement may have less to do with overly confident financial projections and more about a fundamental shift in attitudes about what is work about– and, therefore, what retirement is. This generation is thinking in a much more agile way, considering new chapters, new careers, and fulfilling new ambitions as they age.

Section:

04

Topic:

THE TOP FOOD TRENDS OF THE YEAR. AND WHAT TO EXPECT IN 2023: INSTACART-HARRIS POLL

Introduction:

This year was a whirlwind of culinary trends, from viral recipes taking off on TikTok ([#foodtiktok](#) has over 112 billion views) to changing eating habits amid rising food costs. In our end-of-year survey [with Instacart](#) featured in [Good Morning America](#), a whopping (83%) of Americans **viewed food and recipe content on social media platforms** like TikTok, Instagram, and YouTube, with (61%) viewing content weekly or more often.

So, let's see what we were watching:

- **Grated egg toast:** Grated, shaved, and shredded eggs became a simple way to top breakfast like avocado toast with a touch of protein or to [create the smoothest egg salad](#) sans chopping.
- **Air fryer recipes:** From savory toast to banana bread, [#airfryerrecipes](#) amassed over **1.9 billion views on TikTok this past year.**
- **Boards:** Grab your bread and start dipping: [#butterboard](#) garnered 422.2 million views on TikTok [thanks to Justine Doiron](#) and her reinvention of the **beloved charcuterie board.**

- **Balsamic cola:** People dubbed this effervescent mix of sparkling water and balsamic vinegar a healthy alternative to Coca-Cola. However, the only similarity was the deep caramel color and fizz for most.
- **Asian cucumber salad:** To create a "Slinky" effect, place a small Persian cucumber between two even-surface cutting boards or chopsticks to prevent the knife from cutting through the vegetable. Fancy!
- **Lemon pasta:** This Emily Mariko special with just four ingredients -- pasta, parmesan, butter, and lemon -- blew up on July 14 and garnered [over 25 million views.](#)
- **Custard toast:** The dish has been hyped as "like dessert but for brekky" by healthy food blogger Ayeh Manfre, who hopped on the sweet new social media trend early.
- **Turkish eggs:** Tons of people tried and loved these Mediterranean poached eggs over garlicky yogurt -- also known as cilbir -- including Daphne Oz, whose version with Aleppo pepper butter racked up nearly [150,000 likes on TikTok.](#)
- **Biscoff Tiramisu:** The first TikTok recipe for this dessert was posted on March 28, and according to Instacart analytics, the platform saw a spike in ingredient orders on April 3.
- **Smashed potatoes:** While all potato iterations are delicious in their own right, few are as simple to make, satisfying, and flavor-packed as the method [@meatlikemike](#) shared a TikTok that garnered [over 34 million views.](#)

Implication:

As 2022 comes to a close, many have already considered what the culinary consumer will add to their table in 2023. Instacart trends expert Laurentia Romaniuk shared with "G.M.A." what she expects to see on [#FoodTok](#) in the coming year and discussed viral recipes' influence on people's shopping habits.

- "Ingredient affordability and availability will be key factors for determining a food trend's success," she said, noting that (56%) of the survey respondents "factor in affordability when considering making a recipe they viewed."
- Second, she suggested a continuance of "simple and foolproof recipes. "Most people like good food, but they want shortcuts," she said, citing that two-thirds (65%) consider making a recipe from social media if it's "easy to make."
- Last, she predicts that "recipes and food trends that lean into seasonality and cultural moments will see stronger traction." Who's hungry?



WAVE 128

WAVE 128 INTRODUCTION

The following research was conducted between **November 22 - 23, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,149** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

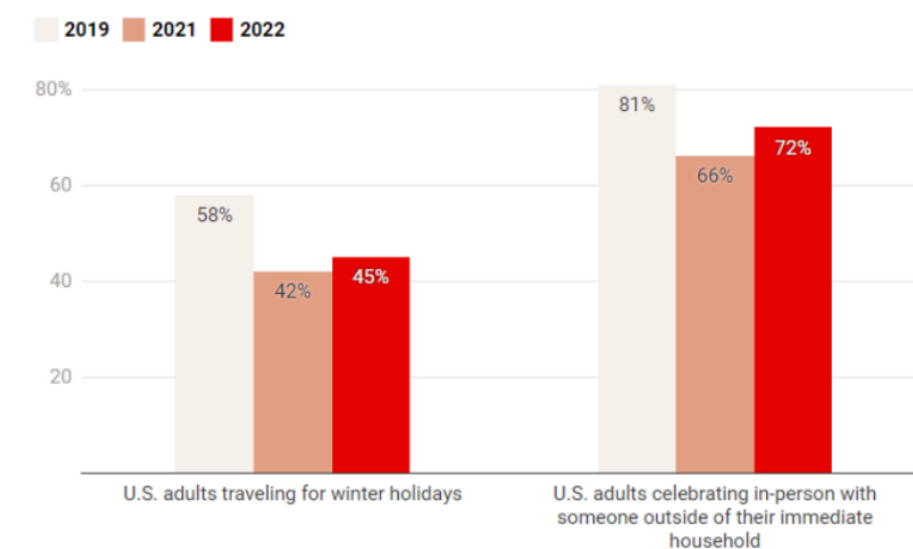
Topic:

COVID-19'S CONTINUED UPHEAVAL OF HOLIDAY PLANS: TIME-HARRIS POLL

Introduction:

It's beginning to look a lot like social distancing: According to our new survey [with TIME](#), holiday celebrations are inching back toward their pre-pandemic norms. But even as much of the country leans away from pandemic-era policies, many families are still planning to take "a side dish and gift to the holiday dinner, not a virus."

Americans are getting closer to pre-pandemic holiday behavior, but aren't quite there yet



2022 numbers are projections. All numbers based on a survey conducted online by The Harris Poll from Nov. 18 to Nov. 21, 2022 among 1,050 U.S. adults.
Chart: Elijah Wolfson for TIME • Source: Harris Poll

TIME

- Nearly a quarter (24%) of Americans say they **did not believe there is systemic racism** in America, while another (17%) said they were **unsure**, with more white Americans remaining unconvinced:

- Nearly three-quarters of Americans (72%) plan to **celebrate the holidays with at least one person outside their household** – down from (81%) who did so before the pandemic but **up from (66%) last year**.
- And close to half of Americans (45%) report **plans to travel during this year's holiday season**, compared to (58%) pre-pandemic and (42%) last year:
- **But COVID isn't entirely forgotten:** Over half of Americans (55%) report that COVID-19 will affect their holiday plans. Even for those gathering in person, about a third plan to limit the size of their celebrations (35%), a quarter will maintain social distancing (23%), and nearly a fifth (17%) will require attendees to be vaccinated.

Implication:

While a sour economy is partly to blame that more than half of Americans say that COVID-19 would affect their holiday plans, it is more about how Americans pay attention to [the 6.2 million flu cases reported across the country](#), according to the CDC.

Section:

02

Topic:

ECONOMIC PESSIMISM HOLDS POST ELECTION: HARVARD CAPS-HARRIS POLL

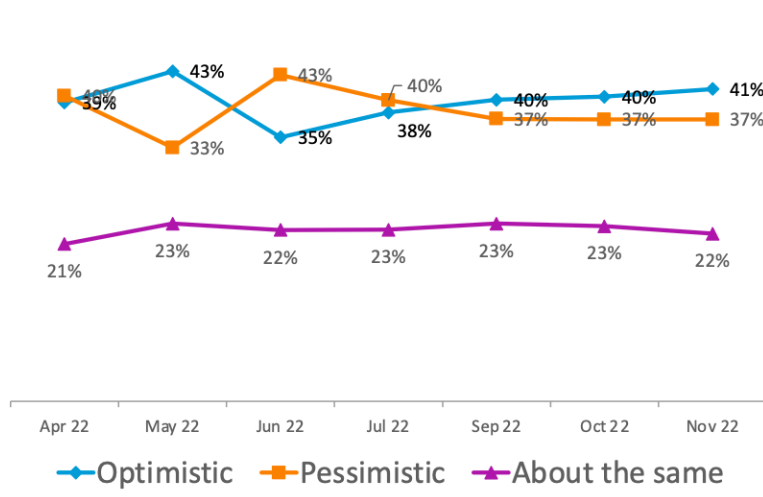
Introduction:

According to the November Harvard CAPS-Harris Poll findings featured [in The Hill](#), our Harris Poll Chairman (and Stagwell Chairman/CEO) Mark Penn reports on an exhausted electorate burdened by economic malaise and wondering when, or if a recession is on the horizon:

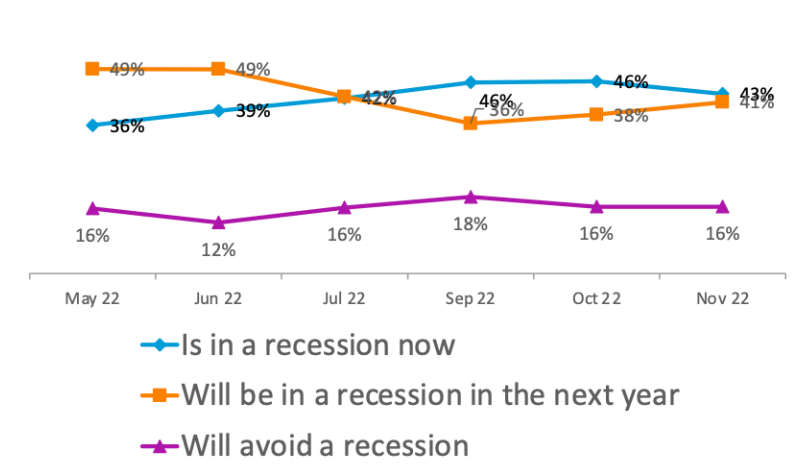
- Just a third of U.S. voters (32%) **believe the country is on the right track** compared to the wrong track (60%; unsure: 8%).
- Further, U.S. voters identified **inflation and economy/jobs as the two most important issues** facing the country today (39%, 27%).
- And voters share similar feelings about the **economy**, with a quarter (28%) thinking it's **on the right track** (v. wrong track: 64%, unsure: 8%).
- In part, nearly two-thirds of voters (64%) feel **the U.S. economy is weak** (v. strong: 36%).
- And nearly half (41%) of Americans think a recession is coming, while the other half (43%) think it's already here:

84 PERCENT OF AMERICANS SAY THE U.S. IS IN A RECESSION NOW OR WILL BE IN ONE BY NEXT YEAR

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?



- **There is a financial bright spot:** Compared to June, there has been an (11%-pt) decrease in voters reporting their financial situation worsening (64% to 53%). But still, that's a majority of Americans.

Implication:

With this economic pessimism felt by American voters, [Penn details](#) how the electorate may be looking to different leaders: "There's so much animosity in the country against [Trump], and there's much animosity against Biden, too. Neither is the leadership this country is looking for for the future. The question is whether the party regulars will get that message."

Section:

03

Topic:

THE SOCIAL MEDIA GENERATION GAP: GRID-HARRIS POLL

Introduction:

As social media platforms have evolved and faced new disruptors, two new surveys [with Grid](#) and [Yahoo! Finance](#) identifies a generational gap among which sites users prefer and why:

- **YouTube, Instagram, & Facebook are still on top:** Three-quarters of Americans have used Facebook in the last six months, with (71%) using YouTube and (51%) using Instagram. Just a third (34%) reported using Twitter or TikTok.
- **Those sites are also the most trusted:** 3 in 4 (75%) view Facebook as trustworthy, while 6 in 10 (62%) trust YouTube and Twitter.
- But those figures **obscure differences** in how **Generation Z** interacts with social media. For these younger Americans, **YouTube is king** (83 percent), followed by **Instagram** (74 percent) and **TikTok** (64 percent).
- And this younger group is also more likely **to see TikTok as more trustworthy** (65% v. Gen X: 50%, Boomers: 26%) and **Twitter** as well (64% v. 52%, 29%).
- **Gen Z Aren't Looking for Friend Updates; They Are Leaning Into The Algorithm:** Gen Z doesn't turn to social to see updates from their friends; instead, they turn to social to be informed, entertained, and direct messages. Gen Z says their feed is **filled mainly with personalized content that the platform thinks I'll like** (62%), and a majority agree that 'algorithms have increased the content they like to consume and be entertained by (65%). **This is in contrast to older people, like Boomers and Gen X, who say most of their feeds consist of 'updates from friends/people I follow'** (66% and 57%, respectively).

Implication:

"If you think TikTok is just about viral dances, you'd be mistaken. Young people are turning to it for deeper purposes, like gathering information, building community, and cultivating equity," said Abbey Lunney, co-founder of The Harris Poll Thought Leadership Practice. "We see a giant shift in social media away from surface-level likes, hyper-edited photos towards spaces for authenticity and discovery."

Section:

04

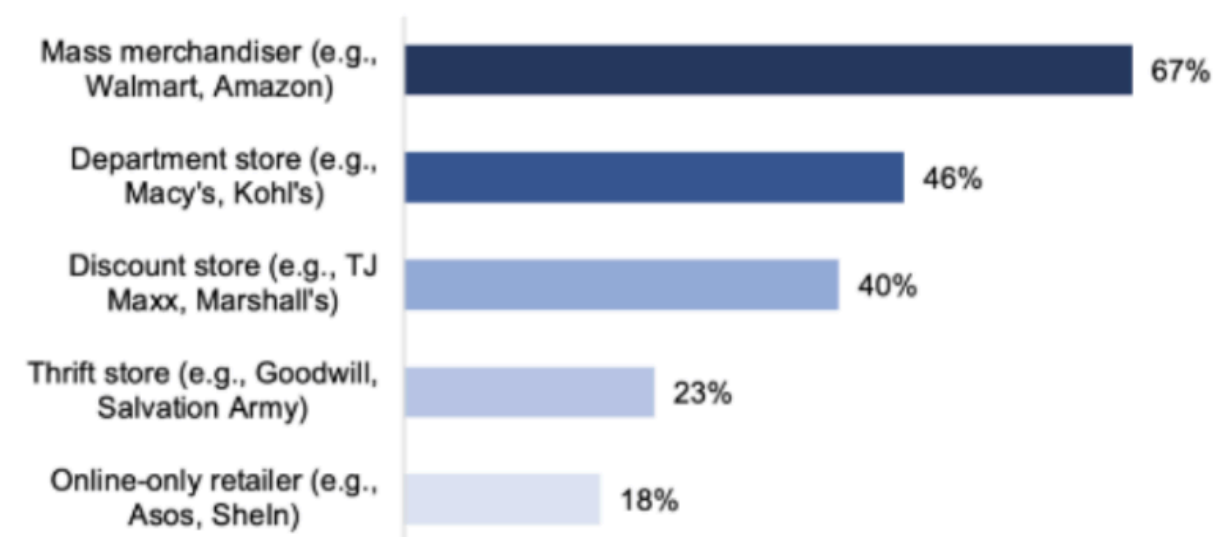
Topic:

THE RISING SECONDHAND MARKET: BLOOMBERG- HARRIS POLL

Introduction:

From rapidly reproducing designs to cutting down manufacturing costs (sometimes at the expense of working conditions), fast fashion and big-box retailers have an outsized influence on the clothing industry's impact on the broader economy. However, according to our latest survey in Bloomberg, there is an alternative (resellers) that could gain traction among shoppers.

- Currently, secondhand retailers (e.g., thrift stores) **lag behind mass-market stores in terms of popularity**, with just a quarter of consumers (23%) purchasing from one in the last year (v. mass-market retailers: 63%):



Source: Secondhand Clothes Survey- The Harris Poll
BASE: PURCHASED CLOTHING OR ACCESSORIES IN THE LAST YEAR (n=746)
Q3 From which of the following types of sellers did you purchase clothing and accessories in the last year? Please select all that apply. [TOTAL]

- **Secondhand clothing has the potential to become a staple for shoppers:** The resale market is primarily seen as established; four in five U.S. adults (84%) think **it's on its way up or holding steady** and two-thirds (62%) agree that **wearing vintage clothes is trendy**.
- **Cost and excitement are worth the shop:** Seven in ten (70%) secondhand clothing shoppers say that they **purchase thrift clothing to save money**, and over a third (37%) do so because it helps give them the **biggest bang for their buck**. Beyond that, (31%) are drawn to the market because of the **excitement they feel when searching for unique items**.
- **However, convenience is a big challenge that could stand in the way of secondhand clothing retailers:** One-fifth (19%) of people who haven't bought secondhand clothes in the last year say that it's too much work to search for them, and a slightly smaller number (14%) say it's more convenient to buy new clothes.

Implication:

While most consumers aren't currently looking to thrift stores to find their next favorite outfit, they have plenty of reasons to shop secondhand. Resellers are often seen as offering unique, eco-friendly items for shoppers on a budget – considerations that may help the broader resale clothing market enter the mainstream.



WAVE 127

WAVE 127 INTRODUCTION

The following research was conducted between **November 10 - 13, 2022** by The Harris Poll. Fielded among a nationally representative sample of **1,980** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Topic:

AS AMERICA AIMS FOR EQUITY, MANY BELIEVE SYSTEMIC RACISM DOESN'T EXIST: U.S. NEWS-HARRIS POLL

Introduction:

Despite the disproportionate toll the COVID-19 pandemic and its economic fallout have had on communities of color, 4 in 10 Americans (41%) are unconvinced that systemic racism exists in the U.S., according to a new survey in partnership with [U.S. News & World Report](#) (and presented at their inaugural "The State of Equity in America" forum).

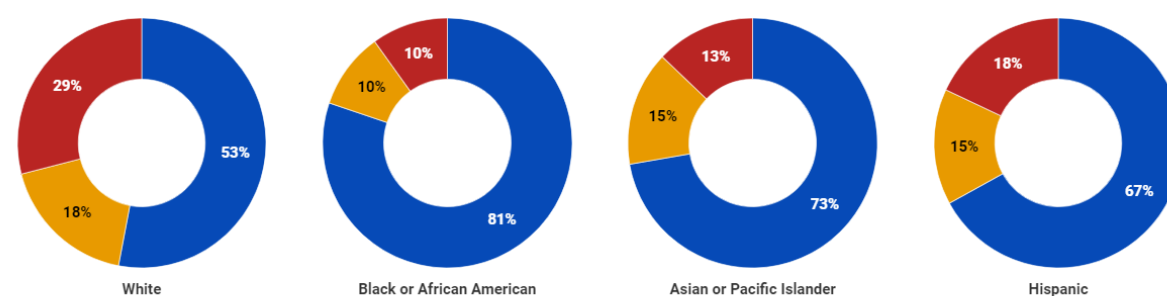
We shared these stark findings this morning:

- Nearly a quarter (24%) of Americans say they **did not believe there is systemic racism** in America, while another (17%) said they were **unsure**, with more white Americans remaining unconvinced:

Systemic Racism in America

Respondents were asked: "Do you believe there is systemic racism in America?"

Yes Unsure No

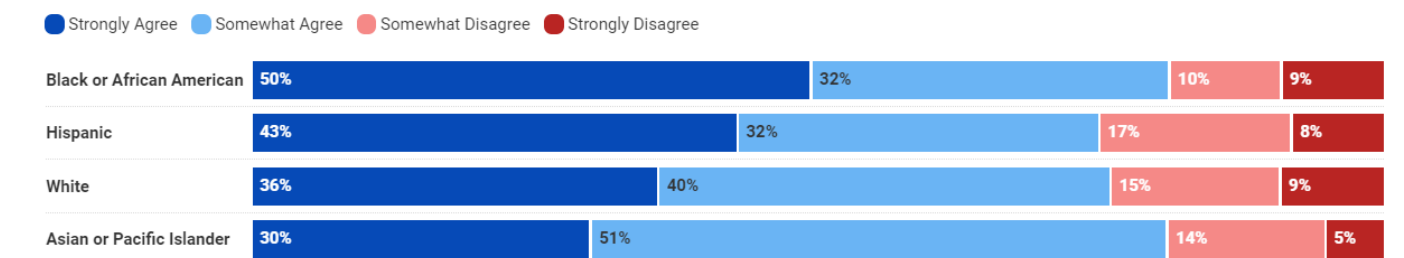


Source: U.S. News & World Report and The Harris Poll

- Differences in opinions among racial and ethnic groups regarding **addressing disparities**: Among Black respondents, (80%) agree that **systemic racism is responsible for inequalities** in areas such as health and finances, compared to only (62%) of whites.
- Additionally, more Black Americans report strongly agreeing that it's **essential for society to address the impacts of discriminatory practices** that disadvantage some Americans, compared to just over a third of whites (36%):

Addressing the Impacts of Discriminatory Practices

Respondents agreeing with the statement: "It's important for society to address the impacts of discriminatory practices that leave some Americans at a disadvantage"



Source: U.S. News & World Report and The Harris Poll

- Two-thirds of respondents **disagreed** with the notion that **wage gaps are not a problem** in the U.S., Black respondents were significantly more likely to strongly disagree (43% v. white: 32%).
- Similarly, over 4 in 10 (43%) Black Americans strongly disagree that **workplace discrimination is not a problem**, compared to just a quarter (27%) of white Americans.
- While Americans are equally split on whether **businesses or government would be most likely to make a positive impact** in advancing equity, they are **less likely to be trusted** to make meaningful changes compared to small businesses, nonprofits, and educational/health entities:

Small Businesses Most Trusted to Make Change

Respondents were asked: "How much do you trust the following institutions to make meaningful changes in advancing equity?"

Institution	All	White	Black or African American	Asian or Pacific Islander	Hispanic
Small businesses	76%	78%	71%	76%	75%
Nonprofit organizations	72%	74%	65%	73%	66%
Educational entities	66%	66%	68%	70%	65%
Health care entities	63%	65%	62%	69%	63%
Religious groups	59%	61%	61%	61%	56%
Local/city governments	55%	56%	52%	67%	49%
Corporations	49%	50%	48%	55%	44%
State government	48%	47%	48%	55%	40%
Political and civil groups	44%	41%	55%	52%	48%
Federal government	43%	40%	48%	53%	43%

Percent of respondents saying they trust the institution "a lot" or "a little bit."

Source: U.S. News & World Report and The Harris Poll

Section:

01



U.S. News & World Report The State of Equity Conference today in New York

Implication:

The finding that struck us the most was that while (53%) of white Americans believe systemic racism exists, only (36%) strongly agree that it's essential for society to address the impacts of discriminatory practices. **That's a 17 percentage points gap between acknowledgment and action.** And it speaks to the malaise in wanting to manage social systems that Jennifer-Jones Austin described this morning as "willful, structural economic deprivation. (We will post my talk and Ford Foundation's Darren Walker-moderated panel shortly).

Section:

02

Topic:

GEN Z SKEPTIC OVER SALARY POSTINGS: FORTUNE-HARRIS POLL

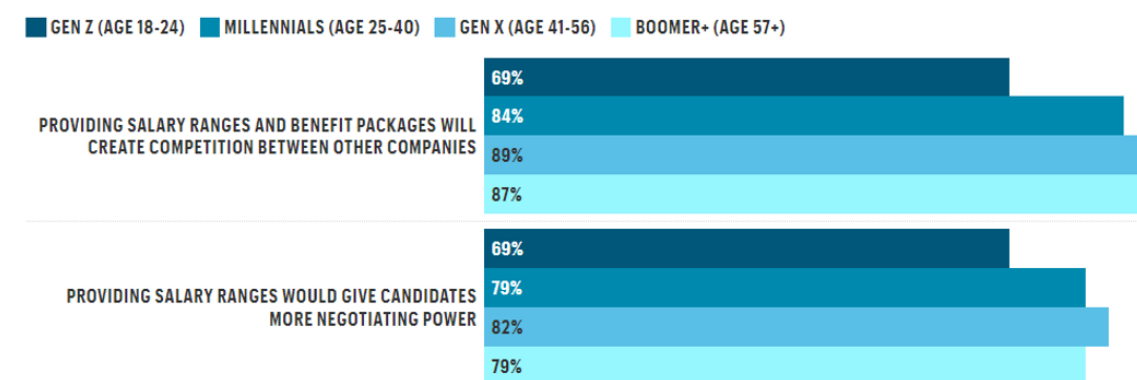
Introduction:

Advocates for pay transparency ([which New York City adopted](#) this month) argue that posting salary ranges for jobs helps close gender and racial pay gaps and provides a better foundation for younger and future workers. However, according to our latest collaboration with Fortune, younger workers may not care about these rules.

- Two-thirds (66%) of Gen Z **support states and cities requiring companies to include salary ranges** in their job postings, but it's far less than older generations (Millennials: 82%, Gen X: 88%, Boomers: 85%).
- Gen Z employees were also **more skeptical** that providing salary ranges and benefit packages would **create competition between companies for talent** and give **more negotiating power to candidates**:

Gen Z proves far more skeptical of the benefits of salary disclosure rules

Percentage that agree with the following statements about salary ranges being included in job postings



NOTE: DATA BASED ON AN ONLINE SURVEY OF 2,007 U.S. ADULT CONDUCTED NOV. 4-6 2022.

- Their skepticism is bolstered by nearly 6 in 10 Gen Z Americans (58%) agreeing that **companies won't include realistic salary ranges** in their job postings – something some companies [have already accused](#) of doing.

Implication:

Gen Z has demonstrated that they are comfortable sharing information on social media platforms related to salaries -- much more so than older generations. "Gen Z doesn't need regulations to require companies to comply with pay transparency," Janet Lenaghan, dean of Hofstra University's Frank G. Zarb School of Business, tells Fortune. "They willingly share such data on their own and do so with much more precision than the broad salary ranges companies often provide when mandated to disclose" (Fortune).

Section:

03

Topic:

THE FUTURE CRYPTO TAKEOVER: GRAYSCALE- HARRIS POLL

Introduction:

Our latest survey in partnership with Grayscale, as covered by [Forbes](#) and [World Economic Forum](#), found that beyond the usual economy, inflation, and crime midterm concerns, the topic of cryptocurrency is becoming increasingly salient with the electorate, especially as over a third of registered voters aged 18 to 34 currently own crypto (37%).

- More than half of Americans (53%) agree that "**cryptocurrencies are the future of finance**," a sentiment that even crosses partisan lines (Democrats: 59%, Republicans: 51%).
- In part, nearly 6 in 10 say that innovations in finance **that rely less on banks and financial intermediaries will create a more equitable economy** by allowing more people to access the global financial system.
- However, nearly 4 in 5 (79%) believe there **needs to be more precise regulation** of the cryptocurrency market, with again slightly higher support from Democrats (87% v. Republicans: 76%).
- A similar number (77%) also want **the federal government to establish clear rules** for cryptocurrency trading (Democrats: 83%, Republicans: 75%).

Implication:

"Crypto presents a rare opportunity to bring voters together in support of bipartisan legislation that will benefit American investors across the board – from those who are unbanked and using crypto to access the global financial system to those who seek to have crypto in their retirement accounts" (World Economic Forum).

Section:

04

Topic:

COMPANY VALUES MUST MATCH EMPLOYEE VALUES: INTEGRAL-HARRIS POLL

Introduction:

Company leaders have little control over local, national, or world events, yet, organizations have significant systemic influences on their employees. So, in partnership with Integral, as published by [Forbes](#), we sought to examine the relationship between personal and company values and the positive impact of alignment.

- **The impact of employee values:** Employees who feel their organization reflects their values describe a company culture in which their **peers** are much **more likely to exhibit positive behaviors**, such as **going the extra mile** or **mentoring** (83%, 78%):



- **The perils of misalignment:** When employees believe their employer's values differ, they are more likely to think that their peers may quit (28%) or even harm the company, such as posting negative reviews online (23%).
- **Alignment can boost loyalty:** Employee **loyalty exceeds 9 in 10 (92%)** for employees who **believe their organization reflects their values**, compared to just 6 in 10 (58%) of those loyal to companies with differing values.
- **Company action is a must:** Most employees want their companies to take positive action on issues that impact both their personal and professional well-being, such as employee health and well-being (40%), job creation (32%), data privacy (23%), income, gender, and racial inequality (21%, 20%, 19%, respectively)

Implication:

"Employees expect employers to take a stand and take action on issues that matter to them, and they'll move on to a different employer if there's a mismatch in values alignment. Be clear about your position on a range of issues, understand what matters deeply to your employees and create a way to knit the two in a meaningful way within your employer brand." (Forbes).



WAVE 126

WAVE 126 INTRODUCTION

The following research was conducted between **November 4 - 6, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,007** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

JOB SWITCHING FOMO: BLOOMBERG- HARRIS POLL

Introduction:

In a new Harris Poll study [with Bloomberg](#), American job seekers regret not starting their job searches sooner as layoffs and freezes in tech threaten to spill out into other sectors.

- More than 7 in 10 (71%) of those looking to switch jobs say **the job search is more complicated** than anticipated.
- Close to two-thirds (63%) say they've **searched for a new job for over six months**, and nearly half (48%) report **applying to more than fifty positions**
- Frustration mounts as nearly three-quarters (72%) of job seekers say that **companies are acting like they don't want to hire** anyone (e.g., ignoring applications, failing to schedule interviews, etc.).
- This leaves two-thirds (66%) to say they **regret not starting the search sooner**, while (63%) believe it would have been **easier to switch jobs a year or two ago**.
- **They'll take anything**: Half (51%) of job seekers agree that, at this point, they **would take any job offer**.

Implication:

"As the Federal Reserve raises interest rates to combat inflation, the U.S. economy is showing mixed signals. Businesses reported strong hiring and wage increases last month, but unemployment is ticking higher, and firms including Twitter Inc., Intel Corp., and Lyft Inc. are cutting staff. For those on the ground, the current economic conditions are surprisingly challenging – a big change from last year when workers had all the leverage" (Bloomberg).

Section:

02

Topic:

CHEERING (AND JEERING) MUSK'S TAKEOVER: USA TODAY-HARRIS POLL, THE HILL, AND WSJ

Introduction:

In light of Elon Musk's Twitter takeover, we find both critics and fans, something advertisers need to keep in mind as they consider pausing spending on the platform. In [a new Harris Poll with USA Today](#) and also covered in [The Hill](#) and the [Wall Street Journal](#), we delve into both sides of the debate.

- First, the critics start with female Twitter users, who are **less likely to support Musk's ownership** (63% v. men: 70%). Gen Z users are also more likely to believe Musk will hurt Twitter's **product quality** (53%), **freedom of the press** (44%), and **free speech on the internet** (37%) compared to older users.
- **And both women and Gen Z users are less willing to pay a monthly subscription** compared to men (28% v. 44%) and Millennials (35% v. 53%).
- However, there are also fans of Musk's takeover: **Two-thirds (67%) of Twitter users support Musk owning Twitter**, especially Republicans (79%), parents with minor children (74%), urban residents (72%), men (70%), and Millennials (70%).

- Additionally, Twitter users believe **Musk will positively impact increasing free speech on the internet** (70%) and **freedom of the press** (65%).
- And while over 8 in 10 (84%) Americans **find free speech on social media important**, the majority of Republicans (57%), men (56%), rural (55%), and white Americans (53%) find it **"very important."**
- Lastly, more of these frequent Twitter users, such as Republicans (42% v. Dems 32%), Millennials (40% v. Gen Z: 26%), Men (36% v. Women: 26%), and Black Americans (36% v. White: 32%) say they'll **now spend more time on the platform** that Musk owns it (v. all Twitter users: 31%).

Implication:

While a paywall looks challenging (in people's stated opinions), when we look at the Twitter advertising pause, it's important to listen to both narratives. Despite critics, many Twitter users are excited about Musk's ownership and the prospects of greater freedom of speech. As a result, the overall profile might move to more male, older, and slightly more conservative. But whether brand safety (bots, trolling, misinformation) assures advertisers is another story.

Section:

03

Topic:

NOT WHAT YOU THINK: FORBES CMO SUMMIT

Introduction:

Harris Poll CSO Libby Rodney and I gave a talk at [the 2022 Forbes CMO Summit](#) on how human values and needs matter when looking at trends like quiet quitting, cryptocurrencies, and social media. ([Watch the video.](#))



- Three-quarters (76%) of business leaders believe that **changing generational values** will impact their **business operations** in the coming year. Yet, these same leaders paid less attention to NFTs, cryptocurrencies, and the metaverse despite these movements garnering greater interest among younger Americans.
- **TikTok's undercover learning:** (81%) of Gen Z and Millennials think **ongoing education is core to their ability for financial stability**, which points to TikTok as a driver of information: "**TikTok is an undercover learning channel**" with over 6 in 10 (63%) Gen Z users regularly visiting the app to learn something.

- **Making money in the metaverse:** Three-quarters (73%) of Millennials **think the metaverse will provide lucrative career paths and money-making opportunities** – and as a result, companies are investing in metaverse expansions and research.
- **Web3 is about access and ownership:** (87%) of Americans want increased control of personal data, decentralized social media platforms (77%), and an open web free from walled gardens (77%) in the next iteration of the internet.

Implication:

"It's important to understand these generational values," Harris CSO Libby Rodney said. Values drive how leaders operate – and thus their marketing strategies. Catch up on the whole discussion here.

Section:

04

Topic:

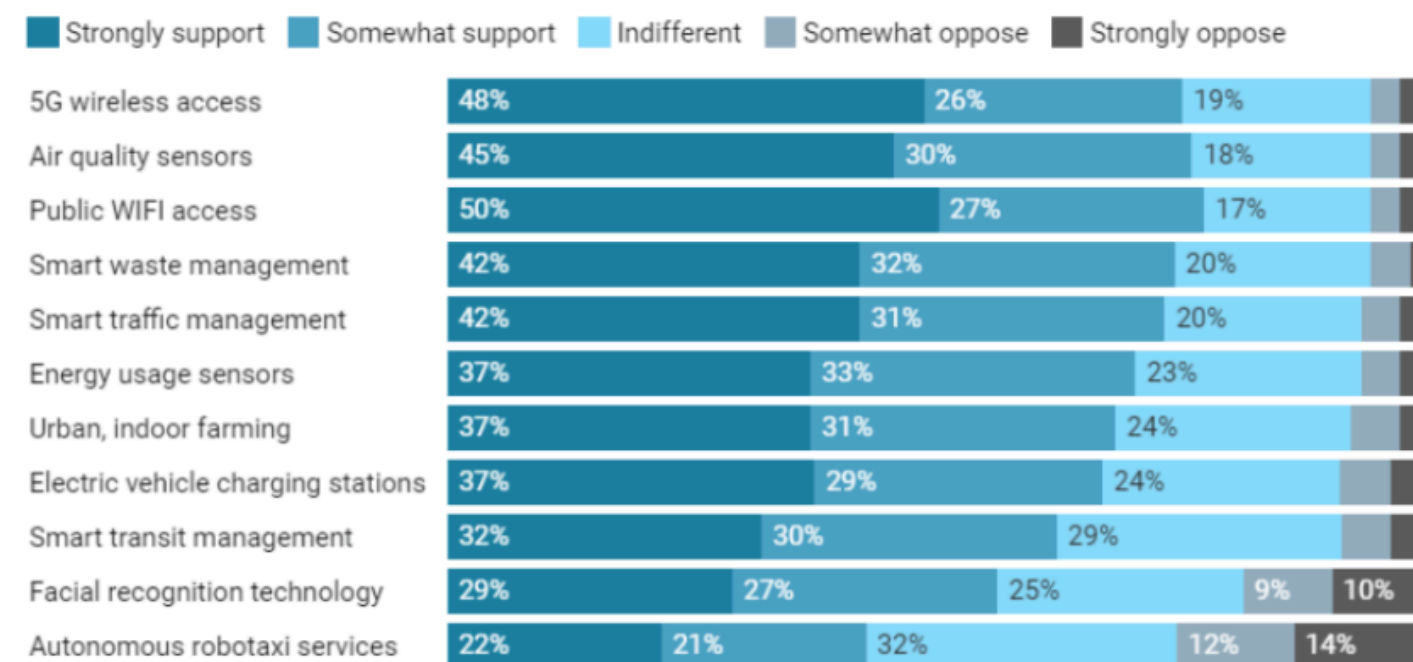
CITIES GET SMART: EMERGING TECH BREW-HARRIS POLL

Introduction:

In [partnership with Emerging Tech Brew](#), we asked what the average city resident thinks about intelligent city tech. We found that most (87%) of city residents found it essential for their city to invest in emerging technologies – but not every resident supports each initiative equally.

- Most intelligent city technologies had **solid support from city residents** – except for **autonomous robotaxi services**, with less than half in support (42%):

Support for different types of smart city technology



Source: Emerging Tech Brew-Harris Poll survey, July 2022, n=3,185 US city residents • [Get the data](#) • Created with [Datawrapper](#)

- Overall, Gen Z and Millennial city residents reported being more aware of smart city tech, as well as much more likely to use the tech weekly compared to older residents (Gen Z: 44%, Millennials: 51% v. Gen X: 37%, Boomers: 16%).
- When it comes to smart city preferences, city size seems to play a role: Those in cities with metro areas of under 1 million tend to view such tech as less critical than their larger-city counterparts, and they were also less engaged with or aware of smart city tech in their cities.
- Perhaps unsurprisingly, smaller-city residents were **also less likely to view their cities as particularly innovative**, with just (16%) saying they find their city **very innovative**, compared to (43%) for larger cities.

Implication:

"These days, a smart city professional is more likely to talk your ear off not about cutting-edge technology but something much more analog: the average city resident's wants and needs. That's because some experts say there's been a shift in posture recently from flashy to functional. Gone are the days when would-be smart cities dream only of electric sheep, the new conventional wisdom goes" (Emerging Tech Brew).



WAVE 125

WAVE 125 INTRODUCTION

The following research was conducted between **October 28 - 30, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,063** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

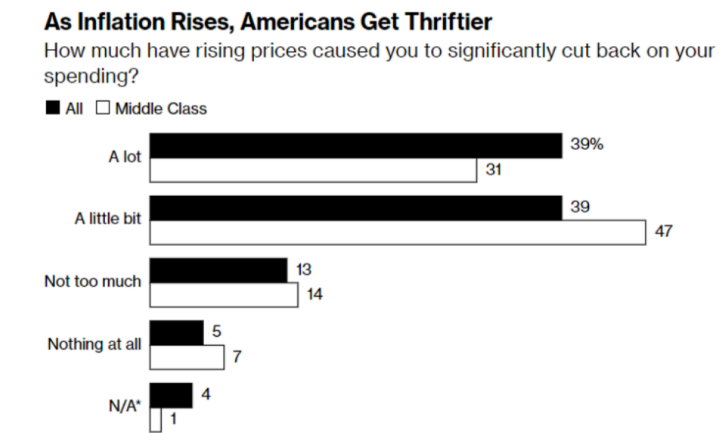
ONCE-IN-A-GENERATION WEALTH BOOM ENDS FOR AMERICA'S MIDDLE-CLASS: BLOOMBERG-HARRIS POLL

Introduction:

The American middle class faces the biggest hit to its wealth in a generation going into the midterm election. However, it is also entering the vote richer than it has ever been thanks to a decade of cheap money and the wealth boom it fed, according to our latest survey [with Bloomberg](#) (and featured on the [inaugural episode](#) of their new podcast, The Big Take).

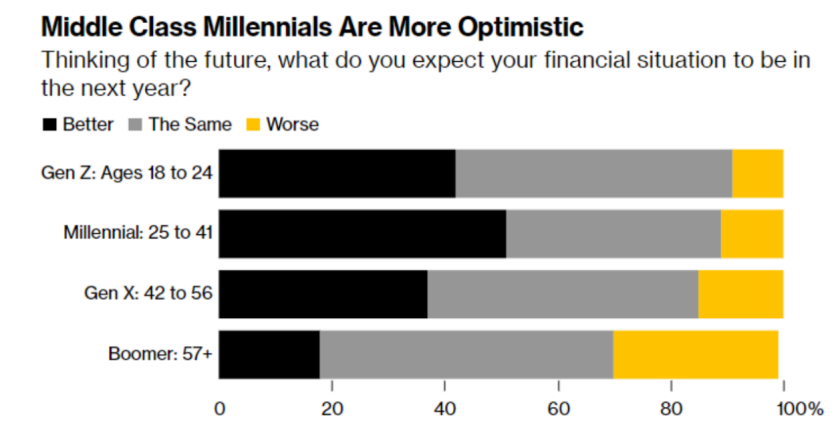
- **OK, for now, but cutting back:** While nearly 9 in 10 (86%) of middle-class Americans **report their financial situation as good** right now; however, one in five (19%) expect it to get worse in the next year.
- And twice as many middle-class Americans felt either **stressed** (40%) or **anxious** (39%) about the current state of the U.S. economy than **calm** (20%) – and only a quarter felt **optimistic** (26%).

- Leaving many middle-class Americans (80%) to **cut back on their spending**:



*Note: N/A includes those who "don't feel like prices have risen much."
Source: Survey for Bloomberg News by the Harris Poll; see methodology for details.

- **Hopeful over the long term:** Two-thirds (67%) of middle-class Americans expect to be in a better financial situation a decade from now, and (81%) even think their children will be better off than their parents.



Source: Survey for Bloomberg News by the Harris Poll; see methodology for details.

- The findings also detailed how 4 in 10 (39%) were either increasing or planning to increase payments to their 401k accounts (v. decreasing/planning to reduce: 18%).
- The solid financial position of the middle class may explain their **increased optimism about the American dream**, as 6 in 10 (60%) middle-class Americans believe it's achievable (v. gen pop: 49%).

Implication:

"You see in these numbers how Americans are stuck in the mud of economic worry. Even though they report being in good shape financially, inflation seems never-ending," says Harris Poll CEO John Gerzema. "But Americans aren't economists: they don't think about cycles. Instead, they see high prices and job instability as their new reality. This week last year (90%) of Americans were concerned about inflation and the economy. Today it's (86%), a three-point difference. The economy might be unstable, but not American anxiety."

Section:

02

Topic:

HOW MANY IS TOO MANY HR PLATFORMS: MORNING BREW-HARRIS POLL

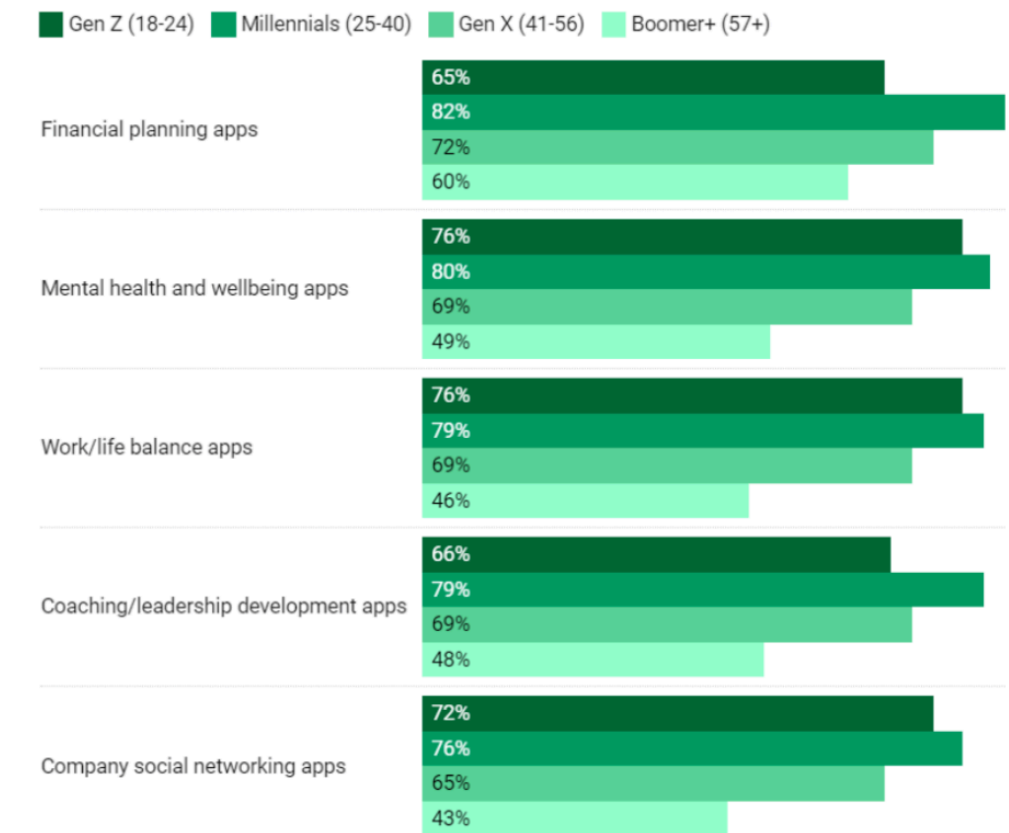
Introduction:

HR teams have good intentions when they turn to techno-solutioning to streamline, simplify, and improvise individual components of the work experience; however, according to our latest [survey with HR Brew](#), we find less is more.

- On average, employees report using (3.4) HR platforms – and (8.1) total HR and productivity tools in general.
- **But, as HR adds tools, employees get lost:** 7 in 10 (69%) of employees with one HR platform said they felt confident they could find the information they need, but confidence plummeted to (49%) among those whose company has more than one.
- **What they want:** In this economic climate, employees have an enormous appetite for a financial planning app and the lowest for a social networking tool:

If companies invest in new HR apps, here's what workers say they'll actually use.

Millennials report being the most app-happy generation. Boomers have the least interest in using any new tech.



Implication:

"Employees with less tech are better equipped to find the information they need. HR pros who want to streamline their bloated tech suites should evaluate what's working and isn't...Selecting the right tech to augment the good experiences doesn't just solve a minor employee annoyance, John Brownridge, digital workplace pleader at Deloitte, argues. It's fundamental to engagement in a remote and hybrid world" (HR Brew).

Section:

03

Topic:

THE GENDER GAP IN AMERICAN MOODS: TIME- HARRIS POLL

Introduction:

With midterm elections looming, our latest [survey with TIME](#) found Americans in a middling mood: Downbeat, but now without hope. That hope, however, is not uniformly distributed.

- **"Frustrated" was the top word women chose** when asked to select which on a list of 14 emotions they had experienced most often during the previous 30 days. **"Hopeful" was tops for men.**
- Men and women named "happy" in equal proportions, with (14%) of respondents in both groups selecting it as their most frequent feeling. However, women **were likelier than men** to tick **"tired"** and **"anxious"** as they felt most over the previous month.
- **National/global goings-on are hitting differently across gender lines:** The economy seems to loom more significant for women, with more women than men reporting the **negative effect of the economy on their mood** (59% v. 55%), as well as the **need to adjust their budget** because of inflation (37% v. 29%).
- **Worsening mental health for American women:** According to [our CVS Health Harris Poll National Health Tracker](#), 4 in 10 (38%) working mothers say their mental health has declined in 2022, and (40%) don't feel like their mental health will return to pre-pandemic days.

Implication:

"In the torrent of challenges, the COVID-19 pandemic stands out for the strain placed on women, especially mothers compelled to leave jobs they could not do from home, while earlier recessions tended to hit hardest on manufacturing and other fields dominated by men, in 2020, the worst casualties were fields that heavily employed women, such as hospitality, retail, and restaurants. And those women who could work from home often were saddled by additional duties in child care" (TIME).

Section:

04

Topic:

TWENTY BRANDS GAINING GEN Z ATTENTION: AD AGE-HARRIS POLL

Introduction:

In the [latest Ad Age-Harris Poll poll](#), Beats by Dre, Jersey Mike's Subs, and Planned Parenthood nabbed the top three spots that gained the most attention from Gen Z in the third quarter.

- Apple-owned **Beats** earned the top spot due to **its recent partnership with Kim Kardashian** in its release of the latest wireless earbuds, while **Bose** came in 13th with its production of wireless noise-canceling earbuds. The success of earbuds isn't surprising to **Harris Poll CEO Will Johnson** as they are **"another popular (type of) product among Gen Z."**
- And **Jersey Mike's** rose in popularity after the company **partnered with Danny DeVito** for an ad campaign and **participated in a month of giving** in March, **donating a day of its sales to the Special Olympics.**
- **Planned Parenthood** gained popularity with Gen Z with its marketing (which included a \$16 million ad campaign) in response to the Supreme Court overturning Roe v. Wade.
- The brand **Coach** chased Gen Z values by marrying **consumer self-expression and sustainability** by creating a second-hand program to develop workshops for consumers to be more involved in the recycling process of its products – as well as enlisting rapper **Lil Nas as a global ambassador.**

Implication:

The most successful brands are those that connect with Gen Z and where they are in culture and create campaigns that touch on multiple values this generation holds. To gain Gen Z's attention, marketers will have to look beyond traditional means and look toward celebrity partnerships, sustainability initiatives, give-back programs, and more. Harris Poll CEO Will Johnson recommends investing "in connecting with Gen Z on the platforms on which they hang out."



WAVE 124

WAVE 124 INTRODUCTION

The following research was conducted between **October 21 - 23, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,022** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

OUR NATIONAL STRESS: APA-HARRIS POLL

Introduction:

According to the latest [2022 Stress in America survey](#) with the American Psychological Association, **Americans are struggling with multiple external stressors** that are beyond their control for some.

- Paralyzing anxiety: Over a quarter (27%) of Americans reported being so stressed that they could not function most days.
- Inflation is the #1 stressor: A majority of adults say inflation (83%), violence and crime (75%), the current political climate (66%), and the racial climate (62%) as significant sources of stress.

MONEY, INFLATION A SOURCE OF STRESS FOR MANY U.S. ADULTS



Inflation is a source of stress for 83% of U.S. adults



% OF ADULTS WHO INDICATED MONEY WAS A SIGNIFICANT SOURCE OF STRESS

57% said that having enough money to pay for things in the present (like rent/mortgage) is their main source of financial stress



43% reported feeling that saving enough money for things in the future is their main source of stress



STRESS IN AMERICA™ 2022

56% of all adults, during the prior month, have had to make different choices due to a lack of money



Latino/a adults



Black adults



White adults



Asian adults



© 2022 American Psychological Association

- And alone, attacked, and ready to move, Americans don't feel protected by the government, and some are looking to leave:

INDICATORS OF A SOCIETY IN DISTRESS

% U.S. ADULTS REPORT FEELINGS OF UNCERTAINTY AND CONCERN FOR THE FUTURE



70% of adults reported they do not think people in the government care about them



64% said they feel their rights are under attack



45% said they do not feel protected by the laws in the United States



38% said the state of the nation has made them consider moving to a different country



40% agreed that the political environment in their state has made them consider moving to a different state



STRESS IN AMERICA™ 2022

© 2022 American Psychological Association

Implication:

While economic downturns come and go, Americans are living through forty-year high inflation, making this cycle seem delirious. Making matters worse, we don't have institutions to fall back on: More than three-quarters (76%) said that the future of our nation is a significant source of stress in their lives, while (68%) said this is the lowest point in our nation's history that they can remember. Of note: most Americans think American businesses can do a better job than the public sector, according to this year's [Milken/Harris Listening Project](#).

Section:

02

Topic:

MOST WORKERS SAY NO THANKS TO A FULL-TIME OFFICE: USA TODAY-HARRIS POLL

Introduction:

In our latest survey [with USA Today](#), we keep tracking return-to-office requirements, and many employees are saying they'll jump jobs if forced back full-time.

- Over half (57%) of employed Americans **say companies will start losing employees** if they require workers to be in-person (but a 9%-pt decrease from June).
- Yet more **working hybrid or remote roles** believe this (hybrid workers: 74%, -2%-pts; remote: 65%, -12%-pts v. in-person: 47%).
- And nearly three quarters (73%) of remote and hybrid workers say **they probably would find another remote or hybrid job** if their company forced them to work from the office full-time – a 5%-pt decrease from June.

Implication:

The strong (but softening) confidence in hybrid and remote workers is notable as a recession looms, at least in public perception. We found this month [with Bloomberg](#) that (57%) of workers now believe that employers have more power in the job market these days – a (5%-pt) increase from January. But the majority of workers in America currently believe a total return to office is a non-starter, at least for now.

Section:

03

Topic:

FINTECH USE GROWS AS ECONOMY SOURS: PLAID-HARRIS POLL

Introduction:

In a new Harris Poll [with Plaid](#), the adoption of fintech (financial technology) grew during COVID as home-bound Americans gravitated to platforms to manage their money.

- Nine in ten users saw benefits from using fintech tools (93%), the highest number in three years. 8 in 10 (80%) **consumers used fintech to manage their money** in 2022, a significant jump from 2020 (58%). In addition, they report using payment apps (73%), investment tools (31%), and payroll advance tools for short-term needs (19%).
- While (95%) of consumers say **they're feeling financial stress**, 6 in 10 (61%) say fintech tools helped them **weather economic challenges**, and nearly half (48%) said fintech helped them feel in control of their finances.
- **Fintech is a lifeline for younger Americans:** Over 7 in 10 Gen Z (73%) and Millennials (71%) said economic challenges made them **more reliant on digital finance** (v. Gen X: 64%, Boomers: 49%).
- **And those disproportionality underserved by traditional financial systems:** Hispanic and Black Americans **use fintech at higher rates** than white Americans (92%, 88% v. 74%).

Implication:

The frictionless features and utility attract younger Americans and Americans of color. More than half are starting to invest for the first time in a digital app (53%). Additionally, when asked which is more accessible between crypto and traditional finances, nearly half of Black (46%) and Hispanic (44%) Americans say crypto, compared to three in ten White Americans (29%).

Section:

04

Topic:

INSIDE INFLUENCER STOREFRONTS AND HOW THEY'RE DRIVING SALES FOR BRANDS

Introduction:

A new [Ad Age](#) and The Harris Poll survey finds that nearly half of U.S. consumers consider input from influencers when purchasing a product or service—especially younger ones.

- While 8 in 10 (80%) Gen Z consult **user reviews**, (75%) also say that **recommendations from influencers impact their decision to make a purchase** (nearly double that v. gen pop: 43%).
- And 4 in 10 (40%) Z's **have made purchases** directly through an **influencer's storefront** on sites like Amazon and LTK (an influencer-oriented shopping app).
- (73%) also reported **looking to TikTok creators for product input**, with Instagram and YouTube influences also being popular choices.

Implication:

“Last week, Amazon held its first-ever "Prime Early Access" sale, essentially an equivalent to the company's annual "Prime Day" event, but with an added holiday shopping slant. During the sale's 48-hour span, influencers flooded TikTok and other social media platforms with videos promoting specific products and major discounts; and social media users accordingly flocked to these videos. On TikTok alone, the hashtag #PrimeEarlyAccessSale was viewed over 24 million times in just two days" (Ad Age).



WAVE 122

WAVE 122 INTRODUCTION

The following research was conducted between **October 14 - 16, 2022** by The Harris Poll. Fielded among a nationally representative sample of **1,999** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

THE PINK TAX: CVS HEALTH-THE HARRIS POLL NATIONAL HEALTH PROJECT

Introduction:

In a new CVS Health-The Harris Poll National Health Project Survey featured [in Boston Business Journal](#), we detail the growing financial burden of the Pink Tax and paying for menstrual products on American women.

- **The “Pink Tax” refers to** the common trend of consumer products (like razor blades, shaving cream, etc.) being priced higher to women than comparable products marketed to men.
- **Growing financial burden:** Women with periods report that period and feminine hygiene products **were more affordable before the pandemic** than today (pre-pandemic: 66% v. Today: 50%). Nearly half (45%) of women with periods are **regularly stressed about affording period products**, exacerbating financial stressors as almost nine in ten American women **are already worried about inflation and rising prices**.
- **The pervasive but invisible issue:** While more than half say **women’s care products are unfairly priced**, nearly two-thirds (62%) are **unaware of the concept of the pink tax**, including (59%) of those who currently get their period.
- Additionally, nearly six in ten (58%) Americans are unaware that **some states have sales tax on period/feminine hygiene products**, including (60%) of women who currently get their period.

- **Consumers expect corporations to help ease the burden:** Nearly all (92%) of those with periods believe corporations who sell period products should make them **more affordable, more accessible** (89%), and **more environmentally friendly** (86%).

Implication:

To fight straight-out pricing discrimination, in response, CVS Health is reducing the prices of their store brand period products in their core stores by 25 percent; paying the so-called “Menstrual Tax” on menstrual products in their stores in twelve states and partnering with national organizations who are working to eliminate the menstrual tax in 26 states.

Check out our [America This Week: From The Harris Poll](#) podcast, where we’ll dive into why it’s time for businesses to be in the business of women’s health.

Section:

02

Topic:

A RED WAVE IN THE MIDTERMS? HARVARD CAPS-HARRIS POLL

Introduction:

According to the October Harvard CAPS-Harris Poll findings featured [in The Hill](#), our Harris Poll Chairmen (and Stagwell Chairman/CEO) Mark Penn reports the Republican party may be inching closer towards a wave election by connecting with voters on their critical issues of inflation, crime, and inflation.

- When asked to pick the three most important issues facing the country today, **voters identified inflation (37%), the economy and jobs (29%), immigration (23%), and crime (18%).**
- And nearly three-quarters (73%) of voters believe that **inflation is increasing** (v. coming down: 12%, staying the same: 14%).
- Overall, two-thirds (65%) think the **U.S. economy today is weak** (v. intense: 35%), and over half (57%) say **their financial situation is getting worse** (+20%-pts from October 2021: 37%).
- **Americans are also concerned about a recession:** Over 8 in 10 (84%) voters think the U.S. is in a recession now or will be in one in the next year (currently in a recession: 46%, will be in one: 38%).
- **Americans lean towards a hawkish foreign policy on oil and Russia:** (65%) **oppose easing sanctions** on countries like Iran and Venezuela to lower gas and oil prices; instead, they **want a greater output of American oil and gas.**

- And that (54%) think the U.S. should cut military sales and technical aid to the Saudi Arabian government **in response to their oil production cut.**
- Additionally, Penn details how voters split on whether or not Biden's policies on Ukraine are **pushing us toward nuclear war** (pushing: 52%, preventing: 48%), and a majority remain supportive of providing aid to Ukraine (supplying weapons to Ukraine: 58%).
- Lastly, if Russia uses a nuclear weapon on Ukraine, (59%) of Americans are willing to send in NATO.

Implication:

"Republicans are inching closer towards a wave election as they connect with voters on their key issues of inflation, crime, and immigration. The GOP is now winning the generic Congressional ballot 53-47 among likely voters", says Penn.

[Download the full report](#) and listen to Mark/The Hill's Bob Cusack [podcast](#).

Section:

03

Topic:

AMERICA'S POPULATION BOMB: USA TODAY-HARRIS POLL

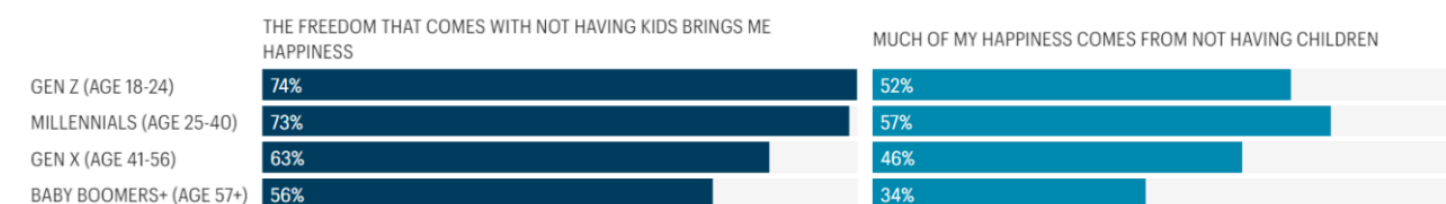
Introduction:

Americans have fewer children than are needed to keep population numbers stable in a new [USA Today](#)/Harris Poll opinion piece with co-CEO Will Johnson. He looked into the reasons Americans have for choosing not to have children.

- Of those without children, about half (52%) **do not want to have a child** in the future, while (20%) **remain unsure**.
- For those who decided against having children, over half (54%) want to **maintain their personal independence/finances**, followed by **work-life balance** (40%), **housing prices** (33%), the **current political situation** (31%), **safety concerns** (31%), and **climate change** (28%).
- **Men and women were generally similar in their reasoning**: Over half of men (55%) and women (53%) reported that their **desire to maintain independence** influences their decision not to have children.
- **No kids, no happiness problem**: In a recent survey [with Fortune](#), (65%) of those without kids say being childless brings them happiness, especially younger individuals:

Younger Americans capitalize on freedoms associated with being childfree

Fortune asked non-parents: How much do you agree or disagree with the following statements?



NOTE: DATA BASED ON SURVEY OF 1,950 U.S. ADULTS CONDUCTED BY THE HARRIS POLL ON BEHALF OF FORTUNE DURING OCTOBER 7-9, 2022.
SOURCE: THE HARRIS POLL

FORTUNE

- And we found that even though (76%) believe society expects **parenthood to bring people happiness** and a **sense of fulfillment**, (77%) of nonparents are **happy with their lives overall**, just slightly less than parents (82%).

Implication:

“In an age when a significant portion of Americans are living paycheck to paycheck, there’s still no federal paid parental or sick leave, and many women face professional and financial consequences for being mothers, it’s not entirely surprising that many younger people are forgoing kids” (Fortune).

Section:

04

Topic:

THE CREDIT SCORE BUMP: NERDWALLET-HARRIS POLL

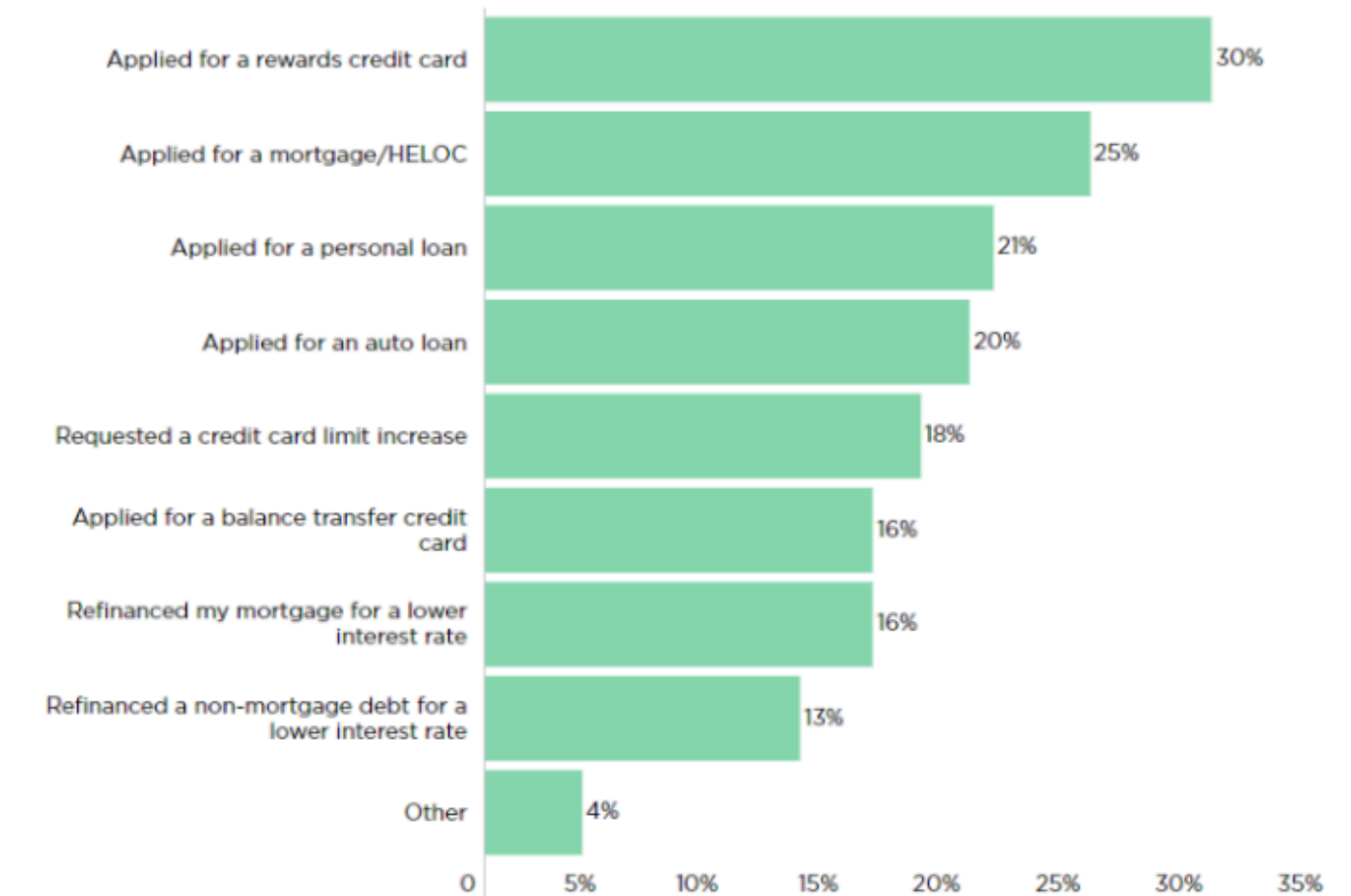
Introduction:

The pandemic disrupted many Americans' finances, and you might expect credit score damage to be a given. Still, according to our latest survey [in partnership with NerdWallet](#), that wasn't the case for several Americans:

- More than a quarter (27%) of Americans say **their credit score has gone up** since the beginning of the COVID-19 pandemic, with just (14%) saying it decreased.
- About 7 in 10 Americans (69%) with increasing credit scores **attribute the gain to paying down debt**, while for those who saw their scores drop, close to half (47%) attribute it to **taking on or increasing debt**.
- **Better credit spurred action**: Two-thirds (65%) with higher credit scores took financial action as a result, such as **applying for a rewards credit card** (30%) or a **mortgage/home equity line of credit** (25%).
- **Many plan to boost their credit this year**: More than 3 in 5 (61%) Americans plan to **take action over the next year** to improve their credit, with half (49%) planning to **pay off or pay down debt**.

How those with elevated credit scores are using them

We asked Americans who say their credit scores have gone up since the beginning of the pandemic what financial actions they've taken as a result.



Source: NerdWallet survey conducted online Aug. 18-22, 2022, by The Harris Poll. Respondents include 595 Americans who say their credit score went up since the beginning of the COVID-19 pandemic; they could choose more than one answer. Another 35% of Americans who say their credit score went up say they didn't take any financial actions as a result of their elevated score.

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Implication:

“Credit scores play a huge role in consumers’ financial lives, impacting not only access to loans and credit cards but also often car and homeowners’ insurance rates, among other things,” says Kimberly Palmer, personal finance expert at NerdWallet, “That’s why it’s worth putting effort into understanding and building your credit score, especially after the tumultuous last couple of years.” However, credit misconceptions remain, with nearly half (46%) of Americans incorrectly believing that closing a credit card you don’t use can help your credit score.



WAVE 121

WAVE 121 INTRODUCTION

The following research was conducted between **October 7 - 9, 2022** by The Harris Poll. Fielded among a nationally representative sample of **1,950** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

INFLATION OR RECESSION? AMERICANS ARE DIVIDED ON RATE HIKES: BLOOMBERG-HARRIS POLL

Introduction:

Is a recession or inflation better? Our latest survey [with Bloomberg](#) and featured [in Politico](#) takes this question to the nation:

- **Background:** To fight inflation, The Fed recently raised rates by 75 basis points for the third time and signaled they would continue tightening monetary conditions. And half of Americans seem ok with that.
- Half of the country (50%) wants to tame inflation quickly, even if it means a recession, while half (50%) prefer avoiding a recession, regardless of inflation ticking higher.
- **Pick your poison:** Regardless of the split in public opinion on the best course of action, nearly three-quarters (73%) who are financing some expenditures are **worried about affording their monthly budgets** now that they have to pay more on interest.

Implication:

While 8 in 10 Americans (79%) are **concerned over rising interest rates**, 6 in 10 (58%) believe rate hikes will have **an impact on bringing down inflation** in the next six months, with younger Americans being the most optimistic (Gen Z: 71%, Millennials: 66% v. Gen X: 59%, Boomer+: 46%)

Section:

02

Topic:

GREAT OUTDOOR LIVES AGAIN ON SOCIAL MEDIA: OAAA-HARRIS POLL

Introduction:

According to our latest survey with OAAA, as featured on [Digital Signage Today](#) and [OOH Today](#), TikTok and other social media platforms have evolved beyond viral dances and have become a significant source of out-of-home (OOH) ad visibility.

- Eight in ten TikTok users (82%) **notice OOH ads in the content on their feeds frequently**, with similar numbers reported among Facebook, Instagram, Snapchat, and Twitter users (81%, 80%, 78%, and 76%, respectively).
- Nearly half of social media users (48%) **engage with the OOH ads that they see in their social feeds** by visiting the advertised company's website, and over a third are **inspired to search** for the company online, **read reviews** about their products and service, and/or **ask friends and family about the brand**.
- Earlier this year, a previous OAAA-Harris Poll survey [found](#) that (43%) of U.S. adult consumers **notice OOH ads more now than before** the pandemic (Gen Z: 63%, Millennials: 59%).

Implication:

Creators post more out-of-home messages across their social media channels, meaning the more substantial the creativity, the greater the likelihood for amplification. From TikTok to Instagram, OOH executions take on other legs when the ideas create engagement and sharing. The best OOH also generates likes and clicks.

Section:

03

Topic:

FORGET HOUSES, GEN Z CAN'T AFFORD RETIREMENT EITHER: FAST COMPANY-HARRIS POLL

Introduction:

Millennials started the FIRE movement (Financially Independent, Retire Early). But cash-crunched Gen Z is scoffing at that pipedream, according to our latest survey [with Fast Company](#).

- When it comes to planning for their retirement years, younger workers are even more likely than their older counterparts to say they **feel significantly overwhelmed by the idea**: (31%) of Gen Zers strongly agreed with the statement "planning for retirement is overwhelming to me" (v. Millennials: 24%, Gen X: 23%, Boomers: 12%).
- Gen Z was again the most likely to say they **didn't know how much savings they'll need to retire comfortably** (73% v. Millennials: 66%, Gen X: 69%, Boomers: 51%).
- While less than a fifth (14%) report retiring in your 50s was the most appropriate age, a quarter of Gen Z (24%) was most likely **to support the idea of retiring younger**.

Implication:

Wait for Gen Z activism and focus on ESG to reach the benefits suite: According to a previous survey [with Fortune](#), Gen Z was the least likely to say their **employers provided a retirement contribution** compared to their older coworkers (17% v. Millennials: 34%, Gen X: 42%, Boomers: 40%), yet the most likely to find **employer retirement contributions to be important** in deciding to take a new job v. staying in their current role (77% v. 82%, 89%, 69%, respectively).

Section:

04

Topic:

WHAT'S NEXT? AMERICAN TEENS TO THEIR HIGH SCHOOLS: GIVE ME MY DATA: DATA QUALITY CAMPAIGN-HARRIS POLL

Introduction:

Harris, Data Quality Campaign, and the Kentucky Student Voice Team featured [in The 74](#) high school students across the country report that they are in the dark about their learning and future.

- Two-thirds of high school students (67%) say **the 2021-22 school year was challenging**.
- And over half (54%) say the **pandemic has changed how they think about what they might do after graduation**.
- But just (35%) said their **school informed them of what postsecondary or career paths are available to them**. The same percentage said their school has told them whether their courses are preparing them for higher education.

- Students also lack the necessary information to determine their options after graduation, including **data on outcomes for students like them** at different postsecondary institutions and in various careers.
- 8 in 10 students (80%) agreed they **would feel more confident about their path** if they had better access to information like this.

Implication:

A generation that has fingertip access to data from their steps to their friend's locations 24/7, schools are simply analog. And inadequate teaching extends beyond schooling and into early careers. As we found previously [with Bloomberg](#), for those Gen Z Americans who interned or started a job this past year, half (49%) agree that they **don't feel like their training and onboarding were done well**. **In addition**, 6 in 10 interns (58%) reported **feeling lost at work** without anyone to reach out to for questions and support.”

Questions?

RYAN LINDER

Global Chief Marketing Officer, EVP, Stagwell

ryan.linder@stagwellglobal.com

JOHN GERZEMA

CEO, The Harris Poll

jgerzema@harrisinsights.com



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