

COVID-19 CONSUMER RESEARCH EXECUTIVE SUMMARIES PART 2

TABLE OF CONTENTS

WAVE 90: CONDUCTED DECEMBER 30 - JANUARY 2	4 - 10	WAVE 79: CONDUCTED OCTOBER 1 - 3	74 - 80	WAVE 69: CONDUCTED JULY 23 - 25	144 - 150
WAVE 89: CONDUCTED DECEMBER 10 - 12	11 - 17	WAVE 78: CONDUCTED SEPTEMBER 24 - 27	81 - 87	WAVE 68: CONDUCTED JULY 16 - 18	151 - 157
WAVE 88: CONDUCTED DECEMBER 3 - 5	18 - 24	WAVE 77: CONDUCTED SEPTEMBER 17 - 19	88 - 94	WAVE 67: CONDUCTED JULY 9 - 11	158 - 164
WAVE 87: CONDUCTED NOVEMBER 24 - 28	25 - 31	WAVE 76: CONDUCTED SEPTEMBER 10 - 12	95 - 101	WAVE 66: CONDUCTED JULY 2 - 4	165 - 171
WAVE 86: CONDUCTED NOVEMBER 19 - 21	32 - 38	WAVE 75: CONDUCTED SEPTEMBER 3 - 5	102 - 108	WAVE 65: CONDUCTED JUNE 25 - 27	172 - 178
WAVE 85: CONDUCTED NOVEMBER 12 - 14	39 - 45	WAVE 74: CONDUCTED AUGUST 27 - 29	109 - 115	WAVE 64: CONDUCTED JUNE 18 - 20	179 - 185
WAVE 84: CONDUCTED NOVEMBER 5 - 7	46 - 52	WAVE 73: CONDUCTED AUGUST 20 - 22	116 - 122	WAVE 63: CONDUCTED JUNE 11 - 13	186 - 192
WAVE 83: CONDUCTED OCTOBER 29 - 31	53 - 59	WAVE 72: CONDUCTED AUGUST 13 - 15	123 - 129	WAVE 62: CONDUCTED JUNE 4 - 6	193 - 199
WAVE 82: CONDUCTED OCTOBER 22 - 24	60 - 66	WAVE 71: CONDUCTED AUGUST 6 - 8	130 - 136	WAVE 61: CONDUCTED MAY 26 - 28	200 - 206
WAVE 80: CONDUCTED OCTOBER 8 - 10	67 - 73	WAVE 70: CONDUCTED JULY 30 - AUGUST 1	137 - 143		

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 90

WAVE 90 INTRODUCTION

The following research was conducted between **December 30, 2021 - January 2, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,066** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

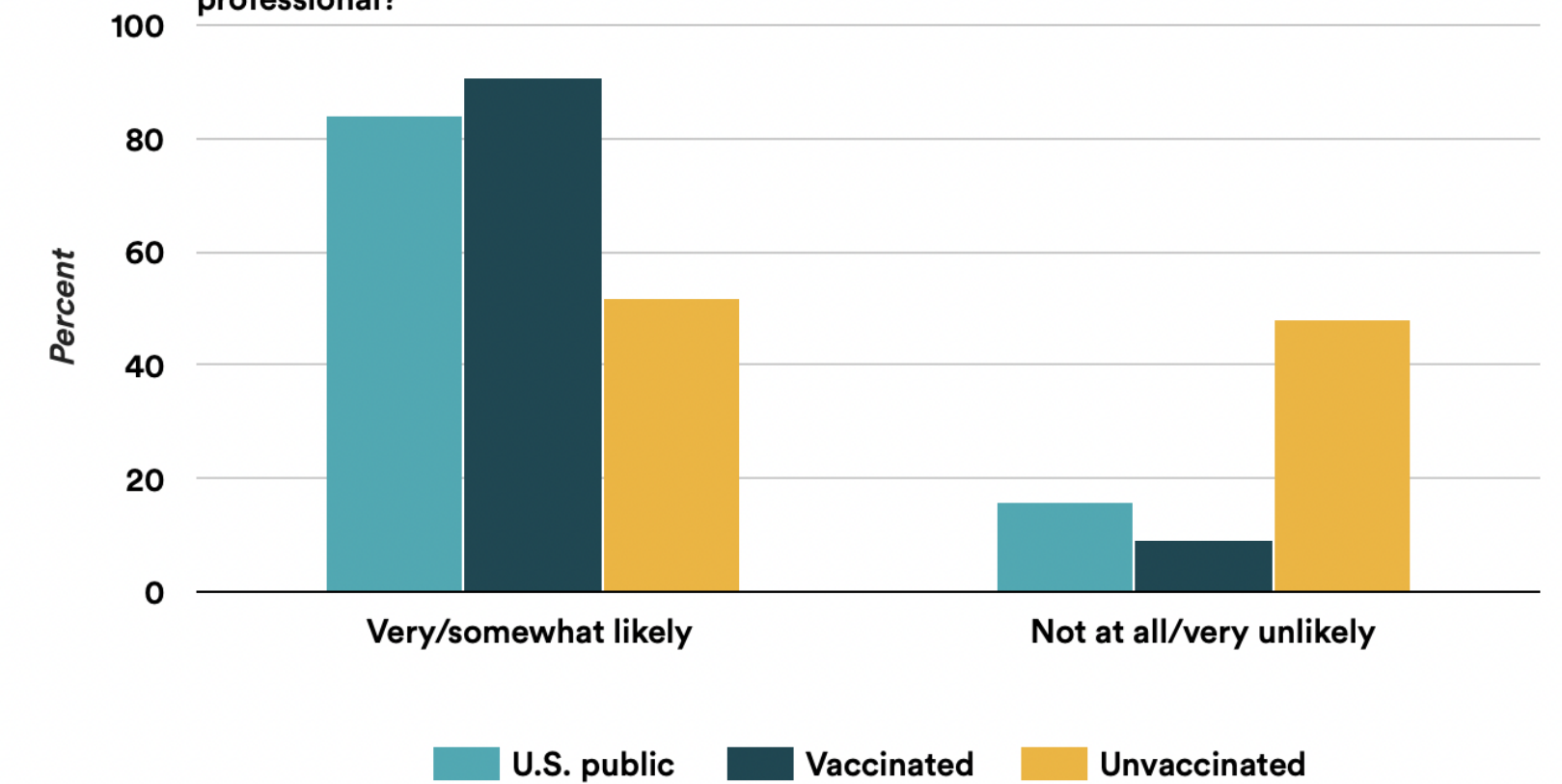
VACCINATED AMERICANS FAR MORE LIKELY TO TAKE PFIZER COVID PILL THAN UNVACCINATED: STAT-HARRIS POLL

Introduction:

Introduction goes here. Introduction goes here.

- Just before regulators authorized use of a widely publicized COVID pill from Pfizer, only half of Americans (52%) were aware the treatment could prevent hospitalization or death, according to a new survey by [STAT and The Harris Poll](#). Here's what else they know:
- Of those who were familiar with the Pfizer pill, 84% are likely to take it if they test positive for COVID, with no large differences between generations, racial groups, or political affiliations.
- **But there was one key difference:** 91% of vaccinated people would take the pill, but only 52% of all unvaccinated Americans said they would be likely to.
- The likelihood an unvaccinated person would take the pill dropped further to 35% among those who with no plans to be vaccinated.

How likely would you be to take Pfizer's Covid-19 pill if it was prescribed by a health professional?



- Overall, slightly less than half (46%) of all unvaccinated Americans indicated they are **unwilling to receive a vaccine or the Pfizer pill**.

Implication:

"Paxlovid's initial market is more likely to be vaccinated (and boosted) urban liberals who are older, or who have chronic conditions. As America 'surfs variants', you could see it - and Merck's pill - becoming a popular way to treat future exposures," said John Gerzema, CEO of The Harris Poll.

Section:

02

Topic:

HOW SHOULD WE BE MEASURING THE PANDEMIC?

Introduction:

As Omicron leaves an unprecedented number of COVID cases in its wake - [one million on Monday](#) - it may be hard to determine the severity of the pandemic on cases alone, especially when many are breakthrough ones. So we asked Americans which metrics we should be using:

- Americans are evenly divided when asked which metric is the best indicator in judging the severity of the pandemic today: 34% say cases are the best metric, while 33% say hospitalizations, and 33% say deaths.
- **Short term goal:** 40% say minimizing the number of deaths due to COVID by focusing on vaccines and other treatments should be the primary short-term goal, while 34% say it should be keeping cases to a minimum and preventing exposure, and 26% say the goal should be preventing hospitals from being overwhelmed.
- **Long-term goal:** Americans are evenly divided on the long-term goal of the pandemic, 51% say we must learn to live with occasional surges of COVID but otherwise return to normal; 49% say getting to 'COVID Zero' - or keeping the number of new cases to a minimum - should be the goal. Gen Z is most adamant about getting to COVID Zero (60% vs 46% of Boomers).

Implication:

COVID cases and resulting hospitalizations used to be strongly correlated, yet Omicron's surge among the vaccinated and previously infected is leading to [a decoupling](#). The staggering case numbers are cause of alarm, but businesses considering precautions may want to follow [Dr. Fauci's](#) advice and look at hospitalizations in their community as the better metric in determining the severity of the situation.

Section:

03

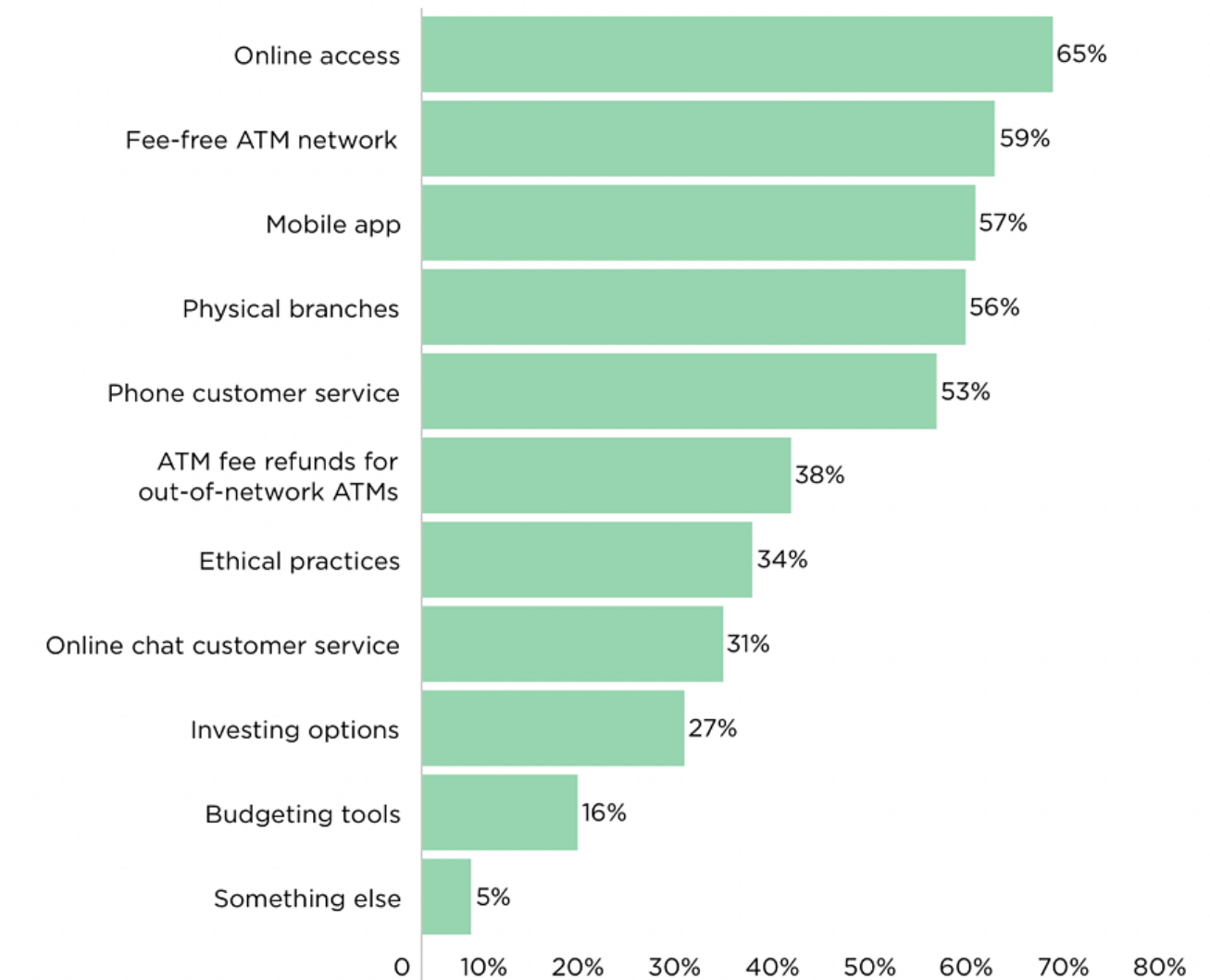
Topic:

MOST LIKE THEIR BANK – WHAT TO SEEK IF YOU DON'T: NERDWALLET-HARRIS POLL

Introduction:

According to our survey with NerdWallet, just over half of American banking consumers (53%) say they're very satisfied with their current primary bank, while 30% are somewhat satisfied and 17% are unsatisfied with their financial institutions. Here's what we learned:

- **Functionality of online tools and services:** Online access (65%) and mobile apps (57%) are among the top services or features that banking consumers say are most important to consumers.
- **But human connection still matters:** Physical branches (56%) and phone customer service (53%) are two other features important to more than half of banking consumers.



Source: NerdWallet survey conducted online Oct. 12-14, 2021, by The Harris Poll. Respondents include 1,870 Americans who have a primary bank (defined as the bank they use most often), and they could choose more than one answer.

- **But it's not all about the features:** Most consumers (78%) say it is important their bank is ethically or socially responsible, while one-third (33%) want to switch to an ethically and socially responsible bank - but aren't sure how to find one.
- Further, 45% reported choosing their bank in part of their ethical business practices or dedication to a community or mission, while 22% don't care.

Implication:

Consumers want to know they can trust their bank to ethically invest and handle their money. Banks that betray the trust of their customers have a long road ahead - [just ask Wells Fargo](#).

Section:

04

Topic:

AN UPDATE ON QUARANTINE GUIDELINES

Introduction:

Last week, our friends at The Centers for Disease Control and Prevention (CDC) [updated their recommendation](#) for people who tested positive for COVID, from ten to five days if they aren't showing symptoms if they wear a mask for an additional five days. Here is what Americans think about this decision:

- Two-thirds (64%) support the CDC's recommendation that asymptomatic people can resume masked public activity after 5 days, with support higher among Boomers (68%) and Gen X (66%) than Gen Z (56%) or Millennials (59%).
- **However, a divide exists over its implications:** just over half (53%) say the decision is risky and people will ignore the recommendation when they are still showing symptoms in order to get back to public life, while 47% say it is the correct decision as asymptomatic people are less likely to be contagious and we must balance risk of COVID exposure with keeping society open.
- Vaccinated Americans (55%) are more likely than those unvaccinated (45%) to say it's too risky of a recommendation given people will ignore it.

Implication:

[Many businesses](#) are struggling to keep operations running as workers fall sick and have to quarantine given how rapidly Omicron is transmitting through communities. While the shortened time frame may cause anxiety for many, the recommendation may be critical in avoiding mass closures.

Section:

05

Topic:

NEARLY 9 IN 10 AMERICAN WORKERS LOOK TO EMPLOYERS TO BUILD RETIREMENT SAVINGS DURING THESE UNCERTAIN TIMES: FUNDING OUR FUTURE-DAILYPAY- HARRIS POLL

Introduction:

Our latest survey in partnership with Funding Our Future and DailyPay [reveals](#) that a majority are anxious about their current financial situation as the pandemic exacerbated economic inequities. Here's what we learned:

- More than half of Americans (58%) are **anxious about their current financial situation**, with the financial anxiety greater among those aged 18-34 (71%), renters (70%), and those with household incomes under \$50,000 (67%).
- **What can employers do?** Close to 9 in 10 (87%) of employed Americans say that it is very (54%) or somewhat important (32%) that their employer offers a retirement savings program, such as a 401(k) account.
- These benefits are so important that (67%) of employed Americans say that they would be very or somewhat likely **to switch employers** if their current employer did not offer a retirement savings program.

- Additionally, many employed Americans (59%) say that they would **benefit from getting paid more frequently** at work than they currently do, including (70%) of hourly workers ages 18-55.

Implication:

We have previously reported on [The Great Resignation](#), and these findings are an additional warning to employers that they need to be cognizant of their provided benefits when attracting, retaining, and engaging their employees - as many are willing to leave for better financial benefits elsewhere.



WAVE 89

WAVE 89 INTRODUCTION

The following research was conducted between **December 10 - 12, 2021** by The Harris Poll. Fielded among a nationally representative sample of **1,997** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

BRAND LOYALTY EXTENDS TO BOOSTER SHOTS

Introduction:

As Americans continue to get their COVID-19 booster shots, half of Americans (51%) consider being “fully vaccinated” to include a booster shot after an initial vaccination. So, will Americans be sticking with their original brand for their booster, or mixing it up? Here’s what we know:

- **Americans will stick with what they know:** 76% of those who plan to get a booster tell us they plan to receive the same brand for their booster as their initial vaccination, while only 1 in 10 (10%) plan to switch brands and 14% don’t have a preference either way.
- **Younger Americans are the most likely to switch brands for their booster:** 20% of Gen Z and 18% of Millennials will be getting a different brand than their original (vs 7% Gen X, 3% Boomers).
- Most of those vaccinated (43%) had **little to no wait time in booking their booster appointment**, while 25% of those who have tried had to book more than a few days in advance and one-third (32%) haven’t tried to schedule yet.

Implication:

[Some studies are showing](#) that mixing vaccine brands may provide a more robust response than sticking with the same. But as with traditional products, most consumers remain loyal to their original brand - [whether it be Moderna Mafia or Pfizer Pham](#) - given the initial trust we placed in these brands in the spring.

Section:

02

Topic:

DREAMING ABOUT MOVING? YOU'RE NOT ALONE: COLDWELL BANKER-HARRIS POLL

Introduction:

Americans don't feel tethered to one place anymore according to our survey in partnership with [Coldwell Banker](#), with many considering moves to more affordable locations.

- Four in 10 (41%) Americans would be willing to take a pay cut or accept a lower salary in order to move to a more affordable location, especially younger generations (Gen Z: 51%, Millennials: 47% v. Gen X: 32%, Boomers: 27%).
- In expensive regions like the Northeast and West, nearly half (46%) of employed Americans indicated their willingness to move somewhere more affordable even with a pay cut or lower paying job.
- **Americans are chasing the sun:** nearly a third (31%) of Gen Z men would consider moving to Miami, while a fifth of Gen Z women would consider Austin, and households with children under 18 ranked Miami (21%) and Austin (17%) as top destinations.
- **Don't forget Atlanta:** it ranked the highest among cities that Black Americans would consider relocating to (28%).

- However, before moving, homeowners want a real estate website that provides an estimated sale price for their home (39%) and a feature that would allow for cost of living comparisons among different zip codes (37%).

Implication:

As Americans no longer feel constrained to live in the same city as their work, the professional freedom that the pandemic brought for many Americans will continue to shape the future of home ownership in addition to downtowns and the office.

Section:

03

Topic:

A YEAR INSPIRED BY FOOD TRENDS AND BACK TO NORMAL-ISH BUYING: INSTACART-HARRIS POLL

Introduction:

2020 changed us, and so much of what we did during the early days of the pandemic has continued to influence our shopping behavior. In a nutshell, 2021 was back-to-normal(ish) for groceries. In partnership with Instacart, [here is what we learned this year](#):

- 'Tok' of the Town: 44% of Americans tried making a social media food trend in 2021. Further to that, more than 1 in 3 (36%) say social media has changed how they approach cooking at home.
- Gen Z & Millennials Are Here 🙌 For 🙌 The 🙌 Trends: Gen Z'ers and Millennials are more likely to have tried making a viral food trend recipe in 2021 than older generations. Nearly three quarters of Gen Z'ers (71%) and Millennials (70%) tried making a social media food trend in 2021, compared to 35% of Gen X'ers and 24% of Boomers.

2021's Top Social Media Food Trends

These three trends saw the largest spike in Instacart orders that included their main ingredients



Instacart determined growth rates by comparing the number of carts that contained the main ingredients of each trend at their peak vs 7 days prior.

Implication:

The impact of social media food trends will continue to influence our shopping lists, and grocery stores would be apt to utilize these latest cooking trends in their future marketing and promotion when engaging consumers.

Section:

04

Topic:

MILLENNIALS CAN'T AFFORD HOUSES, BUT THEY COULD PURCHASE (A PIECE OF) THE CONSTITUTION

Introduction:

Last week, we discussed how Millennials are more familiar and interested in the metaverse and cryptocurrency than their peers, as covered in Insider. It seems their interest also applies to decentralized autonomous organizations (DAOs) as well. Here's what we know:

- While only a quarter of Americans (27%) say they are familiar with DAOs - online users that collectively bring their cryptocurrency together - close to half (47%) of Millennials are aware (v. Gen Z: 32%, Gen X: 30%, Boomers: 8%).
- Millennials were largely in support (58%) of DAOs crowdfunding to purchase rare copies of art and documents such as, say, the Constitution. However, **Gen Z, Gen X, and Boomers were less supportive** (48%, 44%, and 25%, respectively).
- While Gen X (40%) and Boomers (15%) have little interest in the decentralized fractional ownership of DAOs, close to two-thirds of both Gen Z (63%) and Millennials (64%) are.
- **Many minority Americans have switched from traditional banking and have turned to cryptocurrency**: 57% of Black, 54% of Hispanic, and 51% of Asian & Pacific Islander are interested in decentralized fractional ownership (v. White: 36%).

Implication:

Crypto, the metaverse, DAOs, NFTs, and Web3 may be meaningless words to many Americans, but they are the next frontier in the online world so marketers and brands should likely take note. Millennials, even more than their Gen Z counterparts, are currently set to lead the way into the next phase of the internet.

Section:

05

Topic:

75% OF HEALTH-INSURED INDIVIDUALS IN THE U.S. ARE CONCERNED ABOUT MEDICAL BILLS

Introduction:

[Our recent MITRE-Harris Poll Survey](#) found that 75% of health-insured individuals in the U.S. have some level of concern about financial hardship due to medical bills - nearly matching, 77% of uninsured sharing that same worry. Here's what else we found:

- More than **4 in 10 of those insured report receiving an unexpected medical bill** for reasons such as their insurance provider not covering as much as anticipated (47%), not realizing a procedure wasn't covered (42%), or a doctor/facility being out of their network (33%).
- More than a quarter (28%) **admitted they never check their coverage before using their insurance**, partly because trying to figure out what is and isn't covered is their biggest frustration (28%), followed by finding someone to answer questions (20%), and figuring out who is and is not in-network (20%).

- **Many Americans are paying for insurance plans they don't understand:** only (33%) feel they understand their plan "completely," while (53%) say they understand it "somewhat." Regarding mental health services, a quarter (26%) say they did not understand what mental health services were covered by their plans.
- Nearly half (45%) say **insurance companies are primarily responsible for making health insurance plans easier to understand.** However, younger Americans feel there is shared responsibility among insurance companies, healthcare providers, and the government.

Implication:

A consumer information gap exists for health insurance and if insurance companies aren't proactive in making sure their consumers fully understand their benefits, they may lose trust in their provider and seek out a provider they are more trusting of.



WAVE 88

WAVE 88 INTRODUCTION

The following research was conducted between **December 3 - 5, 2021** 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:

META YOUTH: YOUNG AMERICANS ARE READY FOR THE METAVERSE

Introduction:

Millions of dollars are pouring into real estate within the metaverse, as reported last week by [The New York Times](#) and [Wall Street Journal](#). Yet, our latest data shows that while most Americans (58%) don't even understand what these digital realms are, young Americans are showing the most interest. Here's what we found:

- **Young Americans, 40 and under, are leading us into the metaverse:** 7 in 10 (70%) Gen Z and Millennials are interested in interacting within the metaverse (vs 32% over 40) - and they are most likely to understand the idea of what it entails (64% under 40 v. 27% over 40).
- **Brand experiences are among top 3 reasons that young Americans want to explore the metaverse:** Driving interest are social interaction and virtual meetups (83%), playing virtual games (85%), and visiting virtual stores and brand experiences (81%).
- **Millennials are interested in scratching their travel and shopping itch virtually:** Close to 9 in 10 Millennials interested express desire of 'visiting new worlds or visiting sites around the world (e.g., Eiffel Tower)' (86%) and "purchasing clothes, art and similar goods" (87%).
- Young Americans interested in the metaverse are **turning to the metaverse to actualize their real-estate desires** (74%), led by (77%) of Millennials who are the most likely to be contemplating buying virtual real estate,

- **Millennials are more bullish on the future of the Metaverse than Gen Z:** Close to half of Millennials (48%) believe "the metaverse is the next big thing and will become part of our lives in the next decade," while only (38%) of Gen Z are this bullish.

Implication:

The metaverse may become the most over-hyped term in the next year, but there are plenty of signals that it isn't just another bubble that marketers experienced in the early aughts. With the success of companies like Roblox, young Americans often care more about their virtual identity than their physical. And as a way of escaping pandemic life, we may have an equation for a new third place that can thrive.

Section:

02

Topic:

FEAR OF OMICRON HEATS UP AHEAD OF THE HOLIDAYS

Introduction:

According to our weekly polling, public awareness of the new Omicron variant has increased 14 percentage points from 64% last week to 78% today, and many are concerned for what it may bring. Here are the latest updates:

- **Move over, Delta:** Of those familiar with Omicron, seven-in-ten (70%) are more worried about it than Delta, and concern is greater among younger generations (Gen Z: 81% and Millennials: 77% vs. Gen X: 67%, Boomers: 65%).
- While three-quarters (75%) of those vaccinated are more worried about Omicron, only half (50%) of those unvaccinated feel the same - and (22%) are much less worried.
- Americans don't see Omicron as being overhyped: 72% of those aware are concerned that **it could be more contagious and severe as well as evade vaccines** than other variants (Vaccinated: 76%, Unvaccinated: 53%).
- **Masks are back:** While 35% of Americans say they already practice strict COVID health measures, over half (56%) **plan to resume precautions** such as wearing masks indoors and social distancing again (30%), avoiding high-risk places like sporting events and concerts (27%), getting a booster (25%), and limiting their indoor activities like shopping and going to the gym (22%).
- As of this Monday, the U.S. began requiring all international travelers to provide proof of a negative test within a day of their flight - a policy that **38% believe is the most or second most important of eight measures** in managing the pandemic and preventing any new variants from entering.

Implication:

Although there are still a lot of unknowns with the Omicron variant, public concern about its potential health and economic impacts are high -- a fear we know all too well; our polling indicates disruption ahead for holiday travel, shopping and gatherings.

Section:

03

Topic:

EMPLOYERS BEWARE - 23% OF AMERICAN WORKERS ARE PLANNING TO QUIT IN THE NEXT 12 MONTHS: CAREERARC- HARRIS POLL

Introduction:

If employers were hoping 2022 would make it easier for them to find staff, our latest survey in partnership with CareerArc, will put a damper on that. As covered by [Fast Company](#), the data suggests that The Great Resignation is only about to heat up. Let's take a look:

- **NYE Resignations:** Close to a quarter (23%) of employed Americans plan to quit their jobs in the next 12 months - with 70% looking to quit before February 2022 and 36% planning to quit before the new year.

- Among those wanting to quit within the next year, close to six-in-ten (59%) either already are or will begin job searching between now and February. However, one-in-ten (11%) **plan to quit and have no plans of looking for a new job.**
- The top three reasons for quitting are wanting **better working conditions** (32%), **feeling burnt out** (30%), and desiring **higher pay** (29%).
- As for **who is quitting**, younger employees (ages 18-34) are more than twice as likely as older employees (ages 35-64) to say they plan to resign from their jobs in the next 12 months (34% vs. 15%).

Implication:

According to Jim Bramante, Chairman and CEO at CareerArc, "Companies need to get serious about building a strong employer brand to support their recruitment and retention strategy. Employer authenticity, action, and brand reputation have never been more critical and organizations that act quickly have an immense opportunity to get an 'unfair' share of top talent as part of The Great Rehire."

Section:

04

Topic:

WHAT RETAILERS SHOULD GIVE MILLENNIAL AND GEN Z WOMEN FOR THE HOLIDAYS: AD AGE-HARRIS POLL

Introduction:

In our latest survey in partnership with [Ad Age](#), we found that women - particularly Millennials and Gen Z - are bringing new priorities and expectations to the sales counter. With more than four-in-ten (44%) Gen Z and Millennial women ready to shop to make up for missed time, retailers should take notice. Here's what we found:

- **Spending with intention:** More than 7 in 10 Gen Z and Millennial women are trying to shop at local businesses more often, and 39% of Gen Z and 43% of Millennials say they want to spend their money with companies that support small businesses.
- Further, more than 2 in 5 women under 40 want to buy from companies that use a percentage of their **profits to help local communities**.
- **Ready to shop elsewhere:** Women are standing up for employees, as 47% of Gen Z and 44% of Millennial women say that they **will not support retailers** that make their employees work on holidays.
- Nearly 2 in 5 women under 40 say they're looking forward to **shopping with friends and family again**, while another one-third say that they look forward to **pairing shopping with another fun activity**.

- **Lean into in-person experiences:** Friendly sales experts (29%) and food and beverage offerings (29%) were the leading ways to appeal to women consumers as **online bots and algorithms can't replace human interaction after all**.

Implication:

Women are thinking of their communities more, both in terms of local businesses and the people who work in stores; they are ready to escape COVID's gloomy shadow; and most importantly, they want to enjoy themselves.

Section:

05

Topic:

REFRAMING PUBLIC SAFETY REFORM TO FIND COMMON GROUND: MACARTHUR FOUNDATION- HARRIS POLL

Introduction:

The Harris Poll teamed up with the [MacArthur Foundation](#) to see how Chicagoans' perspective on public safety in their city has changed since we first checked in in March 2021. Here's what else we found:

- Chicagoans continue to **perceive a decline in local race relations**: 78% disagree that race relations in their city are good right now, and (71%) disagree that race relations have improved. Nearly two-thirds (63%) say **race-related issues are systemic** in nature.
- Residents report high levels of concern about the personal safety of marginalized communities such as the homeless (85%), residents of color (83%), and those with mental or behavioral health conditions (87%).
- Further, more than half (57%) report **gun violence is the most important problem in Chicago** (up from 50% in the spring), and background checks (65%), higher penalties for gun-related crimes (64%), and police presence in areas with high gun violence (58%) are desired by those who believe gun violence needs to be reduced (Spring: 63%, 60%, and 55%, respectively).

- While 60% of residents disagree that funding for the Chicago Police Department is too high, 73% say there should be **more funding for non-policing alternatives** (e.g., social workers on police force) and **sensitivity training for all officers** (56%).
- Yet, in police encounters, more people of all demographics report negative experiences (23% of all residents, 37% of people of color) or being racially profiled (33% of residents of color).

Implication:

Attitudes towards solutions addressing these issues are nuanced and divided along racial, socioeconomic, and generation lines as well as lived experiences. Even so, Chicagoans still desire changes to the laws, systems, and organizations that contribute to and help prevent the violent crime plaguing the city.



WAVE 87

WAVE 87 INTRODUCTION

The following research was conducted between **November 24 - 28, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,416** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

MAKING OUR WAY THROUGH THE GREEK ALPHABET TO OMICRON

Introduction:

While much is still unknown about Omicron's severity and transmissibility, many Americans are already concerned about its potential impact – but aren't panicking quite yet. Here's what we found in this weekend's polling:

- **A stark difference in awareness across vax status:** While close to seven-in-ten (69%) of vaccinated people are familiar with Omicron, only 44% of unvaccinated people are.
- Of those familiar, over three-quarters (78%) of Americans are concerned that it **will evade existing vaccines**, a fear among vaccinated (81%) and even unvaccinated (61%) Americans.
- Yet despite these stated concerns, overall **fear of new variants remains unchanged** from prior weeks this weekend at (73%), as does fear of a surge in new cases (70%), and those who believe the worst is behind us (56%).
- **Though uncertainty about what Omicron may bring remains**, nearly nine in ten (87%) think it is likely that this new variant will **lead to new surges in cases and restrictions** (vaccinated: 88%, unvaccinated: 78%).
- **Cause for (cautious) optimism:** Yesterday, [Wall Street Journal reported](#) BioNTech CEO Ugur Sahin said the new variant "could lead to more infections among vaccinated people but they will most likely remain protected from a severe course of illness."

Implication:

Americans are cautiously concerned about what may lie ahead in the next stage of the pandemic. In the wake of Delta, consumer confidence and activity ahead of the holiday season will likely remain stable until we know more about Omicron. But right now the variant isn't as big an existential threat as say, inflation. But watch this space...

Section:

02

Topic:

AMERICA GETS BOOSTED

Introduction:

In mid-November, the [CDC expanded eligibility](#) for all Americans to qualify to receive a booster shot. Nearly 9 in 10 vaccinated Americans tell us they have either received a booster (33%) or are likely to get one (54%). However, interest in boosters vary across demographics:

- **What does it mean to be “fully vaccinated?”** Now that boosters are recommended for all, half (50%) consider **vaccination plus booster** to be “fully vaccinated.” However, only 38% of Republicans and 38% of unvaccinated Americans agree.
- While **over half (55%) of Americans believe everyone should receive a booster**, 21% of Americans - including 55% of those unvaccinated - say they aren't necessary for anyone at all. One-quarter (25%) of Americans say they are only necessary for those who are at-risk or interact with someone high-risk.
- **Why get boosted?** Among those who already received their booster, 78% say they got the extra shot to **remain as protected as possible**; 56% because it is recommended by health experts; and 33% due to concern that their initial antibodies are wearing off.
- Nearly six in ten (58%) Americans support boosters to be included in any **vaccination requirements for public activity**. But age and political divides exist: 73% of Democrats support vs only 42% of Republicans; and 63% of Boomers support vs 55% of Gen Z.
- **Boomers and boosters:** More than half (55%) of Boomers said they have received a booster - more than younger generations (Gen Z: 9%, Millennials: 20%, Gen X: 23%).

Implication:

While we wait and see what the Omicron variant means for vaccinated Americans, many are getting the message that booster shots are the most effective way for people to protect themselves from severe illness and the ability to live as normally as possible during the seemingly never-ending pandemic. (Or should we just call it an endemic at this point?)

Section:

03

Topic:

OPEN BORDERS TO VAXXED FOREIGN TRAVELERS: CDC-HARRIS POLL

Introduction:

In early November, the U.S. government began allowing non-U.S. travelers to enter the states if they were both fully vaccinated and tested negative for COVID. In order to see how Americans felt about the latest travel update, we partnered with the Centers for Disease Control and Prevention (CDC) to find out. Here is what we found:

- Nearly half (49%) of Americans were at least somewhat aware of the latest travel orders.
- **Grab your vaccine passport:** Three-quarters (76%) of Americans support requiring non-U.S. travelers to be fully vaccinated, with 84% of Democrats and 71% of Republicans in agreement. Even unvaccinated Americans (57%) support the latest policy update (vaccinated: 82%).
- Even before Omicron was detected in South Africa, three-quarters (75%) were concerned that expanded international travel **increases the risk** of new variants entering the U.S.
- Along with new variants, 74% of Americans fear opening our borders will lead **to increased COVID outbreaks**.
- Yet, even with the previous concerns, close to three-quarters (72%) of Americans believe we are **entering a “new normal”** where testing and vaccination requirements are routine, a notion held by both vaccinated (75%) and unvaccinated (61%) Americans.

Implication:

The expanded travel policy holds the potential to repair the [bruised tourism](#) sector that was hit significantly by the pandemic. However, the economic potential could be threatened if opening borders leads to higher case numbers and new variants causing chaos in the U.S.

Section:

04

Topic:

THE ECONOMICS OF ENTERTAINMENT: CRAIN'S-HARRIS POLL

Introduction:

More investment in nightlife could help Chicago attract residents and businesses. As leaders plan for future growth, they should examine opportunities to keep residents going out - and staying local, [according to Harris Poll co-CEO Will Johnson's latest op-ed in Crain's](#). Here is what else he has to say:

- **A city that snoozes:** More residents describe Chicago as “boring” (49%) compared to those who deem it “up and coming” (37%).
- **Chicago After Midnight:** While 70% of Chicagoans believe their city is attracting new businesses and residents, only 28% think leisure and nightlife options contribute to this growth – lower than the 37% viewed by other major metro residents about their cities.
- **What makes a “good” city?** When rating their cities, 44% of Americans factor in the presence of restaurants, roughly one-third include entertainment options, and one-in-four cite arts and culture organizations.
- **Time for a second act:** Johnson advises Chicago leaders to look at what's unfolding in nearby metros as 45% of Detroit and 40% of Indianapolis residents say that their cities' entertainment options attract new people and businesses.

Getting better?

Percent of Chicago-area residents who say Chicago has changed for better in last 5 years



Implication:

Chicago was once known for its thriving nightlife. As Chicago leaders plan for future growth, they should examine opportunities to increase investment in the city's leisure and entertainment to keep residents going out – and staying local.

Section:

05

Topic:

43% OF ADULTS HAVE FINANCIALLY CHEATED ON THEIR PARTNER: NEFE-HARRIS POLL

Introduction:

Some (43%) of adults with combined finances in a relationship said they've committed an act of financial deception – lying about money or hiding cash, bills, and purchases – according to our new poll in partnership with the National Endowment for Financial Education (NEFE) and [featured in CNBC](#). Here is what else we learned:

Committed a financial deception



Hid a purchase, bank account, statement, bill or cash



Lied about finances, debt or earnings



Source: Survey conducted by The Harris Poll on behalf of the National Endowment for Financial Education among 2,073 U.S. adults in June '21.



- **Most deceptions happen for a few main reasons:** Nearly 4 in 10 (38%) felt that some aspects of money should remain private, (34%) had discussed finances but felt their partner would disapprove, and (33%) were too afraid or embarrassed about their finances to speak with their partners.
- **It's not better to ask for forgiveness than ask for permission:** Of the couples who had experienced financial deception, (42%) said that it resulted in a fight, while others said it eroded trust and privacy, led to separate finances, or ended the relationship entirely.
- However, there were a lucky few who were discussing the financial infidelity made their relationship closer (19%) and led to **more proactive communication** later (16%).

Implication:

If you have committed financial infidelity, it's probably best to come clean to your spouse or partner as soon as you can, and clearly discuss how finances should or shouldn't be combined.



WAVE 86

WAVE 86 INTRODUCTION

The following research was conducted between **November 19 - 21, 2021** 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:

PANDEMIC HOLIDAYS, ROUND 2

Introduction:

Despite [COVID cases in the U.S. rising again](#), over half of Americans (55%) plan to attend or host gatherings with family and friends this holiday season – up from 48% who told us they celebrated Thanksgiving in-person last year. In a consultation with the CDC, we surveyed how Americans are getting ready to spend the holidays after the stressful holiday period of 2020. Here is what we found:

- **Many will be traveling for the holidays:** Among those planning to attend a small holiday gathering with friends and family, many will also be traveling domestically (64%) and internationally (52%).
- **But you better watch out:** Over one-third of vaccinated Americans (37%) are ready to uninvite those who fail to follow COVID-19 precautions.
- **Bring your side dish... and your mask:** Nearly half (48%) of vaccinated Americans say they would ask visiting family/friends to wear a mask - and 30% of unvaccinated Americans would do the same.
- **COVID safety at the dinner table - what are people doing:** For those attending or hosting holiday gatherings, over a third of respondents will wear a mask indoors (39%), avoid potentially risky settings before attending (38%), and stay physically distant from others (35%) in hopes to minimize COVID-19 risks.
- Interestingly Gen Z (67%) and Millennials (67%) are more hesitant to spend the holidays with unvaccinated family members even though they are at lower risk of severe COVID-19 infections (Gen X: 49%, Boomers, 45%).

Implication:

For a second year, the COVID-19 pandemic will impact holiday gatherings and travel plans, though with vaccines - and now boosters – widely available, family time and consumer spending will hopefully feel more like 2019 than 2020.

Section:

02

Topic:

IT COULD BE THE MOST EXPENSIVE THANKSGIVING EVER – HOW FOOD BRANDS ARE RESPONDING: AD AGE-HARRIS POLL

Introduction:

According to our latest [Ad-Age Harris Poll](#), consumers are preparing for what is likely to be the most expensive Thanksgiving feast they've ever prepared. Retail prices are up sharply this year and supplies are down at a time when consumers are planning bigger celebrations than they did last year. Here's what we found:

- Overall, 80% of Thanksgiving shoppers have **paid more** for food than they had anticipated.
- **Where are the Thanksgiving pies?** Over half (56%) of shoppers **struggled to find items** – canned pie filling and cranberry jelly (47%), turkey (43%), baked goods and pies (40%) – and nearly half (46%) have **adjusted their menu plans** because of this.
- **It's time to market:** 58% report being swayed by advertisements and effective purchase drivers are providing recipes or décor inspirations (47%); reminders to shoppers to pick up a particular item (45%) or straight discounts (43%). **Brand affinity doesn't break the top three reasons.**

Implication:

The poll indicates shoppers are significantly affected by supply chain gluts and inflation this year but could be influenced by marketing as two-thirds reported using coupons. Marketers determined to make a success of the lucrative food holiday should approach consumers with empathy as a coupon or a recipe idea doesn't seem to hurt.

Section:

03

Topic:

2 OUT OF 3 AMERICANS WANT A VACCINE MANDATE FOR DOMESTIC AIR TRAVEL: FORBES- HARRIS POLL

Introduction:

Ask Americans if the United States should have a Covid-19 vaccine mandate for flights within the country and a big majority says yes, according to our latest COVID-19 Tracker and covered [exclusively in Forbes](#).

- Two-thirds of Americans (66%) said **airline passengers should have to provide proof of vaccination before flying in the U.S.**
- Support is strong across all genders, age groups and income levels, though it skews highest among females (69%), Millennials (69%) and people earning more than \$100,000 per year (71%).
- **Support for a domestic air travel vaccine mandate has remained strong and steady since summer:** in early August, we found 64% of Americans supported introducing a vaccine passport for domestic flying. Those who “strongly supported” such an initiative outnumbered those who “somewhat supported” it by more than two to one.

Implication:

Despite strong support among Americans, Transportation Secretary Pete Buttigieg insists such a mandate is not likely. Airlines and travel companies will need to keep Americans confident in the safety of domestic flying by continuing to impose measures such as mask requirements and vaccine mandates for travel industry workers.

Section:

04

Topic:

WANT TO REACH GEN Z WITH OOH ADS? SOCIAL MEDIA CAN HELP: OAAA-HARRIS POLL

Introduction:

It's tough to catch Gen Z's attention with traditional media formats - unless the campaigns are shared on social media. Out of home (OOH), for instance, grabs their attention when images are reposted and shared online, according to our latest survey with the Out of Home Advertising Association of America (OAAA) and featured in [Campaign Live](#). Here's what to know:

- **Social media amplifies OOH campaigns:** Two-thirds (67%) of Gen Z and Millennial consumers have **viewed OOH ads** on social media and large numbers would **reshare those images** (91% of Gen Z and 82% of Millennials).
- **Younger generations are engaged:** 85% of Gen Z and 78% of Millennials have engaged with OOH ads such as downloading an app (Gen Z: 46%) or making an online purchase (Millennials: 27%).
- **Metaverse Ads:** Both Gen Z and Millennials (82%) would view ads within AR or VR formats.
- **But privacy concerns remain:** Marketers should be wary of coming off too strong when targeting young demographics with ads, as most Gen Zers (72%) and Millennials (77%) still worry that their data is being used to target them with ads.

Implication:

The results "should be a wake-up call to all digital marketers," said Anna Bager, president and CEO of OAAA in a statement. "Although Americans, particularly young Americans, are wary of targeted online advertising, they have a growing appetite for advertising that speaks to their needs."

Section:

05

Topic:

COUNTDOWN TO THE DISCOUNTS: BLACK FRIDAY SHOPPING

Introduction:

While not as popular as a Thanksgiving turkey dinner, the discounts on Black Friday and Cyber Monday are finally here for many Americans. In our latest poll, we found out who's shopping this holiday weekend:

- Four in 10 Americans (40%) will shop this Black Friday or Cyber Monday - and the discounts are especially popular among younger generations: over half of Gen Z (52%) and Millennials (55%) plan to shop this year (vs 41% of Gen X and 23% of Boomers).
- **Some have been waiting all year:** And among shoppers this Black Friday or Cyber Monday, 8 in 10 (81%) have been waiting for the discounts on specific items - including 38% who are eyeing 6 or more items.
- **Online shopping becomes more prevalent:** Compared to last year, half of consumers plan to shop more online (51%) than they do shopping locally (26%) and at big box stores (25%). Nearly three-fifths of Gen Z and Millennials (both 57%) intend to do more online shopping this year.
- Yet, there is close to a quarter of Americans (23%) planning to spend less this year due to having **less spare cash** (57%) and finding **discount prices still too high** (31%).

Implication:

Even in the face of rising inflation, more than half of Americans (35%) plan to spend more this Black Friday weekend than they did last year. And while online shopping remains popular, [we have previously found](#) an increased desire among consumers to return to in-person holiday shopping as COVID-19 numbers go down.



WAVE 85

WAVE 85 INTRODUCTION

The following research was conducted between **November 12 - 14, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,043** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

NEARLY HALF OF AMERICAN TRAVELERS ARE MAKING 2022 TRAVEL PLANS, REGARDLESS OF COVID: OAAA-HARRIS POLL

Introduction:

According to [our new report in partnership](#) with The Out of Home Advertising Association of America (OAAA), COVID is no longer standing in the way of most future consumer travel this winter. Here are a few key insights:

- Nearly half of travelers (48%) say they have either **already made travel plans** for the first half of 2022 (26%) or **intend to do so once they decide on a destination** (22%). Just 27% say they are waiting to see how COVID conditions are; one-quarter (25%) aren't sure yet.
- **Confidence in air travel is up:** The number of travelers willing to hop on a plane during the first half of 2022 has more than doubled since the 2020 holiday season, up from 24% to 51%.

- **Out of home (OOH) provides a compelling opportunity for brands and marketers:** Those who say they notice OOH "much more" is up from September 2020, a 9-point surge. Specifically, consumers find out of home ads about retail (63%), fast food (62%) and food and beverage (60%) to be most relevant to their interests.
- Overall, **85% of those who say they noticed OOH ads also find them to be useful**, including for finding out about special offers and promotions (42%) or learning about a new business or service (29%).

Implication:

"Not only are Americans ready to travel, they're ready to consume and learn about new products – but their focus on online advertising is eroding," said John Gerzema, CEO of The Harris Poll. "That's why OOH has a big opportunity to take on renewed resonance as people travel, both locally and longer distances, and spend more time outside. Marketers should pay attention to this trend, especially in the leadup to the holiday season."

Section:

02

Topic:

WILL MOVIE THEATERS SURVIVE? THAT DEPENDS ON MILLENNIALS: WASHINGTON POST-HARRIS POLL

Introduction:

Millennials are the serial killers of our time - killing home ownership, casual dining, and even wedding traditions. But here's one thing they might just save: movie theaters. In partnership with [The Washington Post](#), we looked into movie attendance amidst the pandemic:

- Before the pandemic, 18% of Millennials reported going to the movies weekly, and 27% reported going monthly, the highest numbers of any generation.
- **Since the pandemic, those numbers have dipped:** only 8% of Millennials have gone weekly over the last year, and only 17% report attending movies monthly. Gen Z (19%) actually polls slightly ahead on the monthly question.

- **Numbers are down across the board, however, and the older the age group, the worse they get:** The figures for Boomers are particularly striking: whereas 26% said they “never” went to movies before the pandemic, that number spikes to 71% over the last year.
- Both Gen Z (42%) and Millennials (43%) think it is **more fun to watch a movie in a theater than at home** (35% and 39%, respectively).

Implication:

One could suggest a number of variables influencing these figures. Perhaps there is some confusion as to what's playing where; we previously found that only 34% of people knew the blockbuster “Dune” was out on HBO Max and in theaters simultaneously. But it's hard to look at theater hesitancy among older cohorts as anything other than a reflection of concerns about COVID.

Section:

03

Topic:

HALF OF AMERICANS ARE SHOPPING EARLY THIS HOLIDAY SEASON

Introduction:

We [previously found](#) that Americans are tired of pre-Thanksgiving holiday ads and, yet, the concern of shortages and delivery delays have many consumers shopping early this holiday season to make sure they get what they want on time. Here's what we found:

- **Early Birds:** Half (50%) of Americans are **shopping early this holiday season due to concern over items arriving late**, up from (46%) last year. And just under half (46%) are **shopping early in fear of holiday gifts being out-of-stock**, a concern that remains from last season (44%).
- **Good news for kids:** Over half (52%) of Parents are shopping early to avoid missing out on their gifts of choice, compared with only (39%) of Americans without children.
- One-third (34%) of Americans plan to split their holiday shopping equally between online and in-person purchases. Nearly as many, (33%), plan to do their shopping entirely (9%) or mostly online (24%). **Just under a quarter (23%) say they are going to do their holiday shopping entirely or mostly in-person this year.**
- [The New York Times explores](#) the supply chain hurdles for businesses trying to deliver items on time for the holidays.

Implication:

For the second year in a row, supply chain shocks from the pandemic are contributing to consumer anxiety that holiday gifts will either be late - or not in stock at all. **Marketers may need to push ahead their timeline for reaching key consumers this holiday shopping season to meet expectations.**

Section:

04

Topic:

COVID CHANGED WOMEN'S SHOPPING BEHAVIORS, DESIRES, AND EXPECTATIONS: MEREDITH-HARRIS POLL

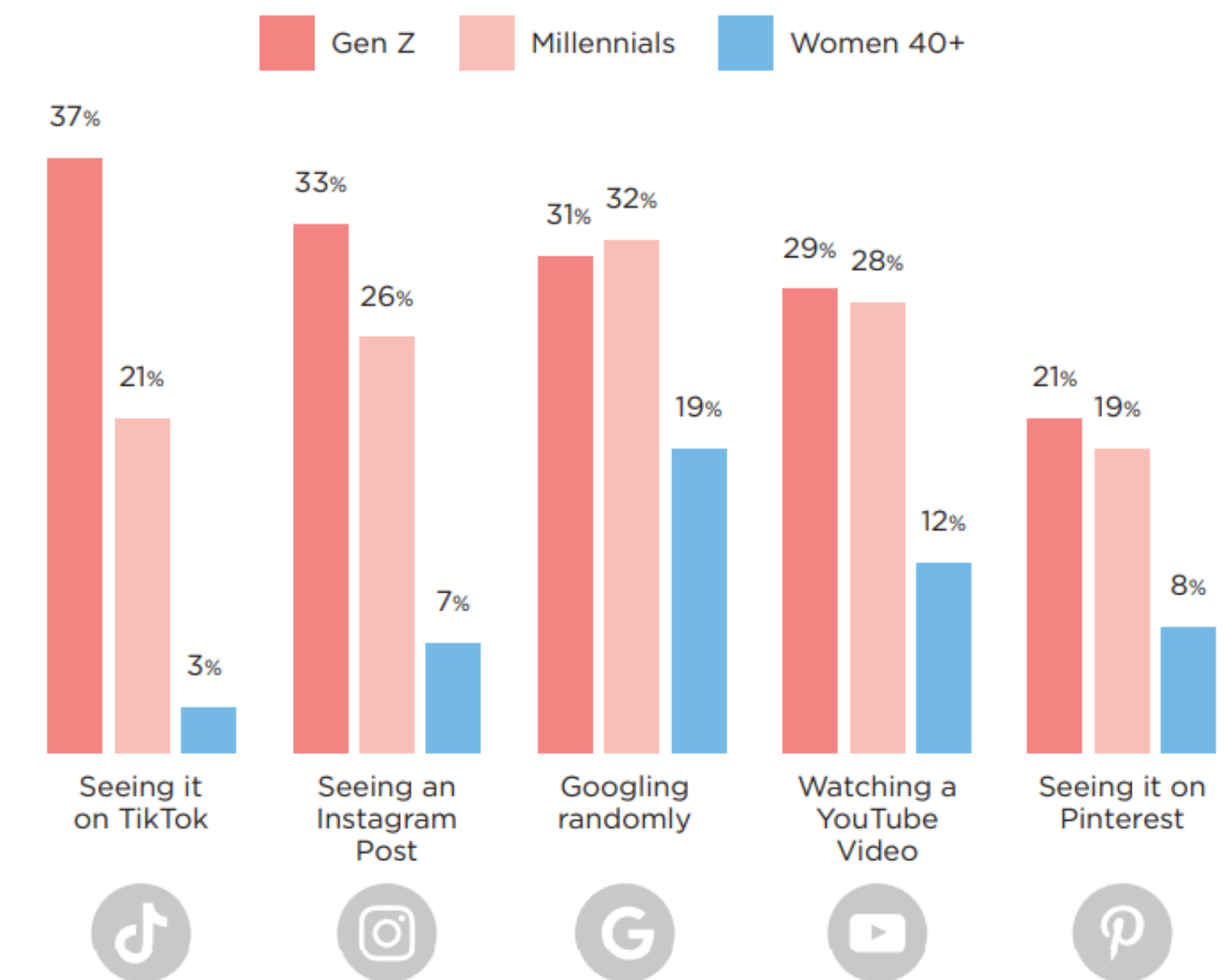
Introduction:

The COVID-19 pandemic has created space for women to reprioritize their energy and resources, including re-evaluating what matters most when it comes to retail, according to [a new study we conducted in partnership with Meredith Corporation](#). Here are three key shopping trends accelerated by the pandemic:

- **Digital is the future to cultivating desire:** Nearly 6 in 10 Gen Z women (59%) find out about new products from social media advertising and more than half (52%) say email outreach has driven purchases.
- **Women are resetting their in-store retail expectations:** Women 40 and under are particularly seeking the social experience that comes with shopping in-store, but have heightened expectations and new needs than they did pre-pandemic: nearly half (47%) admit, "everything looks outdated to me now as we exit the pandemic, so I'm looking forward to seeking new experiences."

- **Women are more intentional about buying brands that align with their values:** COVID has driven a small business-first mentality as 70% of women attest, "I witnessed a lot of local businesses struggle or go out of business, so I'm trying to shop locally more often."
- Sustainability is also an increasing driver for brand preference, as 59% of women agree that "shopping online is often wasteful with its packaging," and 56% agree "I'm staying away from fast fashion because it's unsustainable."

IN THE LAST 12 MONTHS, I'VE BOUGHT SOMETHING AFTER:



Implication:

"Women are using their time during the pandemic to re-evaluate all aspects of their lives, from everyday routines to deeper evolution around their life goals and health," said Britta Cleveland, Meredith's Senior Vice President for Research Solutions. "This means change ahead for retail, as women look to turn their new priorities into action."

Section:

05

Topic:

CONSUMERS ARE CONCERNED OVER INFLATION: BLOOMBERG-HARRIS POLL

Introduction:

One clear thing is that elevated inflation concerns the general public. Joe Weisenthal at [Bloomberg](#) covered our latest data, in which we found that there is pushback in the public's mindset against the idea that increased inflation is worth the price of rapid growth:

- More than half of Americans (55%) are very concerned about rising inflation; however, **younger generations are less fearful** than their older counterparts (Gen Z: 28%, Millennials: 44%, Gen X: 61%, Boomers: 68%).
- Large numbers of Americans are concerned about affording groceries (84%), gasoline (83%), home energy costs (78%), and healthcare (75%).
- Close to two-thirds (63%) believe that the prices of goods and services **will continue to rise** over the next year.
- Even though Gen Z (58%) and Millennials (58%) are not overly concerned with rising inflation, they **still prefer an economy with slower job growth** if it means lower inflation, a similar feeling of Gen X (68%) and Boomers (79%).

Implication:

Our data demonstrates the public challenge of implementing a pro-growth agenda when many Americans are concerned about affording necessities in times of increasing inflation. Consumer anxiety over rising prices will have repercussions across the broader economy if Americans become hesitant to open their wallets.



WAVE 84

WAVE 84 INTRODUCTION

The following research was conducted between **November 5 - 7, 2021** 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:

MARKETERS' TOP FIVE PLANS FOR A POST THIRD-PARTY COOKIE WORLD

Introduction:

Our recent survey featured in [Destination CRM](#) found that the expected eventual elimination of third-party cookies will disrupt marketers' strategies within the customer experience landscape. However, marketers say they have a plan, and many consumers are willing to go along with it, as long as they get something in return. Here's what we found:

- Two-thirds (67%) of **consumers said they would let select companies use tracking cookies to improve their experience**, while (39%) say they will let all companies use tracking cookies to improve their experiences.
- Among their plans, marketers revealed the following top five ideas for navigating in the cookieless world: 57% plan to offer incentives for consumers to opt-in to tracking; 53% plan to invest more in first-party data; 51% will pursue alternative IDs that can be followed and monitored; 47% will shift ad spend to more effective targeting; and 45% plan to partner with other companies to fill in the gaps.
- Nearly all marketers 95% say the pandemic has made it even more important for companies to know their customers' needs and preferences.
- **Transparency from companies matters:** nearly 8 in 10 consumers (78%) say companies that were transparent about challenges they experienced during the COVID-19 pandemic retained their loyalty more than companies that did not.

Implication:

Consumers value privacy when they are online, but they also want a relevant, personal experience. Advertisers will need to find the right balance of privacy and relevance to earn the trust of consumers in a post-cookie world.

Section:

02

Topic:

WILL AMERICANS CALL IT META?

Introduction:

Following Facebook's announcement that they will be changing the parent company's name to Meta, we checked in with Americans to see what they think about the tech giant's rebrand. Here's what we found:

- Three-fifths (58%) of Americans have heard of Facebook's rebrand to Meta, with Gen Z (48%) having heard the least (vs 60% of Millennials, 58% of Gen X, and 59% of Boomers).
- **PR Move or Innovation?** When asked why they thought Facebook went ahead with its name change, 51% of Americans said it was to distance themselves from bad publicity; 48% said Facebook is hoping to improve their reputation overall from a name change; 25% said it aligns with the company's growing focus on AR/VR; and 22% they've been around too long and need a way to refresh their brand.
- **Generations see the decision differently:** 68% of Boomers said the name change is due to bad publicity (vs 30% of Gen Z and 38% Millennial), while 40% of Millennials vs 15% of Boomers say it means aligns with the company's growing focus AR/VR.
- **So what will Americans call the tech giant?** Nearly two-thirds (63%) say they will still call the company Facebook, while only 16% will use the new name Meta and 21% aren't sure yet.
- While only 30% of Americans are familiar with the metaverse, 73% are interested in interacting within the metaverse.
- **Will they succeed?** A majority 60% of Americans say Meta will pull off building the metaverse, with Millennials (69%) and Gen X (64%) being the most optimistic (vs 46% of Boomers, 54% of Gen Z).

Implication:

The one-half of Americans saying Facebook changed their name to escape bad publicity may be right. With data from our Harris Brand Platform, as profiled in [Business Insider](#), Facebook changing its name to Meta damaged its already battered reputation. Public trust in the company dropped (5%) after the rebrand and is down (16%) since Frances Haugen leaked internal documents about the company's practices.

Section:

03

Topic:

THREE WAYS TO REACH THE NEXT GENERATION OF CONSUMERS WITH MUSIC: AD AGE-HARRIS POLL

Introduction:

Music-oriented branding punches through in ways that other kinds of celebrity endorsements do not, [Harris Poll CEO](#) Will Johnson writes in this latest Op Ed for [Ad Age](#). Here's what else he shares:

- A majority (85%) of music-listeners agreed that **the music they listen to reflects who they are**. This is especially true of Millennials and Gen Z, who are more likely than the middle-aged and elderly to frequently listen to music (85% vs. 72%).
- While 78% of Gen X, Boomers, and the Silent Generation said that **they regularly listen to music on the radio**, only 55% of Millennials and Gen Zers do so.
- Young music listeners (under 40) said that **hearing a favorite song in an ad makes them more likely to shop for that brand** (49% vs. 41% of older listeners) as would a musician being its spokesperson (46% versus 31%).
- As a result of stress, nearly three-quarters (74%) **have experienced various impacts in the last month**, such as headaches (34%), feeling overwhelmed (34%), fatigue (32%), or changes in sleeping habits (32%).

- “Gen Zers are still figuring out who they are and the things they like the most,” Mike Dunn, executive vice president of Music and Entertainment at the creative marketing agency Rogers & Cowan said. “The smartest brands are enhancing consumer experiences and authentically engaging fans by aligning with what’s most important to them.”

Implication:

By acting now, brands can forge enduring links with this rising generation of consumers as their tastes mature and gel.

Section:

04

Topic:

HOMEOWNERS CASH IN ON THE HOUSING BOOM: BLOOMBERG- HARRIS POLL

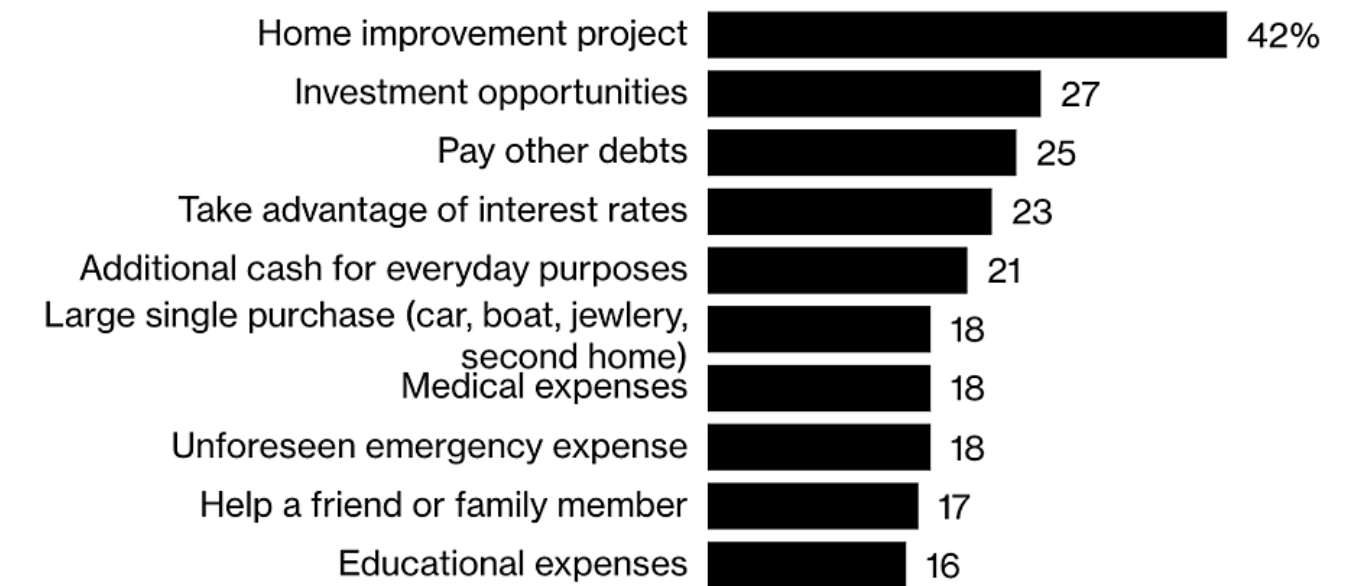
Introduction:

Our latest research featured in [Bloomberg Wealth](#) detailed that homeowners are taking advantage of the housing boom by pulling equity out of their homes at the highest volume since the financial crisis. Here's what else we found:

- Just under one in five (18%) American homeowners pulled money out of their properties in the last year, with the same number (18%) saying they are considering it.
- **Home improvement** (42%) and **investment opportunities** (27%) were the leading reasons for accessing cash.
- Millennials (36%) **were particularly likely to have taken money out of their homes** than older generations (Gen Z adults: 27%, Gen Xers: 17%, Boomers: 6%).
- Boomers have significantly **stronger feelings against** accessing cash, with more than 8 in 10 (83%) not considering the option. They (7%) are also the **least likely to access cash for investment opportunities** (Gen Z adults: 22%, Millennials: 39%, Gen Xers: 22%).
- More than one-third of urban homeowners (38%) took out money, higher than their rural (8%) and suburban counterparts (11%).

Cash Out

Why have you taken, or are considering taking, money out against your home?



Source: Harris Poll

Note: Poll conducted between Oct. 29-31 on a nationally representative sample of over 2,000 American adults. More than one reason could be selected

Implication:

Many Americans took advantage of the extra cash even though it is far from a risk-free option. If a housing market crash occurs, that could leave them owing more than their property worth or a loan-to-value ratio too high to refinance down the line - a risk that Boomers seem quite uninterested in.

Section:

05

Topic:

COVID TESTING AMID HOLIDAY 2021 SEASON

Introduction:

With the upcoming holiday season quickly approaching, we checked in with Americans to see if they are more likely to get tested for COVID before they sit down with their families. Here's what we found:

- **Most (50%) of vaccinated Americans are more likely to get tested for COVID as we head into the holiday season**, with less than a fifth (19%) who say they are less likely. Meanwhile, nearly a third (32%) are neither more nor less likely.
- Meanwhile, **unvaccinated Americans are split on testing with the upcoming holidays**: 30% are more likely to get tested if symptomatic, but a near similar amount (28%) say they are less likely. Meanwhile, 42% are neither more nor less likely.
- Unvaccinated are unlikely to test because they **don't trust the government or medical system with testing** (35%), (vs only 10% of unvaccinated), and another (21%) say "I don't think it's necessary to confirm that I have COVID-19 if I get infected" (vs only 10% of unvaccinated).
- [New York Times](#) talks to health experts on how to navigate Thanksgiving with unvaccinated friends and family.

Implication:

Last week, we found 73% of vaccinated adults aware of rising cases in some states are worried about breakthrough cases. In 2020, Thanksgiving is often regarded as the turning point to the steep rise in cases the country saw last winter. With vaccines and boosters widely available this year, the country may be able to avoid another surge in cases.



WAVE 83

WAVE 83 INTRODUCTION

The following research was conducted between **October 29 - 31, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,024** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

MIXING BOOSTER JABS

Introduction:

Recently, the FDA announced that Americans vaccinated against COVID could safely mix-and-match brands for their booster shot if they choose. We got the pulse from our COVID tracker to see what Americans planned on doing as this news came out. Here's what we found:

- A majority (87%) of vaccinated Americans say that **they are likely to get a booster shot when it becomes available to them.**
- And while (70%) of those who say they're likely to get a booster **shot would be comfortable mixing brands**, only (40%) say they **actually plan on choosing a different brand.**
- J&J recipients are the **most likely to switch brands for their booster** (67%), about double that of Pfizer (38%) and Moderna (33%) recipients.
- Just under one-third (30%) of J&J recipients said they want to switch their brand of booster shot because **"I had bad side effects from my initial doses and think I'd be better off with trying another brand,"** compared to just (9%) of Pfizer and (18%) of Moderna recipients.
- [The New York Times](#) provides an overview of how to decide which booster shot to get.

Implication:

As the uncertainty of the upcoming holidays and winter months approaches, many Americans are looking for extra protection from COVID in order to feel comfortable enough to enjoy family time and winter activities safely.

Section:

02

Topic:

CONCERN OF BREAKTHROUGH CASES GROW AMID WARNING SIGNS

Introduction:

According to our latest COVID tracker data, there is growing concern of breakthrough cases as Americans see the warning signs from some states experiencing alarming COVID surges rates. Is this foreshadowing a perfect storm of people letting their guard down and vaccine protection waning? Here's what the data says:

- Among vaccinated Americans who are aware of some states experiencing rising cases, hospitalizations and deaths, (73%) **are at least somewhat concerned they will get a breakthrough case of COVID**. This is up from (58%) just a month ago.
- Americans who received the J&J shot are **most likely to be concerned about getting a breakthrough case** at (77%), followed by (75%) of Moderna and (71%) of Pfizer recipients.
- Half of respondents say rising cases are due to **people letting their guard down about COVID**. Other factors include **people spending more time with loved ones due to the holidays** (35%), a **“twindemic”** with flu season (34%), initial vaccine immunity wearing off (27%), and **cooling weather** (26%).
- Three-quarters (76%) of vaccinated respondents say the news of surging cases, hospitalizations, and deaths make them more likely to get a booster shot.

Implication:

Our data finds that (75%) of Americans are concerned about the unpredictability of COVID surges and declines overall, which coincides with state public health officials in [Colorado](#) saying they don't know why the state is one of the trouble spots on the COVID map.

Section:

03

Topic:

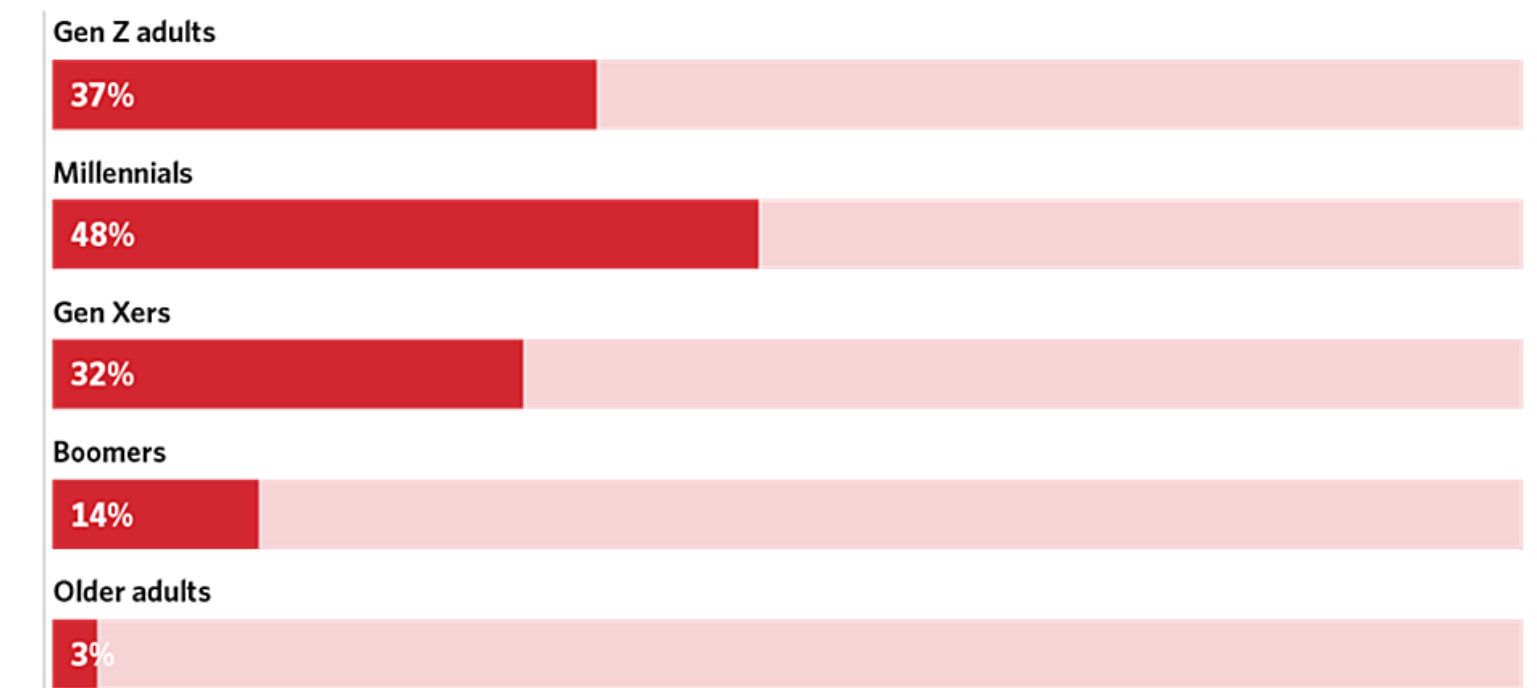
STRESS AND DECISION-MAKING DURING THE PANDEMIC: APA- HARRIS POLL

Introduction:

Our new survey conducted in partnership with the [American Psychological Association](#) found that stress levels are holding steady from recent years, and despite many struggles, U.S. adults retain a positive outlook. However, behind this professed optimism about the future, day-to-day struggles are overwhelming many. Here's what else we found:

- **U.S. adults are struggling with daily decisions:** Nearly one-third of adults (32%) said sometimes they are so stressed about the coronavirus pandemic that they struggle to make basic decisions, such as what to wear or what to eat.
- Millennials (48%) **were particularly likely to struggle with making daily decisions**, especially when compared with other groups (Gen Z adults: 37%, Gen Xers: 32%, Boomers: 14%).
- Meanwhile, the majority of parents **made at least one major life decision during the pandemic** (62% vs. 35% of non-parents), illustrating a decision-making paradox that seems to have emerged: **despite uncertainty and decision difficulty, major life changes still occur.**
- As a result of stress, nearly three-quarters (74%) **have experienced various impacts in the last month**, such as headaches (34%), feeling overwhelmed (34%), fatigue (32%), or changes in sleeping habits (32%).

% STRONGLY/SOMEWHAT AGREE



STRESS IN AMERICA™ 2021: STRESS AND DECISION-MAKING DURING THE PANDEMIC

© 2021 American Psychological Association

Implication:

Generally speaking, U.S. adults are adjusting through the pandemic, but some show fewer signs of resiliency than others. More than half of U.S. adults (53%) agreed they are struggling with the ups and downs of the coronavirus pandemic.

Section:

04

Topic:

CONSUMERS MAY ALREADY BE TIRED OF HOLIDAY MARKETING: AD AGE-HARRIS POLL

Introduction:

Despite warnings that people should begin holiday shopping sooner due to supply issues, a majority of consumers don't want to see festive ads until after Thanksgiving, according to a new survey conducted in partnership with [Ad Age](#). Here's what Americans had to say about the pending Christmas ad creep:

- More than two-thirds of U.S. adults (68%) agree that **holiday marketing should not begin until at least Turkey Day**.
- Yet more than half (51%) of those consumers said they have **already seen at least one Christmas or holiday advertisement** with more than seven weeks to go until Christmas.
- Since mid-August, (58%) of consumers said **they have not been able to purchase at least one item because of stocking shortages** and more than half (54%) said they **have faced shipping delays in the last two months**.

Implication:

While consumers might mind the early advertising, it's having some effect at spurring them to shop, according to the [National Retail Federation](#). Last year, (42%) of shoppers began holiday buying before November; this year it's up to (49%).

Section:

05

Topic:

LESSONS LEARNED FROM THE “CANCEL CULTURE” BATTLE AT NETFLIX

Introduction:

Dave Chappelle is at the center of a cancel culture debate due to content from his newest Netflix special that many deemed insensitive towards the LGBTQ+ community. We checked in with Americans to see how they felt about the latest cancel culture controversy and here's what we found:

- Among Americans aware of the controversy, the majority (54%) **sided with Chappelle and Netflix CEO Ted Sarandos** over protests against the company and comedy special.
- More than half (54%) **said they support Netflix CEO Ted Sarandos over Netflix employees** who walked off the job last week in protest of the special (46%), but LGBTQ Americans, however, **sided with Netflix employees** (62%).
- Nearly three-fifths (58%) said the controversy **hasn't impacted their opinion of Netflix in any way**, but one-third (34%) of LGBTQ Americans said they have a **more negative opinion of Netflix**, twice that of the general public (17%) or Black Americans (17%).
- In the wake of the continued controversy, two transgender Netflix employees have filed labor charges **against the company**, citing alleged retaliation against them for speaking out against the comedian's special.

Implication:

When a company's values – in this case, freedom of speech – conflict with the concerns of employees or other stakeholders, companies will need to listen to the concerns of all parties in order to protect its brand.



WAVE 82

WAVE 82 INTRODUCTION

The following research was conducted between **October 22 - 24, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,010** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

THE GREAT REIMAGINATION OF WORK: CNBC-HARRIS POLL

Introduction:

The COVID-19 pandemic has forced Americans to reassess their relationships with work and [according to our new survey](#), conducted in partnership with CNBC, we found that half of working Americans want to make a career change. Here's what else we found:

- Four in ten (41%) of employed Americans say they are considering **leaving their job because their company has not cared about their concerns during the pandemic** and (76%) say **they want their company to make work permanently flexible in terms of schedule and/or location**.
- Of the employed Americans who intend to make career changes because of the COVID-19 pandemic, (41%) are seeking **flexible and/or remote work**, (39%) **desire a raise and/or promotion** and (33%) **are interested in changing industries**.
- Almost one-third (32%) of employees who intend to make a career change because of the pandemic say **they're going to look for another job in the same industry**, while (22%) are going to **quit their current job and start their own business**.
- [CNBC's](#) Ron Insana has a particularly interesting (and sober) take on the protracted woes in our global supply chain drawing more from our data from this study.

Implication:

Catalyst President and CEO Lorraine Hariton says, "We are really in a time to really reinvent work, and to create a more equitable, inclusive and fulfilling workplace for everyone. We have an opportunity to use technology and use what we've gotten from the pandemic to really change the nature of work and make it a better life for everyone."

Section:

02

Topic:

HARRIS POLL CANDY INDEX

Introduction:

What is the most valuable Halloween candy in the eyes of children? We polled 938 U.S. Children between the ages of 8-17 on which candies they are willing to trade for another to determine the value they place on the most common Halloween candies. Check out some key findings from the [full study](#) below:

- **Reese's came out on top:** kids are only willing to trade Reese's (11%) of the time, on average. Meanwhile, Candy Corn, Dots, and Almond Joys hold a much lower consumption value as the Halloween candies kids are most willing to trade.
- We also asked kids about their favorite candies and saw this directly correlated with a willingness to trade high quantities for them. **Sour Patch Kids were the second favorite candy with (14%) saying it was their favorite**, and kids were willing to trade a considerable 8.5 packs of Candy Corn for just one pack of Sour Patch Kids.



- **Longevity Matters:** When we dive into the responses based on what kid's favorite candy type is, we find that children also place a **high value on candies that last longer than others if their favorite candy was a hard candy (49%) or a sucker/lollipop (58%).**

Implication:

As Halloween approaches, these value rankings can give insight for both candy brands vying to come out on top this spooky session and homes expecting trick-or-treaters alike. The top candies included Reese's, Sour Patch Kids, Hershey's Bars, and M&M's as they top the list for both children's' favorite and most valuable Halloween candies. [Check out the full rankings and dive into specific candy insights here.](#)

Section:

03

Topic:

WORKERS WILL TRADE LONGER HOURS FOR FOUR-DAY WEEK: HR BREW-HARRIS POLL

Introduction:

Trying to assess the perception and impact of HR policies can be a murky business, so we partnered with [HR Brew](#) to conduct an exclusive survey to find out what's on the American workers' minds when it comes to all things HR. Here's what we found:

- A large majority (83%) of American workers **would be in favor of a four-day work week** and (87%) say **they are willing to work longer hours daily to get that extra day off**.
- When it comes to DE&I initiatives, only (13%) of workers say **their employers have taken a step to expand diversity initiatives in some way**, with nearly half (49%) saying no effort and two-fifths (38%) saying they're unsure.
- So, how does the HR department fare in all of this? **Boomers are more likely to be confident in their employer's HR department when it comes to handling challenges, especially compared to Gen Zers**. A majority (83%) of Boomers are confident in HR when it comes to equal pay, but just (55%) of Gen Z agrees.

Employee confidence in HR's ability to handle challenges

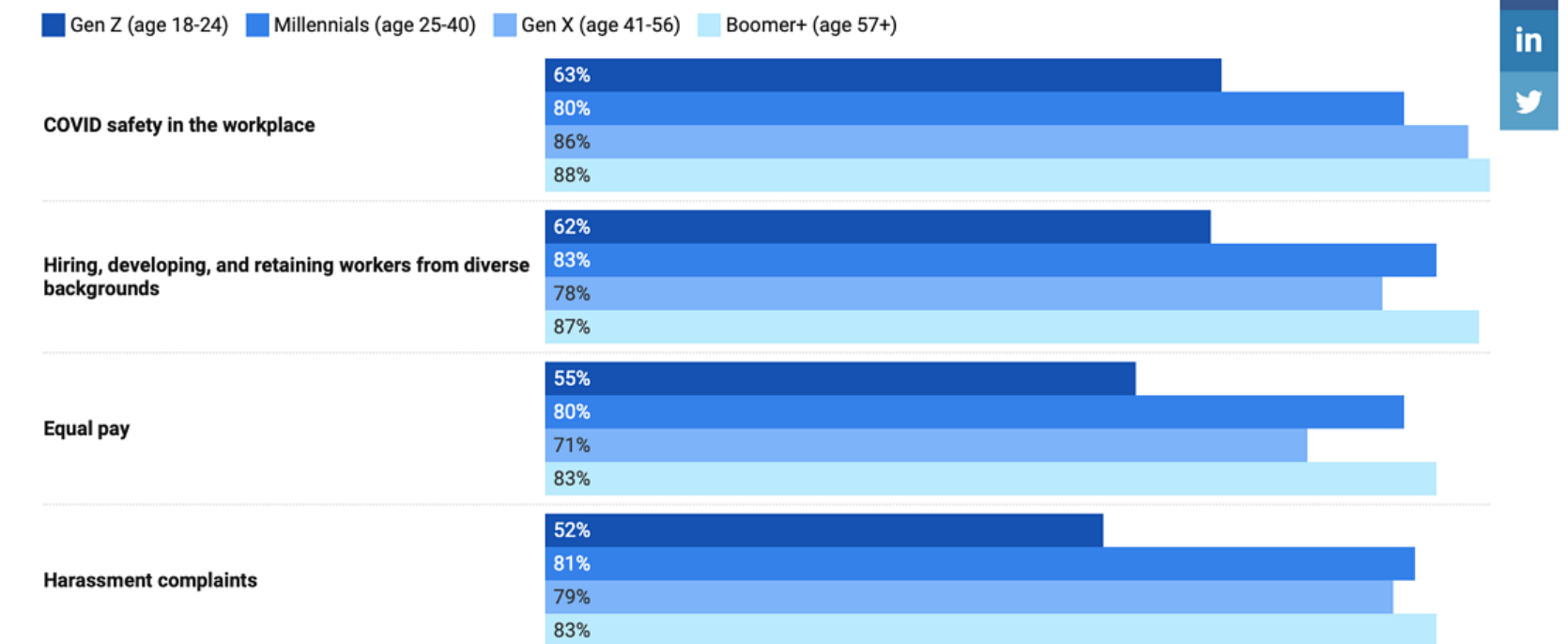


Chart: Morning Brew • Source: Harris Poll • [Get the data](#) • Created with Datawrapper

Implication:

In COVID times, worker attitudes change at the pace of viral TikTok challenges: Each day, there's something new. But some numbers don't seem so fleeting. According to these responses, there's daylight between what HR is doing to tackle diversity and what employees understand.

Section:

04

Topic:

THESE INDUSTRIES HAVE LOW VACCINATION RATES - AND THAT COULD BE A BIG PROBLEM FOR VACCINE MANDATES

Introduction:

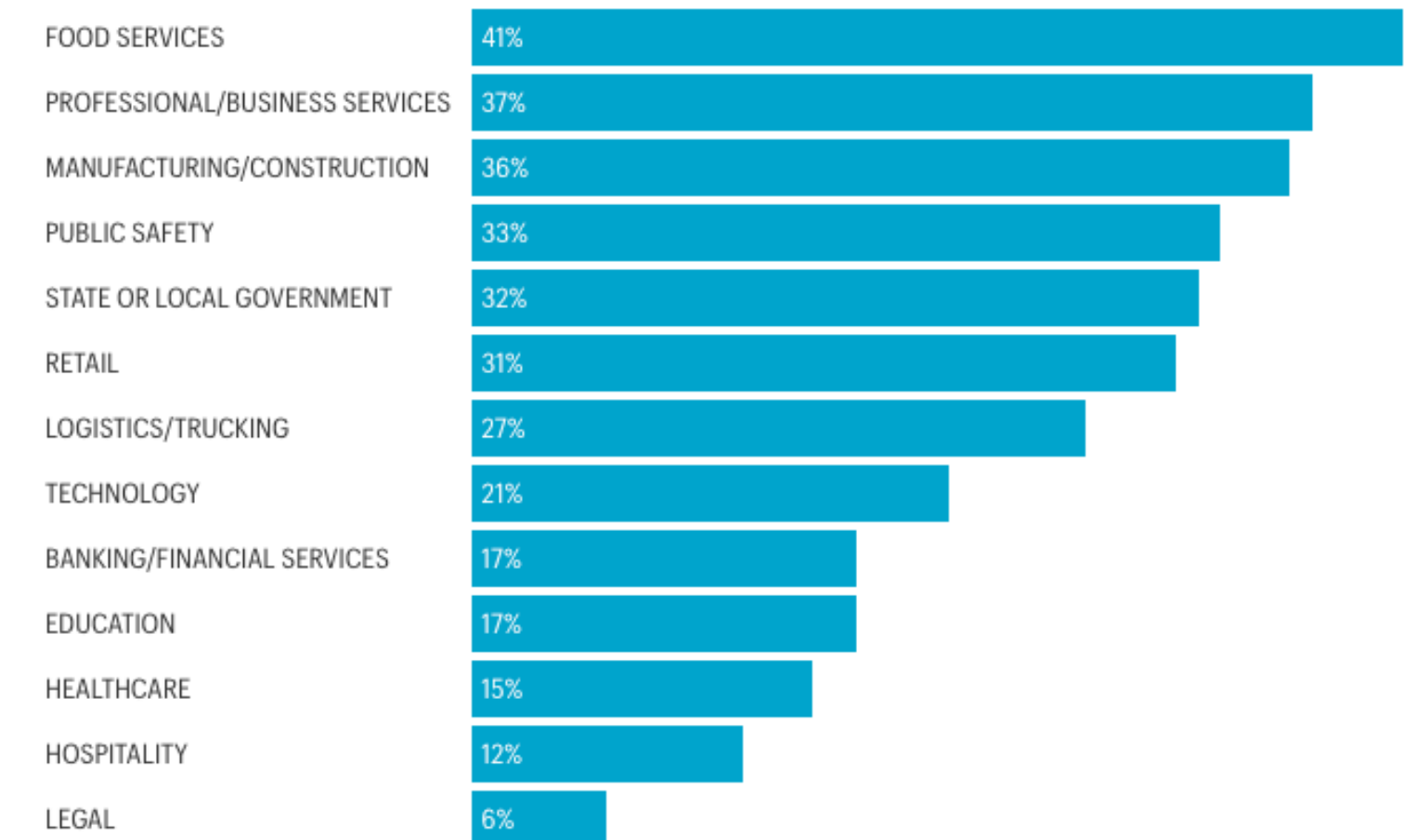
About half of U.S. employers are already taking steps to verify the vaccine status of workers, but vaccination levels remain stubbornly low in some sectors. [We recently partnered with Fortune](#) to determine which industries may be having an easier time verifying the status of their workers. Here is what we found:

- Industries with the lowest vaccination rates are fairly wide-ranging and include food services (41%), business services (37%), manufacturing/construction (36%), as well as those working in public safety (33%).
- In our polling, nearly two-thirds (63%) **support the vaccine mandate for large employers** and three-fifths or more support vaccine mandates for healthcare workers (69%), daycares and schools (67%), colleges (65%), grocery stores (64%), banks (63%), and retail stores (63%).

- [Bloomberg profiles Sweetgreen's struggles](#) to get workers to prove they are vaccinated - and not quit. And [NPR looks at how police unions](#) across the country are objecting to a vaccine mandate.

Where workers are resisting vaccines

The percentage in each industry who have not been vaccinated.



SOURCE: [THE HARRIS POLL](#)

FORTUNE

Implication:

Employers are navigating enforcing vaccine mandates to keep customers and workers safe, while trying to avoid a mass exodus of employees. For some industries, that is easier said than done as they face new headwinds in getting workers to comply. However, early signs show that vaccine mandates are working in convincing even hesitant workers to get inoculated.

Section:

05

Topic:

WHAT VIEWERS DISLIKE ABOUT STREAMING TV ADS: AD-AGE- HARRIS POLL

Introduction:

Most U.S. streaming users have come to expect commercials on the platforms they watch, but the vast majority are being served the same ads too frequently and not when they want to see them, according to the latest [Ad Age-Harris Poll research](#). Here's more:

- Ad-supported video-on-demand services have accelerated at a healthy clip amid the increasingly crowded “streaming wars” and **four-in-five Americans now expect some form of ads to air on the streaming platforms they use.**
- With that, (44%) say **they don't expect more than one or two commercials per 30-minute show**, a stark contrast to the just (7%) of users who expect four or more ads in the same timeframe.
- Ad loads vary significantly, but one near-universal issue that respondents flagged is ad frequency with (88%) of streaming users in the U.S. say **they often see the same ad or ads multiple times per viewing session.**
- A similar number, (82%), say **they would prefer to view ads before a program begins rather than be interrupted with a commercial midway through.**

Implication:

Most AVOD platforms currently available in the U.S. don't allow people to choose when during their viewing experience they're served ads, but our research suggests that giving them some degree of control might boost ad engagement as (56%) of respondents say they would pay more attention to any given ad if they were able to decide when they watched it.



WAVE 80

WAVE 80 INTRODUCTION

The following research was conducted between **October 8 - 10, 2021** by The Harris Poll. Fielded among a nationally representative sample of **1,967** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

40% OF AMERICANS HAVE PURCHASED A CANNABIS PRODUCT: MORNING BREW-HARRIS POLL

Introduction:

The Harris Poll teamed up with our friends at [Morning Brew](#) on cannabis and it's future for consumers. Are people embracing it as shoppers, particularly as legalization efforts ramp up? And if so, how - and what - are they buying? Here's what we found:

- Two-thirds of Americans (66%) believe that **recreational cannabis should be federally legalized**, while (84%) say medical cannabis should be legalized.
- The recreational support number jumps to (79%) for Millennials and (76%) for Gen X, while less than half (48%) of Boomers were in favor.
- However, just (40%) of Americans said **they've ever bought a cannabis product, and just a third had ever visited a dispensary for recreational reasons**, with the overwhelming majority doing so for the first time prior to the pandemic (81%).

- Most people (54%) are getting their products from cannabis stores, and even if other avenues open up to cannabis products, half (50%) of consumers would still prefer to buy from a dispensary.
- But it will be tough to change some minds as a third (34%) of those who have never purchased cannabis said **they never would, regardless of legalization**.

Implication:

As legal recreational cannabis expands across the country - and social taboos continue to fade - the cannabis market is becoming a key area of opportunity for brands and marketers to expand in. After all, [Justin Bieber](#) and [Steven Van Zandt](#) are the latest influencers to enter the market.

Section:

02

Topic:

FACEBOOK USERS UNLIKELY TO DELETE APP BUT WANT BRANDS TO PULL ADS: AD AGE-HARRIS POLL

Introduction:

Facebook's reputation woes continue to mount after whistleblower Frances Haugen, former product manager, testified before Congress about internal decision-making at the social media giant. [In a survey in partnership with Ad Age](#), here is how consumers feel about the revelations:

- Of those familiar with issues raised by the whistleblower's test, over half (55%) agreed **brands and organizations should stop advertising on Facebook**.
- **Guilty By Association:** Over three-quarters (78%) said brands should be concerned about ads appearing next to negative content on websites or apps, and (54%) said that **they associate a brand with the unrelated content surrounding ads on social media and websites**.
- Over three-fifths (63%) were aware of Haugen's assertion that Facebook prioritizes "making money over the well-being of its users" - and three-quarters (77%) of the public **agrees that Facebook is more interested in its bottom line than protecting users**.

- Despite some of the negative sentiment, (62%) said it was unlikely they would delete the Facebook app and over half said that time spent on Facebook (52%) or Instagram (55%) is not worse for mental health than other apps.
- [Facebook has one of the worst corporate images](#) among highly visible companies, ranking #98 in our Axios Harris Poll 100 from earlier this year.

Implication:

Brand safety has been a recurring problem for advertisers on sites like Facebook, where content is personalized, customized by algorithms, to each user's interests. As [Facebook's reputation continues to decline](#) amid scandals, brands may follow public opinion and take note before spending so much of their marketing budget on the platform.

Section:

03

Topic:

THE AMERICAN WORKFORCE FACES COMPOUNDING PRESSURE: APA-HARRIS POLL

Introduction:

After more than a year of working during the pandemic, the American workforce reports compounding pressures that are impacting their stress, their ability to do their jobs, and whether they'll soon look for a new workplace. Here's more from the APA's [2021 Work and Well-Being survey](#) done in partnership with The Harris Poll:

- More than 2 in 5 intend to change jobs, up from 1 in 3 in 2019. Those who typically feel tense or stressed out during the workday **are more than three times as likely to say they intend to seek employment elsewhere in the next year** (71% vs. 20%).
- When it comes to the impact of different factors on employee stress levels at work, **low salaries** (56%, up from 49% in 2019), **long hours** (54%, up from 46%), and **lack of opportunity for growth or advancement** (52%, up from 44%) are most commonly reported as very or somewhat significant.
- Nearly 3 in 5 employees (59%) **have experienced negative impacts of work-related stress in the past month**, including a lack of interest, motivation or energy (26%), difficulty focusing (21%), and a lack of effort at work (19%).



COMPOUNDING PRESSURE ON THE AMERICAN WORKFORCE © 2021 American Psychological Association

Implication:

There are certain actions employers can take to create a psychologically healthy workplace and support employees' mental health including offering flexible hours (34%), encouraging employees to take care of their health (32%), encouraging employees to use paid time off (30%), and encouraging breaks during the workday (30%).

Section:

04

Topic:

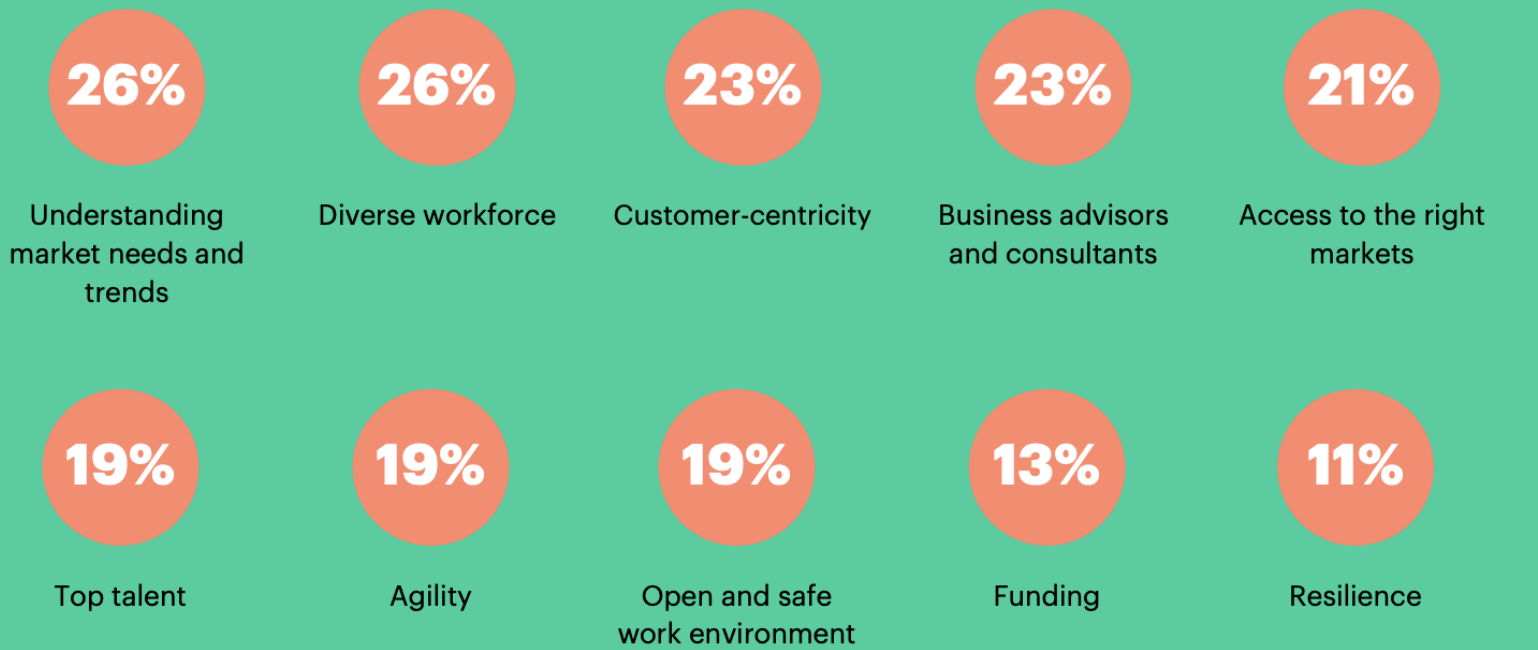
STRIVING AND THRIVING: STARTUPS IN THE POST-COVID WORLD

Introduction:

What might the post-COVID world look like for startups? We asked startup entrepreneurs and leaders across different industries to paint a picture of their concerns, hopes, predictions, and plans for the post-pandemic world. Part one of this two-part study can be [downloaded here](#) and here are some highlights:

- A large majority (89%) of startup entrepreneurs say **that the pandemic has presented new innovative opportunities for their businesses.**
- But (83%) believe the pandemic has made **top management buy-in for innovation more difficult** and (77%) also say that innovation budgets have decreased in the aftermath of the pandemic.
- Startup leaders believe that **understanding market needs and trends** and a **diverse workforce** (26% each) are tied for the most crucial factors to innovations in the post-pandemic business world.
- As for investors, (87%) of startup entrepreneurs believe that **investors now care more about positive cash flow than growth potential** and (81%) believe **investors' confidence in startup success has been eroded by the pandemic.**

FACTORS MOST CRUCIAL TO INNOVATIONS IN THE POST-PANDEMIC BUSINESS WORLD



*Q18: Please select the top two of the following that will be most crucial to innovation in the post-pandemic business world.

Implication:

It would do well for startups to remember the need to build stronger business cases for new innovations has never been greater and that customer-centricity and workforce diversity will have major impacts on innovation.

Section:

05

Topic:

AMERICANS CONFLATE PROTECTION FROM COVID, FLU SHOTS: AXIOS- HARRIS POLL

Introduction:

Some Americans are mistakenly banking on one vaccine to protect against both COVID and the seasonal flu this year, according to our data provided exclusively to Axios and written about in their [Vitals newsletter](#). Here's what else we found:

- A quarter of Americans (26%) mistakenly say **they think the COVID vaccine would also protect them from the flu**, including nearly a third (30%) of COVID-vaccinated Americans, but just (16%) of Americans who haven't gotten a COVID shot.
- Conversely, nearly another quarter (23%) believe **the flu vaccine would also protect against COVID**.
- There's also confusion when it comes to the booster, as (28%) of Americans think a **COVID booster shot would also protect them from the flu**.
- "There is another **potential looming public health crisis** when more than a quarter of the country incorrectly assumes a flu shot, a COVID vaccine or a booster are interchangeable protection," said John Gerzema, CEO of The Harris Poll.

Implication:

While public health officials have been pushing for individuals to get their COVID-19 shot, they face the simultaneous challenge of convincing them to get a flu shot in what is predicted to be a [worse-than-normal](#) flu season.



WAVE 79

WAVE 79 INTRODUCTION

The following research was conducted between **October 1 - 3, 2021** 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:

NAVIGATING RELIGIOUS EXEMPTIONS

Introduction:

As employers across the country implement vaccine requirements, some Americans are looking for exemptions on religious grounds. So what do Americans think about those looking for religious exemptions to getting a COVID-19 vaccine? Here's what we found:

- **Are They Legitimate?:** Nearly half (48%) say **religious exemptions are a legitimate reason to not be vaccinated**; including three-fifths (59%) of religious Americans and 43% of vaccinated Americans.
- **Personal Choice or Dogma?:** Two-thirds (65%) agree **“A person's right to ask for religious exemption for the COVID vaccine is a personal choice, regardless if their religious leaders are in favor of vaccination”** - including 72% of Millennials vs only 59% of Boomers.
- **But some major religions are not in agreement:** Last week, [The Vatican ordered](#) all employees to be vaccinated and does not currently allow exemptions. [And the LDS Church](#) told public officials to not approve religious exemptions for its members.
- **Religion in the Workplace:** Nearly three-fifths (58%) of Americans agree **“Employers should respect and accept an employee's religious exemption request without question.”**
- Even though Americans are supportive of exemptions, two-thirds (65%) say **most people asking for religious exemptions are just saying it** to get out of being vaccinated.
- **Take Andrew Wiggins:** the NBA star's religious exemption request was denied by league officials, leading to Wiggins getting the shot. [As he put it](#), his options were “to get vaccinated or not play in the NBA.”

Implication:

Employers have a difficult task of navigating legitimate concerns for religious reasons versus those who are simply looking for an excuse and will need to balance privacy and boundaries. [NPR looks at](#) how employers are navigating the difficult position of granting religious exemptions to an increasing number of workers asking for them.

Section:

02

Topic:

THE FRACTURED CHILDCARE SYSTEM: YAHOO FINANCE-HARRIS POLL

Introduction:

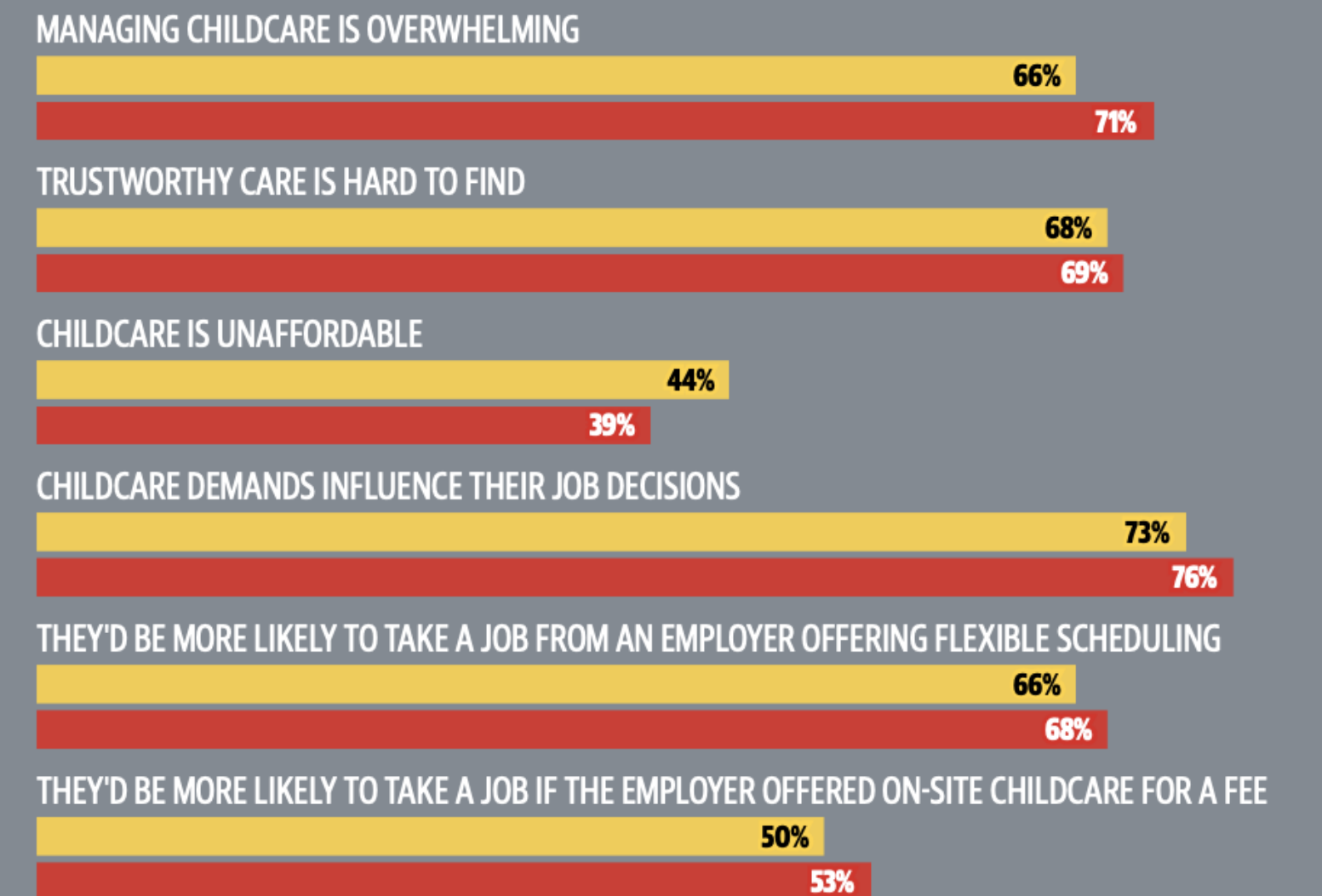
In a recent survey with [Yahoo Finance](#), we surveyed working parents with children under the age of 18 to see how current childcare options influence their current employment situation. Here's what we found:

- Nearly three quarters (71%) of working parents with kids under 18 say managing childcare decisions **is overwhelming**.
- What's more, three-quarters (76%) of working parents agree that their child(ren)'s childcare needs are **very influential on their current employment situation**, such as employment status, choice of employer, and hours or availability: 67% of moms and 79% of dads agree.
- Two-thirds (68%) percent of working parents said they would be more likely to accept an offer of employment from an employer that **offers flexible scheduling for childcare needs**, with another (62%) saying they would be more likely to accept based on **the offer of a monthly child care stipend**.
- Three in five (62%) of working parents said they would be more likely to accept an **offer of employment based on free onsite daycare**. Comparatively, only about half (53%) said they would be more likely to accept the offer **if onsite daycare was offered for a fee**.
- [The LA Times](#) writes more about the woes of childcare in the U.S. after the September Treasury Department report was released.

STRESSING OUT OVER KIDS AND JOBS

PERCENTAGE WHO SAY:

● ALL PARENTS ● WORKING PARENTS



SOURCE: YAHOO FINANCE - HARRIS POLL OF 1,066 ADULTS CONDUCTED SEPT. 17-20, 2021. THE SUBSET OF PARENTS NUMBERED 300, WHILE THE SUBSET OF WORKING PARENTS NUMBERED 220.

yahoo/finance
The Harris Poll

Implication:

The childcare crisis in the U.S. is disproportionately affecting [working moms](#), and companies should work on filling the widening gap of lack of childcare services and perks offered in order to get workers back in the market.

Section:

03

Topic:

VACCINATED AMERICANS ARE READY FOR THEIR BOOSTERS

Introduction:

In our latest wave of the COVID Tracker, we check back in with vaccinated Americans now that booster shots are recommended for certain at-risk cohorts. Here is what Americans are thinking:

- **Likelihood of vaccinated Americans to get a booster shot remains high:** As noted in our [Axios](#) story, vaccinated Americans are on board with booster shots: 84% say they are likely to get one once it becomes available to them (61% very likely, 23% somewhat likely).
- More than two-thirds (68%) of those likely to get a booster shot say they would be very or somewhat comfortable **getting a booster shot that was made by a different manufacturer than their initial dose** if U.S. health officials said it was okay to mix brands.
- **Younger Americans are significantly more likely to be comfortable with hypothetically mixing vaccine manufacturers:** 85% of vaccinated Millennials and 75% of vaccinated Gen Zers agree, compared to just 55% of Boomers.
- Among vaccinated Americans who are not likely to get a booster shot (16%), four-in-ten (43%) say they **don't think a booster is necessary in general**, while 29% say they feel like **they've already built up immunity from the initial vaccination**.

Implication:

Many vaccinated Americans [are still concerned about breakthrough cases](#) and boosters will be a potent weapon in bolstering consumer confidence to return to social activities such as travel, large events, and dining out.

Section:

04

Topic:

PERSONAL VALUES AND THE WORKPLACE: INTEGRAL-HARRIS POLL

Introduction:

The Harris Poll partnered with Integral to conduct a survey among employed Americans to better understand the perceptions about varied societal and political topics and how well organizations were making a difference on those values. The full [Integral Employee Activation Index](#) can be downloaded for further insight. Here are a few key insights:

- **A positive daily mindset:** Two-fifths of employees whose organization reflects their personal values say they feel confident (43%) or grateful (41%) compared to just (11%) who say they are tired - or under-appreciated (5%).
- **Driving positive actions:** Four in five (83%) employees say they feel like the alignment of values with their employer makes them want to stay through challenging times, or go the extra mile (82%).
- **Cultivating company culture:** Alignment of personal beliefs with one's company also leads to positive feelings towards company culture with nearly half (47%) saying their colleagues felt supportive, (40%) safe, and (36%) purposeful.

When an employee feels their organization reflects their values it drives their positive actions on behalf of the employer.

Employees across generations, identities, genders, and United States locations felt their colleagues were twice as likely to be a strong advocate for their employer if the organization reflected their personal values.

When employee personal values are aligned with employer values the correlate to positive actions on behalf of the organization.



Implication:

A deeper understanding of employees across a variety of factors will help organizations gauge employee values and sentiment which can be used to more accurately map business decisions and communications to drive employee actions, perceptions, and engagement.

Section:

05

Topic:

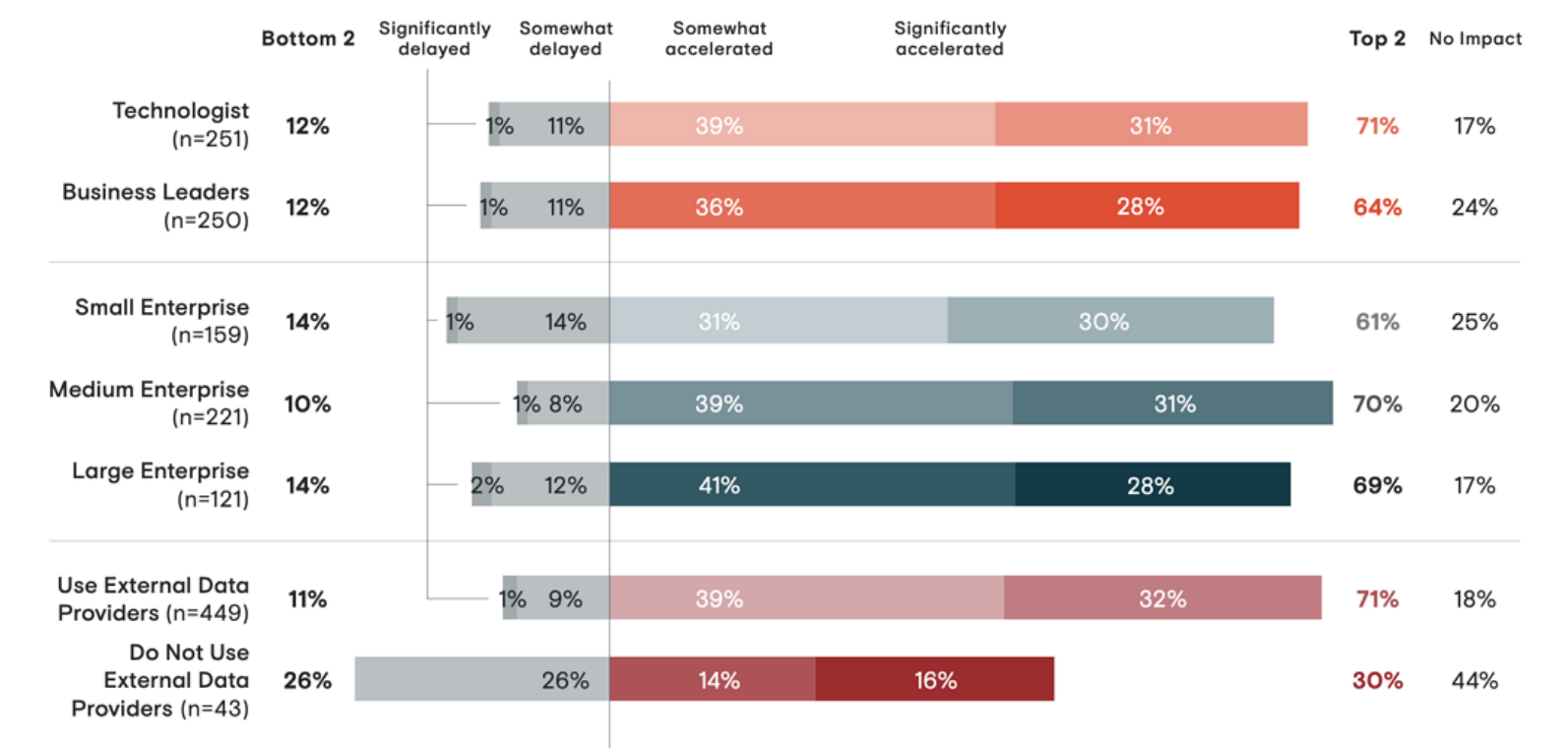
AI: THE LEADER OF DIGITAL TRANSFORMATION: APPEN-HARRIS POLL

Introduction:

The Harris Poll partnered with [Appen](#) on a survey to provide insights for the 7th edition of their annual [State of AI](#) report that explores the strategies employed by companies in successfully deploying AI. Here are some key takeaways:

- **AI budgets have increased:** Budgets from \$500k to \$5M have increased by 55% year-over-year, with only a quarter (26%) reporting budgets under \$500k, signaling broader market maturity.
- An overwhelming majority of organizations have **partnered with external training data providers to deploy and update AI projects at scale**, including 90% of small, 92% of medium, and 85% of large enterprises.
- Companies report a **high commitment to data security and privacy** with 91% of companies who use external data providers reporting good or excellent ratings for their companies when it comes to addressing privacy or security issues related to AI.
- Enterprises of all sizes confirmed **they accelerated their AI strategy as a result of COVID-19 in 2020** and 61% of small, 70% of medium, and 69% of large enterprises saying they will **continue to do so in 2021**.
- [Harvard Business Review](#) writes more on our study with Appen.

Figure 24: What extent do you foresee COVID impacting your AI strategy in 2021?



Implication:

The AI industry continues to grow rapidly year-over-year, to the point where organizations that haven't yet invested in their own AI initiatives are at risk of being left behind.



WAVE 78

WAVE 78 INTRODUCTION

The following research was conducted between **September 24 - 27, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,097** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

MANY QSR CUSTOMERS NOT HAPPY WITH DRIVE-THRU, WOULD WELCOME AUTOMATION: XENIAL-HARRIS POLL

Introduction:

In our survey in partnership with [Xenial](#) we found that more than half of Americans who visited quick service restaurants (QSRs) in the last six months have had an unpleasant drive-thru experience. Based on our findings, here's what QSRs can focus on to help alleviate the pressures placed on drive-thrus driven by COVID:

- Among the (65%) of Americans who had an unpleasant drive-thru experience in the last 6 months, a third (36%) listed the **poor attitude or behavior of drive-thru staff** as to why.
- Nearly half who visit QSRs (49%) are willing to **eliminate all human interaction when ordering and receiving their fast-food**, with younger Americans are more likely than their older counterparts to say this (62% for those ages 18-44).

- **Reasons for wanting to eliminate human interaction varies:** (42%) believe automated systems would be faster than humans, one in three (32%) said they prefer not to interact with people unless it's necessary, and nearly one in five (19%) say they believe **automated systems would be more friendly than humans.**

Implication:

“Labor shortages are highlighting the fact that automation isn't necessarily about replacing existing workers,” Chris Siefken, head of technology for Xenial said. “It's about making quick service restaurant jobs easier so existing workers have the bandwidth to provide excellent customer service at those points where people are needed. Automation can improve the overall employee experience, which can lead to better retention.”

Section:

02

Topic:

FROM THE GREAT RESIGNATION TO THE GREAT REFLECTION: TALKSPACE-HARRIS POLL

Introduction:

The Harris Poll has partnered with Talkspace, a leading online behavioral healthcare company, on a nationwide survey that explores current employee attitudes toward mental well-being and work. Read more from the [Employee Stress Check 2021 Report](#).

- Four in 10 (41%) of all American employees are **likely to consider a job change to resolve stress**.
- Two-thirds of employees (67%) who are considering leaving their job agree that **their employer has not followed through on early pandemic promises to focus on employee mental health**.
- Although half (52%) of all employees report burnout, less than (20%) of them **are using the company benefits they believe are “most helpful” for mental health**. This signals that employees may not be fully aware of what’s available or may not feel comfortable taking advantage of certain benefits.
- Nearly (60%) of employees believe that **supportive management can improve retention**.

Implication:

“This new study suggests that employee well-being is shaped by many varying experiences -- from managerial relationships to workplace policies, and available mental health and wellbeing resources,” said Dr. Varun Choudhary, MD, MA, DFAPA, Chief Medical Officer of Talkspace. “It’s critical that employers pay attention to pain points and implement effective solutions that counteract chronic stress, enhance workplace culture and improve retention.”

Section:

03

Topic:

THE MISALIGNMENT OF COVID FEARS: CDC-HARRIS POLL

Introduction:

In our new survey with our partners at the CDC, we found that vaccinated Americans are more worried about contracting COVID than the unvaccinated. Shared exclusively with our friends at [Axios](#), here's what else we found:

- More than half (51%) of Americans said they think **breakthrough cases are common**, including nearly seven in 10 (68%) of the unvaccinated, but just (44%) of vaccinated Americans.
- Although breakthrough cases are rare, and expected, still (60%) of unvaccinated Americans say they think **breakthrough cases prove the existing coronavirus vaccines aren't effective**, compared to only a quarter (26%) of all Americans.
- **By the numbers:** Among vaccinated Americans, three in four (75%) said that if they were to get a breakthrough case, **they'd be concerned about spreading the virus** and just over half (53%) said they'd be concerned about dying - which is extremely unlikely among the vaccinated.
- Just one in 10 (12%) of vaccinated Americans said they're **living as they did pre-pandemic**, while (49%) said they're taking some precautions to avoid infection and (39%) said breakthrough cases are too big of a risk so they're taking every precaution they can.

Implication:

The science says that the unvaccinated have much [more to fear](#), and are largely driving the current surge of hospitalizations and deaths but ironically, the people who are most worried are generally the ones with the least to fear.

Section:

04

Topic:

SHAKEN, NOT STIRRED: MONOCLONAL ANTIBODY COCKTAILS

Introduction:

As hospitals across the country are overwhelmed by COVID cases, one bright spot for patients has been monoclonal antibody treatment “cocktails” and [demand is soaring](#). What do Americans think about this treatment?

- Among the half (50%) of Americans aware of monoclonal antibody treatments, two-thirds (66%) say they would **trust the antibody cocktail to protect them from COVID**, including (73%) of vaccinated and (41%) of unvaccinated Americans.
- Half (51%) of Americans that say they trust the antibody treatment cite it's **proven to be effective**; (54%) of vaccinated and (40%) of unvaccinated Americans agree.
- One reason unvaccinated Americans are willing to receive the antibody treatment is because the **government isn't forcing them to take it** like the vaccines (37%).
- When it comes to [prioritization for these limited treatments](#), nearly half (47%) say the antibody treatment should be given on a first come, first serve basis - regardless of vaccination status. One-third (31%) say vaccinated Americans should be given priority and (22%) say unvaccinated patients should come first.

- [The New York Times](#) looks at how unvaccinated patients, sick with COVID, turned to these antibody treatments after shunning the vaccine.

Implication:

Unvaccinated Americans' willingness and trust in these antibody treatments stems from a mixture of the lack of stigmatization as seen with vaccines, as well as personal stories of patients improving after receiving the IV - both of which are largely the results of misinformation about COVID vaccines.

Section:

05

Topic:

DO WE NEED TO LEARN HOW TO LIVE WITH COVID?

Introduction:

In our latest COVID Tracker survey in partnership with the CDC, we gauged how long Americans are prepared to live with COVID in some form - and when they expect it will be over. Here is what we learned:

- **The outlook:** A third (32%) of Americans expect the pandemic to go on indefinitely, while (44%) say we'll be living with some form of the virus for at least the next two years. A quarter (24%) say it'll be more than two years but will end eventually.
- **The impact:** One-fifth (21%) expect to take precautions indefinitely, but just over 1 in 10 (14%) say they've already stopped taking precautions - including (9%) of vaccinated and (28%) of unvaccinated Americans.
- **The sentiment:** Over a third (36%) say COVID will become the new normal, including regular booster shots and the occasional outbreak. Vaccinated Americans (44%) are more likely to agree than unvaccinated Americans (24%).
- **The division:** Three-fifths (63%) say that they are frustrated because "we wouldn't be where we are today if people would just get vaccinated." Most (78%) vaccinated Americans concur, compared to just (25%) of unvaccinated.
- [The Atlantic](#) explains why we can't avoid the virus for the rest of our lives, but we can minimize its impact.

Implication:

The end of the pandemic is a moving target and no one knows where we will be in 10 - or even 2 - years from now. However, Americans don't see a COVID-free life anytime soon as most are prepared to live with the virus in some form for the foreseeable future, which will have a long-term impact on our spending habits, travel plans, and work lives.



WAVE 77

WAVE 77 INTRODUCTION

The following research was conducted between **September 17 - 19, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,055** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

HALF OF VACCINATED AMERICANS MIGHT NOT SPEND THE HOLIDAYS WITH UNVACCINATED FAMILY AND FRIENDS: FORBES- HARRIS POLL

Introduction:

Americans' vaccination status against COVID-19 is likely to influence how they spend the holidays this year, according to our new Harris Poll [covered exclusively in Forbes](#).

- Half (50%) of vaccinated respondents are either “extremely” or “considerably” **hesitant to spend the holidays with unvaccinated** family members or friends. Only (38%) said they were not hesitant about making holiday plans with the unvaccinated, while (12%) said it’s a non-issue because all their family and friends have gotten the shot.

- **Family & Friend COVID Mandates:** Half (50%) had been asked by family or friends they’ve traveled to see to take precautions like mask-wearing, social distancing and providing proof of vaccination, of which (95%) complied with at least to a certain extent. A larger share of (62%) said they would ask the same of their family or friends if they were visiting for a gathering or event.
- **No mask, no vaccine? You might be uninvited:** Over a third (36%) of vaccinated Americans said that they **would uninvite family/friends if they did not want to take the precautions** and another (27%) said “maybe but wouldn’t want to risk the relationship.”
- A further (42%) of vaccinated respondents also said they had **canceled at least one event or existing travel plan** they had with people because they were unvaccinated.

Implication:

“Our new data suggests the vaccine divide is not only reshaping relationships, but soon the holiday travel season,” Harris Poll CEO John Gerzema said, noting vaccinated Americans are “placing stricter boundaries around who they choose to spend time with. So expect to see cancellations and rerouted plans as vaccinated Americans avoid their unvaccinated friends and family.”

Section:

02

Topic:

EMPLOYER MANDATED VACCINES SETTING OUT TO DRIVE DEEPER DIVISION AND BACKLASH FOR COMPANIES CAUGHT IN THE CROSS-HAIRS

Introduction:

Since President Biden announced new federal vaccine requirements for as many as 100 million Americans — private-sector employees as well as health care workers and federal contractors - [reaction has ranged](#) from full support to protests and outrage. Here is what Americans think about the mandate:

- Overall, (55%) of all Americans support the employer mandated vaccine and (45%) oppose it. **But much deeper divisions exist:** (68%) of vaccinated Americans support the mandate vs just (23%) of those unvaccinated. And while (76%) of Democrats support the mandate, only (39%) of Republicans do.

- **Who do those in opposition of the mandate blame?** Half (50%) blame both the government and the companies who are implementing the vaccine mandate. But more onus is on the government as (38%) blame the government alone and (13%) blame companies alone.
- **More backlash ahead for employers:** (50%) of those in opposition of the mandate say “companies should go against the mandate, stand by their values and respect the personal liberties of their employees” another (35%) say “It’s not their fault but they should at least try do something and speak out against the mandate”
- Little forgiveness: only (16%) say “It’s not their fault they are being forced to implement the mandate, there is nothing they can do.”
- [ABC looks at](#) how employers should navigate the vaccine mandate rollout.

Implication:

The pandemic has made employee safety and retention opposing forces. Where mandated policies to keep employees safe are the exact thing pushing some employees away: (45%) of Americans told us they would likely look elsewhere if their employer mandated requiring all employees be vaccinated to maintain employment. Balancing both safety and retention will be the tightrope companies must walk in coming months.

Section:

03

Topic:

STREAMING ADS WILL PLAY A BIG ROLE IN HOLIDAY SHOPPING: ROKU- HARRIS POLL

Introduction:

Streaming is changing the way people shop, according to our annual survey with Roku released last week which found that streaming services are beating out traditional TV for US shoppers' attention. [Morning Brew](#) dives into the details and [download the full report](#).

- The **gap between time spent streaming versus watching linear TV per week is growing fast**. Whereas streaming beat linear by 12 minutes in 2020, that number is 78 minutes this year.
- Half (49%) of consumers have seen an ad while streaming that caused them to pause and shop for the product online. For millennials, that figure is (71%).
- Consumers plan to spend an average of \$938 on gift shopping, up (5%) from last year, while (36%) plan to spend more this holiday season than they did last year.

Implication:

Dallas Lawrence, head of communications for Roku's platform business, says marketers are starting to shift their media budgets to "buy TV the way their target consumers are watching TV."

Section:

04

Topic:

NOW IS THE TIME TO ADDRESS INCOME INEQUALITY: MACARTHUR FOUNDATION- HARRIS POLL

Introduction:

There's a festering sense that others are getting a better deal when it comes to pandemic help, a [MacArthur Foundation and Harris Poll survey of Chicagoans finds](#). While the pandemic now seems far from over, the questions it has raised around economic equity must be addressed now to set the city up for a brighter post-pandemic future.

- While neighborhood-level response to the pandemic has largely been seen as successful, a majority of city residents (54%) believe **their neighborhood has been negatively impacted**.
- More than 1 in 5 Chicago-area residents (21%) **sought emergency food supplies during the pandemic**, and significant numbers of area residents also sought mortgage or utility assistance (15%) and loan forgiveness or payment pauses (15%).

- Many Chicago residents cannot shake the sense that **their communities are neglected**. More than half (52%) said their neighborhoods are overlooked when government agencies, businesses and other groups make local investments.

Implication:

These problems remain in early stages, however, and our survey illuminates three solutions leaders can use to nip these problems in the bud: meet Chicagoans' where they are and understand how concerns differ; understand and apply the right solutions; and better communicate how city leadership will act on these solutions.

Section:

05

Topic:

THE KEY TO GROWTH IN HIGHLY REGULATED INDUSTRIES: FYLLO-HARRIS POLL

Introduction:

From cannabis to financial services, the constant tension of new regulations and compliance requirements in highly regulated industries creates significant drag on business momentum, innovation, and enterprise resources. [In partnership with Fyllo](#), we polled compliance leaders to examine why leading with compliance is key to growth. Here's what we found:

- **Compliance is a key to unlocking growth:** Over 6 in 10 companies cite compliance/regulations (63%) as a big barrier to achieving their goals.
- **Compliance is an enterprise issue:** While (82%) of compliance leaders report their legal, regulatory, and government affairs departments are impacted by compliance issues, these issues also impact IT (49%), Marketing (25%), accounting (23%) production (21%), and HR (20%).
- **The only certainty is uncertainty:** COVID showed business leaders they must be prepared to deal with the unexpected change. Only (39%) agree "My company can adapt quickly to sudden changes in its regulatory or compliance environment due to the COVID-19 pandemic."

- **Facing a compliance gap that tech can fill:** Many companies are working with the knowledge that they don't fully understand the entire compliance landscape. Six in ten (60%) agree that "The dynamic nature of regulations often makes me question the status of my company's compliance."

Implication:

Companies that succeed in highly regulated industries look at compliance management as a strategic advantage rather than an operational expense, streamlining their movement through the regulatory landscape and bolstering their confidence in new pursuits.



WAVE 76

WAVE 76 INTRODUCTION

The following research was conducted between **September 10 - 12, 2021** by The Harris Poll. Fielded among a nationally representative sample of **1,920** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

VACCINE WARS PUTS FAMILY TIES AT RISK

Introduction:

In our latest COVID tracker survey, we asked Americans how the ongoing vaccine debate is affecting their families and relationships, and subsequently, what they are doing in response to having people in their circle who remain unvaccinated. Here's what we found:

- One-third (33%) of vaccinated Americans report **cutting ties in some way** with friends, family members, or acquaintances **who remain unvaccinated**.
- Three-quarters (76%) of vaccinated Americans say **they are concerned with the fact that some of their family members are unvaccinated**, including nearly half (46%) who are very concerned.
- Two-thirds (67%) have tried to change their family member's mind, including (41%) who **regularly attempt to convince their unvaccinated family members**. Millennials (78%) are more likely to attempt to do so than other generations: Gen Z (59%), Gen X (59%), Boomers (64%).
- **So How'd It Go?:** Four in 10 (41%) said they **aren't willing to reconsider**, but found common ground, while one-quarter (25%) say they are receptive and are reconsidering. One-fifth (18%) say the attempt to change their mind "worked" and their family member is planning to now get the vaccine; only (16%) say it started an argument.
- **Are the Unvaccinated Just Hesitant or Unswayable?:** (46%) of unvaccinated Americans say they are waiting until they feel more comfortable to get the jab but (54%) say they won't get the vaccine at all.

Implication:

The vaccine divide is setting out to reshape more than just family relationships; from [weddings](#) to [workplaces](#), vaccinated Americans are drawing new, sharper lines around who they choose to spend time with, leading to new social behaviors in the months ahead especially as we approach the [holiday travel season](#).

Section:

02

Topic:

20 YEARS LATER, THE 9/11 ATTACKS ARE STILL SEEN AS THE BIGGEST NEWS EVENT OF THE LAST HALF- CENTURY: FAST COMPANY-HARRIS POLL

Introduction:

The vast majority of Americans still see the events of September 11, 2001, as the most significant news event of the last 50 years, beating even the global COVID-19 pandemic, according to a new exclusive Harris Poll conducted for Fast Company. Here is what else we found:

- Nearly all (92%) Americans said **they were familiar with the events of 9/11**, including details such as who carried out attacks, the response by the U.S., and the number of deaths.

- Among people who say they are familiar with 9/11, (87%) agree that the terrorist attacks on the World Trade Center, the Pentagon, and Shanksville, Pennsylvania, **were the #1 news event in the last half-century**.
- The sentiment cuts across gender and age lines and **includes people who weren't yet born and those who are too young to remember the events**. That's the response of (83%) of men, (90%) of women, and (85%) of Americans ages 18 to 34, which covers a chunk of Gen Zers.
- Many emotional ceremonies took place around the country, ranging from former and current [politicians honoring the lives](#) lost on that day to an iconic [subway series](#) between the New York Mets and Yankees where team loyalty was put aside and unity was at the forefront.

Implication:

For people who didn't live through the assassination of President John Kennedy, a key marker for Baby Boomers, this was a generation-defining moment. That the 9/11 attacks happened on U.S. soil - and that remained untouched through two world wars and hasn't seen such fighting since the Civil War - made it all the more dramatic.

Section:

03

Topic:

NFL FAVORABILITY AT 67% AS FANS BACK VACCINATION, DIGITAL TICKETS: SPORTICO-HARRIS POLL

Introduction:

Earlier this week, Sportico valued the average NFL team at \$3.5 billion - evidence of the league's monumental financial weight - but while a majority of people like the NFL, not everyone is enamored. Two-thirds (67%) of Americans have a favorable opinion of the NFL, [according to a new survey conducted by Harris Poll for Sportico](#). Here's what else we found:

- **Young fans have a more positive opinion of the NFL than older generations:** only (61%) of Boomers have a favorable view, compared to at least (69%) of Millennials and Gen Z. In contrast, NCAA favorability varies little across age groups.
- **Political Divide:** Democrats (79%) are much more likely to have a favorable view of the league than Republicans (59%) or Independents (57%).
- Two-thirds (66%) of Americans say their NFL or college football team **should require vaccination for all fans in attendance at games**.

- **Public opinion on vaccine mandates has not shifted in the past year:** (69%) of people say that the NFL should have made vaccination mandatory for all players and coaching staff, nearly unchanged from January (67%) and June (68%).
- More than three-quarters (76%) of Americans believe the NFL is **right in its decision to require paperless ticketing**, including (81%) of NFL fans.

Public Support for Vaccine Mandates in Sports

	January 2021	June 2021	August 2021
For Players & Coaches	67%	68%	69%
For Fans	62%	63%	66%

Source: Harris Poll / Sportico

Implication:

Despite not mandating vaccination for all players and coaching staff, some teams are starting to take control of their individual vaccination policies; the Seahawks and Saints will require fans to provide either proof of vaccination or a negative test, while the Raiders will outright require vaccination.

Section:

04

Topic:

3 WAYS NFTS CAN CREATE CONSUMER VALUE: R&CMPK-HARRIS POLL

Introduction:

Everyone is trying to figure out what to do about non-fungible tokens (NFTs), which have been viewed as both a passing fad and a future tool for artistic compensation. Harris Poll CEO Will Johnson writes in [AdAge](#) about the strategies marketers can use to increase revenue and awareness of NFTs from our latest survey with R&CMPK:

- **NFTs as an incentive for a larger purchase:** Our research indicates that NFTs could offer marketers another tool for pushing customers through the funnel, with (30%) of Americans stating they would like to receive an NFT as a gift with a purchase.
- **NFTs as commemorative memorabilia to deepen consumer connections:** NFTs represent a myriad of options for marketers looking to create unique, commemorative items for specific events. Nearly four in 10 (38%) of consumers aware of NFTs stated that they prefer an NFT over physical memorabilia to commemorate their time at a sports or entertainment event.
- **NFTs as additional revenue streams:** As opposed to offering an NFT as strictly a purchase incentive or as memorabilia, they are also sellable products themselves. Of consumers familiar with NFTs, (41%) say they are likely to buy one and these potential buyers are most interested in an NFT of a video game asset (34%), artwork (33%), and a social media post or a video (30%).

Implication:

As digital representations of the modern world with nearly zero creation costs, NFTs provide brand marketers limitless upside potential. The only question that remains is, "What can you digitally dream up next?"

Section:

05

Topic:

NOT YOUR PARENTS' LUXURY: WATCHES AND JEWELRY BRANDS LEAN INTO BOLD, DIVERSE MARKETING

Introduction:

Historically, luxury brands typically focus on higher income, older consumers. While that works to build long-term loyalty, it does little to draw in new, young shoppers. Some brands are now deploying marketing strategies to revive their brand among younger and more diverse consumers, such as Tiffany's "[Not Your Mother's Tiffany](#)" campaign. Here are a few highlights from our [Harris Brand Platform's deep dive](#):

- On average, Millennials and Gen Z viewed the luxury watches and jewelry category as **customer-centric, dependable, and practical** before Tiffany's campaign launch, rather than the fun, hip, and visionary perceptions of more youth-focused brands.
- With the new Tiffany **campaigns geared towards younger and more diverse consumers**, it's unsurprising that familiarity was also slightly higher among African Americans (66%), Asian Americans (67%), and Millennials (72%).

- Beyoncé appears to be a wise choice as a new brand ambassador among those familiar with the megastar and Tiffany. Within this group, **(80%) consider Beyoncé to be a good fit** for the brand.
- **Boosting brand imagery and purchase intent:** Tiffany's rebrand seems to be succeeding with one in five consumers at least somewhat familiar with Tiffany planning to buy something from the brand in the next 12 months.
- **Other real-life partnerships in the industry see success:** Citizen Watches currently uses tennis star [Naomi Osaka](#) as a brand ambassador and [Harris Brand Platform](#) data finds among Gen Z and Millennials, Citizen has steadily improved in its perception as a fun, hip, and bold brand.

Implication:

Brand revitalizations risk alienating current customers and failing to resonate with new targets. Although Tiffany's campaign caused resentment among loyal fans, the brand has caught the attention of younger consumers while generating buzz. Ultimately, Tiffany's tactics to rebrand with controversial marketing and diverse brand ambassadors are [a valuable case study](#) for similar brands looking to adapt to an evolving, luxury consumer base.



WAVE 75

WAVE 75 INTRODUCTION

The following research was conducted between **September 3 - 5, 2021** by The Harris Poll. Fielded among a nationally representative sample of **1,923** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

THE NEW BLACK MARKET: FAKE VACCINE CARDS

Introduction:

From restaurants to concerts to gyms, proof of vaccination mandates are being introduced across the country. Rather than skipping or receiving the shot, some unvaccinated Americans are turning to a surging black market to buy fraudulent CDC vaccination cards. We check in with Americans to learn how aware they are of this new black market:

- Less than half (48%) of **Americans have heard about fake CDC vaccine cards being sold on the black market**, with (59%) of Gen Z being aware vs. only (42%) of Boomers.
- Most (70%) are **concerned about people using them to masquerade as vaccinated**, including (83%) of Gen Z and (73%) of Millennials vs. (66%) Gen X and Boomers.
- While only (16%) of Americans **know someone who has purchased a fake CDC vaccination card**, nearly one-third (31%) of Millennials know someone who has vs. only (2%) of Boomers. Perhaps younger generations are more aware of black market due to their popularity at [music festivals and other major events](#).
- **Ripple effect on trust:** less than half (47%) say they trust the screening and verification process for places that require attendees to be vaccinated knowing that fake CDC vaccine cards exist.
- Support is high (65%) for **digital “vaccine passports” to be used instead**, in which the person’s vaccination status is verified by third parties such as public health agencies.
- [The New York Times profiles](#) “@AntiVaxMomma” - a woman charged with selling hundreds of fake COVID-19 vaccine cards over Instagram.

Implication:

Businesses will need to be vigilant in enforcing vaccine requirement safety measures in order to maintain the trust of patrons as people look to return to normal and attend crowded places again.

Section:

02

Topic:

THE LONG-TERM IMPACT OF VIRTUAL LEARNING: A 3- PRONGED CRISIS

Introduction:

Students, parents, and teachers alike are bracing for another uncertain school year amid COVID-19 as more than 1,400 schools across 278 districts in 35 states that began the academic year in person [have already closed](#). As the void of in-person schooling continues to grow, we took a deep dive into the long-term impact of virtual learning on students, indicating a looming three-pronged crisis of social, mental, and academic health of students.

- The majority of Americans say in-person learning is **critical to the development of students' social health** (88%), but after over a year without, a similar number of Americans (85%) worry about **the lack of social emotional intelligence and social skills development in young people**.
- Strong majorities also say in-person learning is **critical to the development of emotional** (87%) **and mental health** (86%) of students, which helps explain why (84%) worry about **higher rates of anxiety and depression among young people** as a result of long-term virtual school.
- Many also worry about **loss of learning** (85%), **lower student outcomes** (84%) and worsening inequality across race, gender, income, geography, and people with disabilities (72%). For instance, roughly (40%) of schools that closed for a period of time did so without any remote learning plan in place, [according to Burbio](#).

- **Can we regain lost ground?** Over three quarters say it **will be difficult to reverse negative impacts** of learning loss (80%), social emotional intelligence (79%), mental health of young people (79%), and worsening inequality (76%) due to lack of in-person schooling.

Implication:

In-person learning has irreplaceable benefits to students' skills development and holistic wellbeing. Given the uncertain future with COVID, hybrid or new kinds of virtual learning models that create more face-to-face interaction and engagement will be critical to ensure students don't fall any further behind.

Section:

03

Topic:

SECRET VAXXERS: THESE AMERICANS ARE GETTING COVID VACCINATIONS BUT NOT TELLING ANYONE: USA TODAY-HARRIS POLL

Introduction:

While many Americans publicly announced their vaccination on social media, other Americans are taking the opposite approach: they're getting COVID-19 vaccinations but not telling their anti-vaxxer friends, family, or colleagues, fearing alienation from the people around them. We partnered [with USA Today](#) to look more into these "secret vaxxers." Here's what we found:

- Almost all (91%) of Americans who got vaccinated in the first few months of the immunization campaign **are willing to tell anyone.**
- And just one in 10 (11%) of vaccinated Americans are keeping it private from some people, while an additional (6%) **are not telling anyone.**

- **But that would not be the case for those who are still refusing the shots** - more than one-third (36%) of unvaccinated Americans said that if they did decide to get the jab, they wouldn't tell anyone.
- However, a quarter (26%) of Americans said their **vaccination status could cause friction in their relationships.**

Americans hiding vaccine status

About 1 in 6 Americans aren't telling everyone whether they got a COVID-19 vaccination, because some fear alienating family, friends and colleagues.



SOURCE Harris poll of 1,263 vaccinated Americans, Aug. 27-29

Implication:

The quintessential human desire to be liked and loved explains why many people don't want to get publicly vaccinated. In many communities, vaccine hesitancy is orthodox and betraying your peers for many is too much of a social risk to take on.

Section:

04

Topic:

AMERICANS STILL EAGER TO SHOP IN PERSON POST-PANDEMIC: MORNING BREW-HARRIS POLL

Introduction:

A year into the pandemic, and just as vaccines were rolling out in March, we wanted to know how shopping habits changed and what would stick in the “After Times.” Now, with the rise of the Delta variant, we wanted to see if the optimism is still there. Here’s what we found in our latest poll in partnership with [Morning Brew](#):

- Three in five (63%) of Americans will do **most of the shopping in person a year from now**, compared with (37%) who said they’d do their shopping online. The split was (43%) in-person and (24%) for online in our previous poll.
- **The Delta variant could stymie traffic to malls and department stores** - as less than half (43%) of shoppers go to those locations. But that’s up from (32%) in March.
- Three-quarters (76%) of shoppers **loaded up on cleaning supplies last year**, compared with (63%) now.
- **Is the price right?** Nearly half of Americans (47%) say they are much or somewhat more sensitive to prices because of the pandemic.

Implication:

Notably, (44%) of respondents said they’re neither more nor less sensitive to price changes, but we wonder if they do care about shrinking package sizes - another way CPG companies raise prices.

Section:

05

Topic:

MOST AMERICANS ARE COMFORTABLE RETURNING TO THE OFFICE REGARDLESS OF COWORKERS' VACCINATION STATUS: FORTUNE-HARRIS POLL

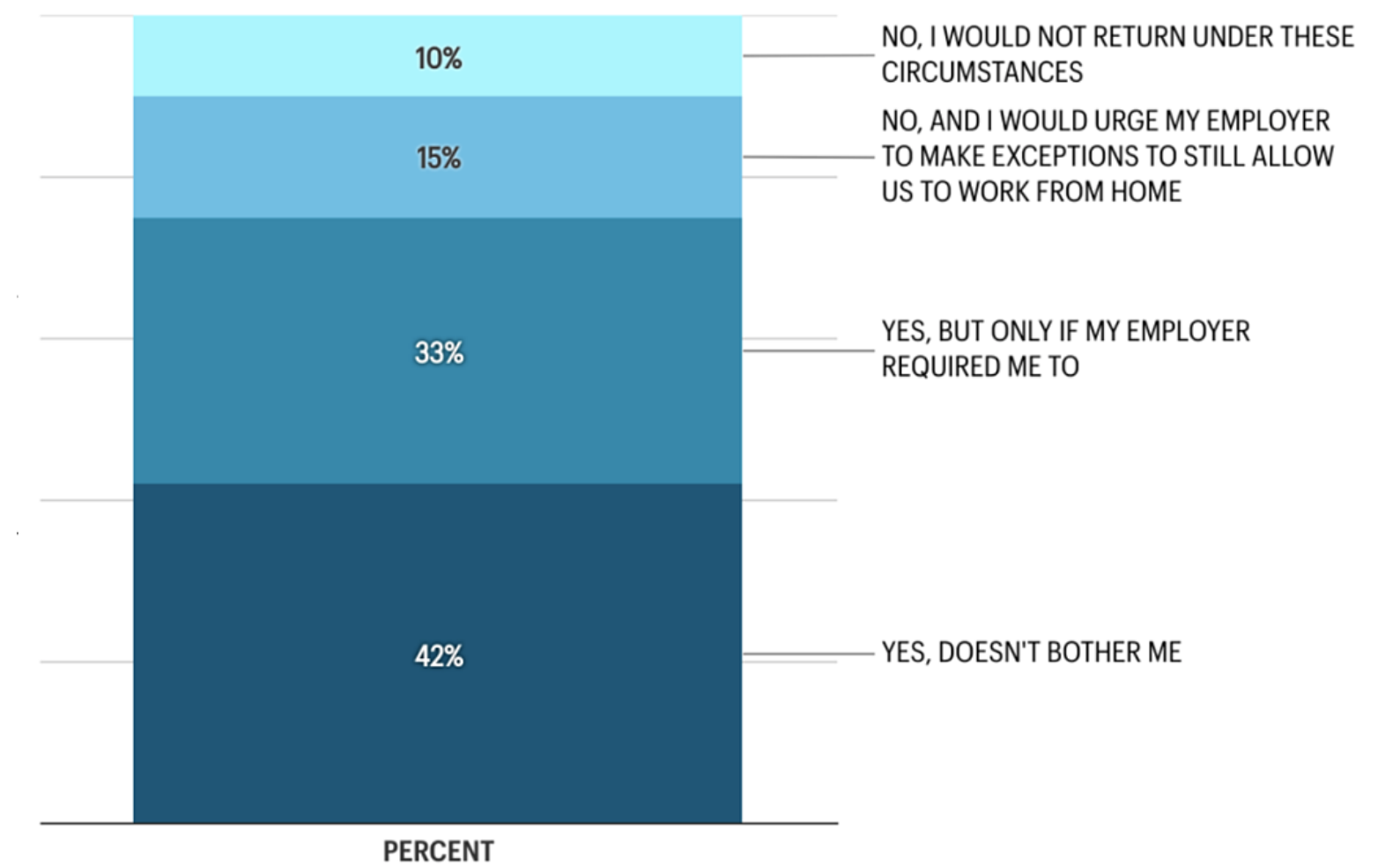
Introduction:

About (64%) of U.S. adults are vaccinated, but when it comes to return-to-the-office plans, workers say vaccine status doesn't matter that much. [In partnership with Fortune](#), we asked workers how they feel about working alongside unvaccinated coworkers. Here is what we found:

- Three-quarters (72%) of working Americans are currently comfortable returning to work.
- Nearly three-fifths (58%) of workers say they're comfortable returning to work **even if some of their coworkers are unvaccinated**.
- Four in 10 workers (42%) say **it doesn't bother them if some employees remain unvaccinated**, while a third (33%) say they would **return to the office with unvaccinated coworkers only if their employer required it**. A quarter (25%) say they would not return under these conditions.

- Most (83%) workers say they'd **feel safer at work if companies required all employees to wear masks**. Nearly three-fifths (58%) say they were planning to wear a mask if they went back to work in-person.

Would you return to the office if some employees were unvaccinated?



DATA BASED ON SURVEY OF 1,124 U.S. WORKERS FIELDED IN AUGUST 2021.

SOURCE: THE HARRIS POLL

FORTUNE

Implication:

Working in-person doesn't always require mandatory vaccines in order to ensure the comfortability of workers as long as other precautions are taken and concerns are acknowledged. Employers will need to carefully navigate the coexistence of their vaccinated and unvaccinated workers as they look to keep employees safe.



WAVE 74

WAVE 74 INTRODUCTION

The following research was conducted between **August 27 - 29, 2021** by The Harris Poll. Fielded among a nationally representative sample of **1,901** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

WILL FULL FDA APPROVAL DISCOURAGE VACCINE HESITANCY?

Introduction:

Last week, the [FDA granted full approval](#) for Pfizer-BioNTech's COVID-19 vaccine as the Delta variant continues to surge across the country. Will this extra stamp of approval resonate with those still hesitant to get the shot? Here is what we found:

- **Confidence Booster:** A large majority (80%) of Americans say full approval gives them more confidence in the vaccine, including over half (57%) of those unvaccinated.
- **Credibility:** Trust in the FDA is high, with (79%) of Americans, including (53%) of those unvaccinated, saying the agency's approval is trustworthy to guarantee the safety and effectiveness of the vaccine.
- **Will it persuade those on the fence?** Half (49%) of currently unvaccinated say they will now get vaccinated after full approval, similar to our findings from early June 2021, when we found just under half (47%) of the then-unvaccinated said it would make them more likely to get the shot once approved.
- **But some are skeptical:** Over 8 in 10 (86%) of vaccinated Americans say that unvaccinated people used the lack of full FDA approval as an excuse but will now find another reason to avoid vaccination.
- And two-thirds (66%) of all parents, and (42%) of unvaccinated parents, say it makes them **more likely to vaccinate their children**.

- [Our friends at STAT explore](#) why full FDA approval isn't just a quick fix to vaccine hesitancy.

Implication:

We have yet to see the full impact of the FDA decision on the vaccine rollout, but the approval does [clear the way for employers and other organizations to mandate](#) the vaccine. Reaching the remaining unvaccinated Americans will require a patchwork fix of persuasion, mandates, and other measures in addition to this boost of confidence from the government.

Section:

02

Topic:

AMERICANS ARE ON BOARD WITH CORONAVIRUS BOOSTER SHOTS: AXIOS-HARRIS POLL

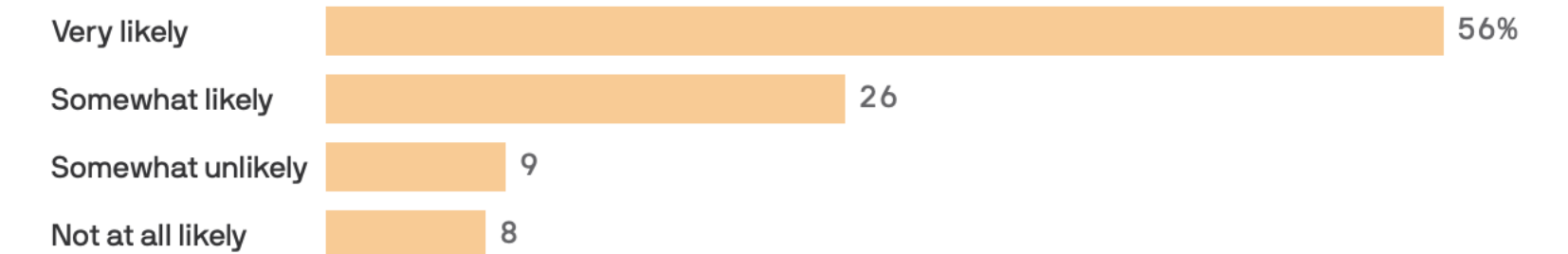
Introduction:

The vast majority of Americans who are already vaccinated or plan to be vaccinated say they're likely to get a coronavirus booster shot, according to our latest data shared exclusively with [Axios](#). Here's what else we found:

- People of color and younger Americans are particularly likely to say that the booster shot recommendation impacted their confidence in the vaccine they already received.
- Half of vaccinated white respondents said their confidence had been impacted, compared with two-thirds of Black (66%) and Asian/Pacific Islander (67%) respondents and (60%) of Hispanic respondents.
- Two-thirds of Gen Zers (68%) said their confidence had been impacted, a contrast with the (42%) of Boomers who said the same.
- A higher share of vaccinated older generations (88% Boomers, 82% Gen X) also said they're likely to get a booster shot compared with (71%) of Gen Z.

How likely are you to get a COVID-19 booster shot?

Survey of 1,774 adults who are already vaccinated or plan to be; Aug. 20 - 22, 2021



Data: The Harris Poll; Chart: Thomas Oide/Axios

Implication:

Experts are divided on how warranted booster shots are for most Americans, but everyone thinks that persuading more people to get the first round of vaccines should be a top priority.

Section:

03

Topic:

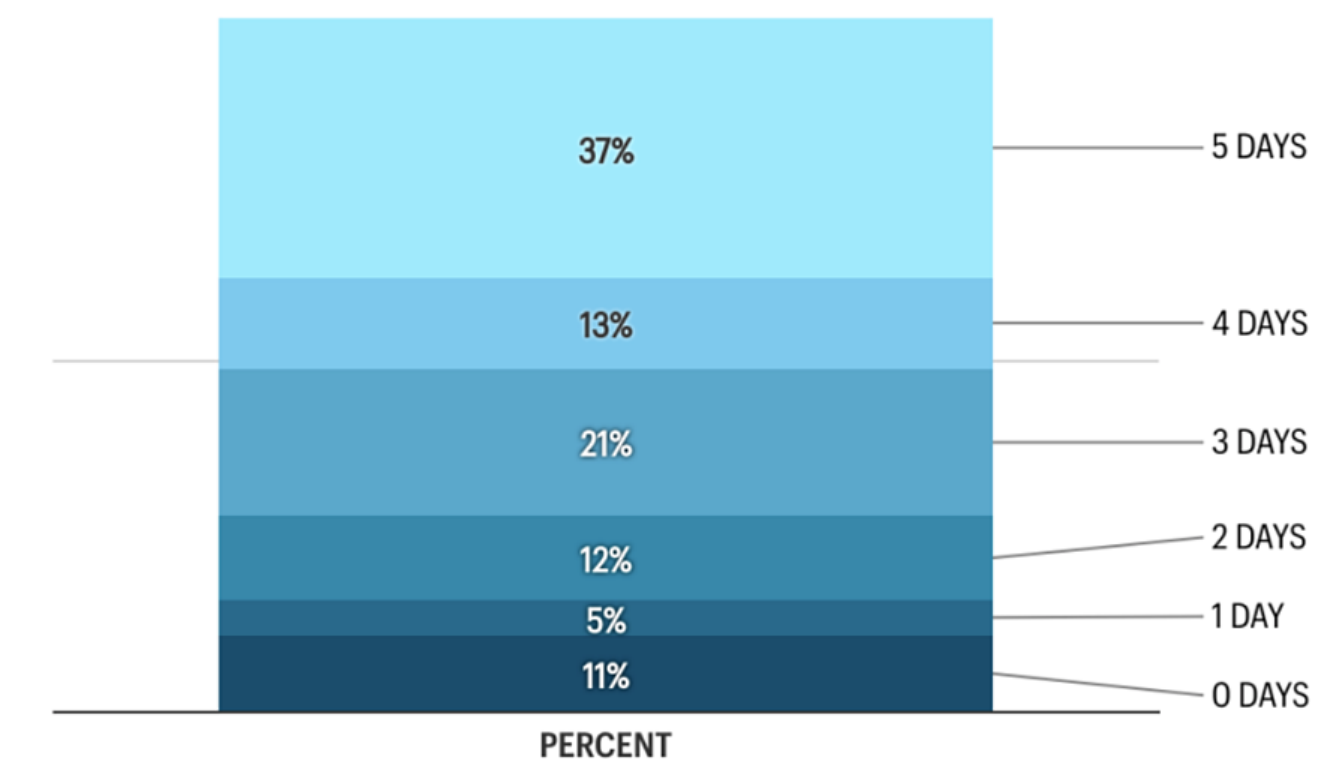
THE SWEET SPOT OF RETURNING TO THE OFFICE: FORTUNE-HARRIS POLL

Introduction:

Americans are gearing up for a hybrid work week this fall, with many companies planning to give employees the option of working some days in person and some remotely. The Harris Poll partnered with [Fortune](#) to talk to workers and understand what their optimal hybrid work week looks like. Here's what we found:

- Professional workers prefer three days a week in the office, on average, with almost four in ten (37%) **who want to return to the office full-time**.
- Men want to be in the office an average of **3.5 days** a week vs. **3.1 days** among women.
- And Boomers in the workforce say they want to spend **an average of 2.7 days in the office a week**, while younger workers prefer **3.4 days in person**.
- [The New York Times](#) writes more on the frustration some employees are feeling as their return to office continues to be delayed in response to the pandemic.

How many days would be optimal to work in-person at the office?



DATA BASED ON SURVEY OF 1,124 U.S. WORKERS FIELDDED IN AUGUST 2021.

SOURCE: THE HARRIS POLL

FORTUNE

Implication:

Most employers and employees know that office life will never be quite the same as it was pre-COVID, though what each company's situation will look like is still being figured out. Despite what seems to be conventional wisdom, not all employees are happy with the shift to all remote and employers will need to listen to their concerns as well to foster a better workplace.

Section:

04

Topic:

2021 MOOD DISORDER SURVEY: NAMI- HARRIS POLL

Introduction:

The pandemic has led many to be more open with others about their mental health, but this does not always translate to better outcomes. Harris Poll partnered with the National Alliance on Mental Illness ([NAMI](#)) to survey Americans about their perception and understanding of mood disorders. The full report can be downloaded [here](#).

- **General perceptions of mood disorders:** Seven in 10 (70%) know mood disorders can affect a person their entire life, even if they get treatment, but (27%) of Americans believe that individuals with a mood disorder could just “snap out of it” if they tried.
- **Living with a mood disorder:** Half (50%) of Americans with a mood disorder report experiencing negative impacts on personal relationships and (61%) said that people treat them differently after they learn of their diagnosis.
- **Treatment and support:** Three-quarters (78%) of those with a mood disorder say it’s frustrating trying to find the right treatment and the top barriers to receiving desired services are being unsure of eligibility (48%), cost (41%), and being unsure about how to access the service (39%).
- **Mental health today:** Half (52%) say they have been more open with others about their mental health since the pandemic started, but (30%) say they are unable to get the support they need for their mental health during the pandemic.

Implication:

The COVID-19 pandemic posed new challenges to mental health, but it has also increased openness. It also spurred the rise of telehealth, which may help mitigate access issues and close the gap in support.

Section:

05

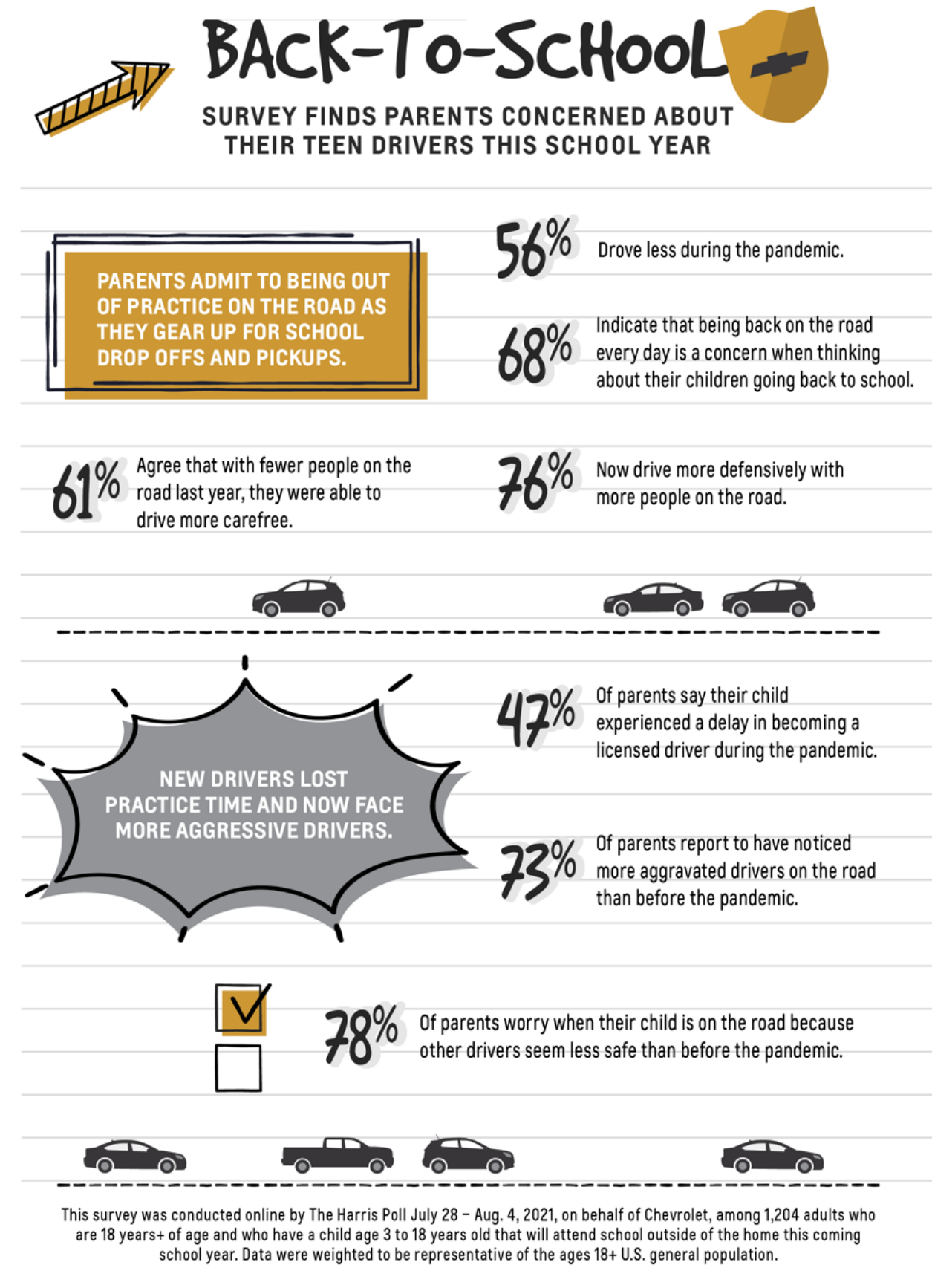
Topic:

PARENTS ARE BACK TO WORRYING AS KIDS ARE BACK TO DRIVING: CHEVROLET-HARRIS POLL

Introduction:

With the back-to-school season in full swing, we partnered with [Chevrolet](#) to survey parents of school-aged children to discover how the pandemic affected their driving skills and the new realities that teen drivers face. Here's what we found:

- The pandemic impacted how often people were on the road, with (56%) of parents saying **they drove less during the pandemic**.
- **Teen drivers were impacted by a different complication during the pandemic:** Nearly half of parents with a driving-aged child say their child **experienced a delay in becoming a licensed driver** during the pandemic.
- Six in 10 (61%) of parents are concerned about their teen on the road **because of lost practice time** due to the pandemic.
- And nearly three-quarters (73%) of parents report to notice **more aggravated drivers on the road** than before the pandemic.



Implication:

The pandemic caused a disruption in our daily lives as we put key milestones such as teen driving on pause as we adjusted to the new normal. Now, as consumers start to make up for lost time, brands have an opportunity to step in and help guide them through these challenges as we all get back to normal.



WAVE 73

WAVE 73 INTRODUCTION

The following research was conducted between **August 20 - 22, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,046** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

SCHOOL IS BACK IN SESSION

Introduction:

As children across the country return to the classroom, the war over mask mandates is erupting. We checked in with Americans, particularly parents, to see where they stand on the latest divide. Here's what we found:

- Three in five parents with kids under 18 (60%) say **knowing that some students are returning to school unvaccinated and potentially without masks makes them uncomfortable**, with more than a third (37%) saying they will keep them virtual if it's an option.
- However, four in 10 (40%) of the same group say **they are comfortable sending their kids back to school**, with (21%) saying their child is vaccinated so the status of others doesn't matter and (19%) saying they don't think COVID poses a serious risk for their child.
- **A majority of parents support mask mandates for students across all ages** with (74%) supporting masks for college, middle, and high school students, (73%) for elementary students, and even (63%) for children over the age of 2 in daycare or preschool.
- But, even with support of mandates, (59%) of parents with children under 18 **acknowledge it's difficult for their child to wear a mask throughout the school day**, with (29%) of parents with kids under 12 saying it's very difficult compared to (19%) of parents with kids 12-17.

Implication:

School districts in states where mask mandates are prohibited have resorted to finding **loopholes** in order to enact rules they think will keep their students the safest, but when it comes down to it our data suggests that Americans think parents should have the final say if a child wears a mask at school (37%).

Section:

02

Topic:

AMERICANS CREATE THEIR OWN VACCINE MANDATES: AXIOS- HARRIS POLL

Introduction:

Millennials and Gen Zers are more likely to have cut ties over COVID-19 vaccine disagreements than other generations, according to our new data shared exclusively with Axios and featured in their [Vitals](#) newsletter. Axios writes more about how Americans of all ages would implement their personal mandates:

- While only (15%) of Americans say they would **expect party hosts to require** vaccination to attend an event, two-thirds say they'd require attendees to be immunized if **they were to hold an event themselves**.
- More than a third (37%) said if they were hosting an event they would require vaccination **regardless of party size**.
- **The generational divide:** Millennials had the highest standards — most likely because they are most likely to have unvaccinated kids — with (41%) saying they'd definitely require proof before hosting an event compared to (36%) of those in older generations.

Percentage who have cut ties with a friend, family member, or acquaintance because they wouldn't get the COVID-19 vaccine

Survey of 1,334 U.S. adults; August 6-8, 2021



Implication:

“It’s the new cultural dividing line,” John Gerzema, CEO of The Harris Poll, says. “It’s kind of like the Delta variant is moving in real-time and people are like ‘Should I be doing the wedding this fall?’”

Section:

03

Topic:

MILLENNIAL PARENTS JOIN THE CRYPTO CRAZE. SHOULD YOU?: USA TODAY- HARRIS POLL

Introduction:

Despite a relatively low understanding of cryptocurrencies among the general public, a broad coalition of young American parents, particularly Millennials, are joining the crypto craze. [USA Today](#) writes more featuring data provided exclusively from the Harris Poll:

- Overall, just more than one in 10 (13%) of Americans own crypto – **but among Millennials, that number is far higher** at (25%).
- About three in 10 (29%) of **Millennial parents own crypto** and while (63%) are somewhat concerned the value of their crypto may go to \$0, just over one in five (21%) say **they aren't concerned at all**.
- **Millennials have mostly turned to social media for advice on investing in crypto:** Roughly half of Millennials aware of crypto get their information from social media as opposed to financial websites (40%) or financial TV (37%).
- **Boomers, meanwhile, are most reliant on financial TV** (60%) and just (14%) get information about crypto from social media.

Implication:

As millennials get older, they're starting to have more investable assets," says John Gerzema, CEO of the Harris Poll. "They're a generation that's poised to become more financially literate than other generations because they came of age with the rise of fintech and are more digitally savvy when it comes to retail investing."

Section:

04

Topic:

CONSUMERS MORE LIKELY TO SHOP WITH BRANDS THAT MANDATE EMPLOYEE VACCINATION: AD AGE-HARRIS POLL

Introduction:

The FDA has [announced full](#) approval for the Pfizer vaccine, paving the way for more businesses to mandate vaccines for their employees and customers. In a new poll conducted exclusively for [Ad Age](#), we find that such mandates could be a marketing boon for brands in some industries. Here's more:

- More than half of Americans (53%) say they're **more likely to shop in-store at companies that require all employees, whether office or in-store, to get vaccinated**, with nearly half (49%) say they're more likely to shop in-store if customers are [required to be vaccinated](#).
- Younger consumers are especially receptive to mandates: (62%) of Gen Zers say **they would more likely shop at a store that has required employees to be vaccinated**, compared with (48%) of millennials, (51%) of Gen Xers and (54%) of Boomers.

- Mandatory **vaccinations could have the most beneficial impact with senior shoppers**, with (70%) of people ages 76-93 saying they are more likely to shop at stores with vaccine mandates for employees.

Implication:

The findings come as marketers wrestle with mandatory vaccination policies as the COVID delta variant spreads. The question now becomes how these new mandates might affect public perception, marketing value and potential sales.

Section:

05

Topic:

ARE INFLUENCER CAMPAIGNS HITTING THE MARK? A LOOK AT PRETTYLITTLETHING'S DOJA CAT COLLABORATION

Introduction:

PrettyLittleThing is a quickly growing fast-fashion retailer with a strong online presence and a decidedly Gen Z approach to marketing -- drawing on social media, influencers, and celebrities to connect to its young, female audience. In a [new brand tracking case study](#), we look at [data from our Harris Brand Platform](#) to see how its recent collaboration with American rap artist Doja Cat has impacted the PrettyLittleThing brand.

- PrettyLittleThing's familiarity score for female Millennials **saw a significant jump in April — overtaking ASOS — when the Doja Cat collaboration was unveiled.**
- PrettyLittleThing then continued to keep pace with ASOS over the following two months, **showing the potential long-lasting impact of the provocative campaign.**
- Zooming out, we also see that **brand equity and all four of its components see a significant increase after campaign launch.**
- At the same time, its **momentum score** (or how consumers view its trajectory as a company) **affirms the bold direction of its campaign strategy** and is especially important for up-and-comers to track.

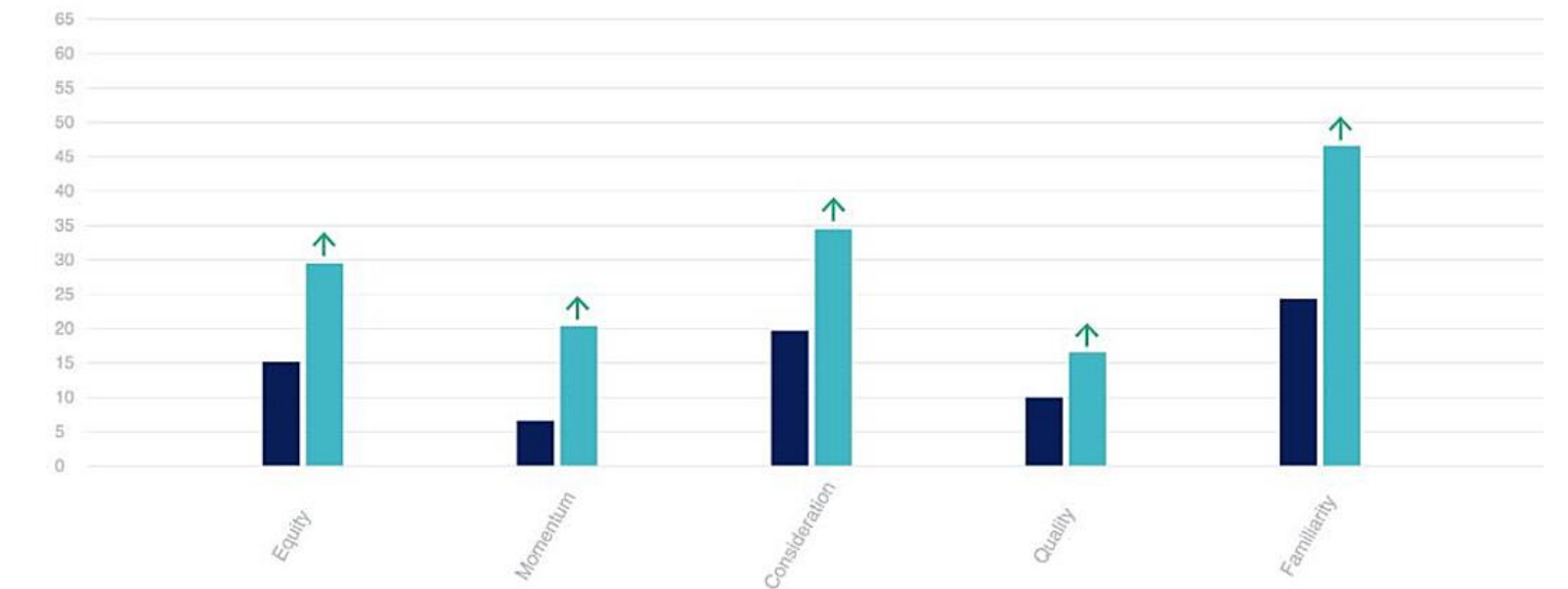
ADVANCED
Pre/Post

The Harris Poll Brand Platform

Exposed

PrettyLittleThing Female Millennials PRE #1371 Custom Range 1/1/2021 to 4/1/2021 POST #1372 Custom Range 4/1/2021 to 7/1/2021

Equity



Implication:

Ultimately, while the Doja Cat collaboration attracted some controversy due to the content of its advertisement, the partnership has been a boon for the fledgling online retailer -- and its influencer-driven strategy is paying off as it gains ground on market leader ASOS.



WAVE 72

WAVE 72 INTRODUCTION

The following research was conducted between **August 13 - 15, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,043** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

THE POTENTIAL COST OF BEING UNVACCINATED

Introduction:

Premiums for health insurance coverage has long been a divisive topic in America, and COVID has added a new layer of complexity; should unvaccinated employees be charged more for their health insurance coverage? Is it discriminatory, or is it justified? We took the pulse in this week's survey to see where Americans stand:

- **Overall, Americans are split:** (51%) say they oppose employers charging unvaccinated employees more for their health insurance premiums to cover potential associated medical costs from contracting COVID while (49%) support the idea. As for vaccinated Americans, (61%) are in favor (vs. 27% unvaccinated) and (39%) oppose (vs. 73% unvaccinated).
- **Driving the debate:** Three quarters (76%) of unvaccinated Americans say that **getting vaccinated is a personal choice and therefore should not lead to penalization** (vs. 44% vaccinated), while just (24%) agree that **employers are justified to charge a higher insurance premium** because the surcharge would be less than the potential hospital bills (vs. 56% vaccinated).
- Two-thirds (65%) agree that if insurance **companies can't charge more for pre-existing conditions**, then employers **shouldn't be able to charge more based on vaccination status** and another (61%) say **doing so would be discriminatory**.
- The big question facing the unvaccinated now is "how much would this cost me?" [CBS News](#) writes more about the potential financial impact.

Implication:

With roughly 30% of Americans still not having received at least one dose of the vaccine, this issue will soon be another COVID-related work policy that will likely be a sensitive subject - employers will need to think critically about how to communicate with their employees effectively and clearly about where they stand on the issue.

Section:

02

Topic:

NFL VIEWERSHIP MAY DIP IN 2021 AS AMERICANS AVOID IN-PERSON GAMES AND CROWDED BARS: AD AGE- HARRIS POLL

Introduction:

With the 2021 NFL pre-season in full swing and the official kick off in less than a month, we conducted a survey in partnership with [Ad Age](#) on planned watch patterns and found a slight dip in the share of Americans who plan to tune in this season compared to last year. Here's what else [we found](#):

- **Who's watching:** Two-thirds (65%) of Americans reported watching NFL games last season, but only (60%) have plans to tune in for the 2021 season — a potential loss of tens of millions in viewers.
- **Americans aren't exactly clamoring to attend games in-person:** only about 1 in 4 (27%) are likely to attend an event and only (12%) very likely to and most Americans (69%) and NFL fans (73%) agree it's **not safe for kids to attend major sporting events in person**.
- **Cheering from home:** (40%) said they'd watch a game at a bar or restaurant that wasn't at all crowded (at less than 25% occupancy), while only 25% said they'd stick around if the venue was very crowded (at more than 76% occupancy).

- **There is some good news for the NFL and advertisers, however:** of those planning to watch this season, one-third (33%) plan to watch more games this season compared to last, which could translate into higher ratings and stronger engagement.

Implication:

It is critical for brands to deliver ads that viewers want to see to keep viewers from channel surfing, and according to our survey that means ads that are funny (57%) and uplifting (52%) and not the saturated nostalgic ones (34%).

Section:

03

Topic:

THE FINANCIAL LITERACY AND INVESTING GAP: USA TODAY-HARRIS POLL

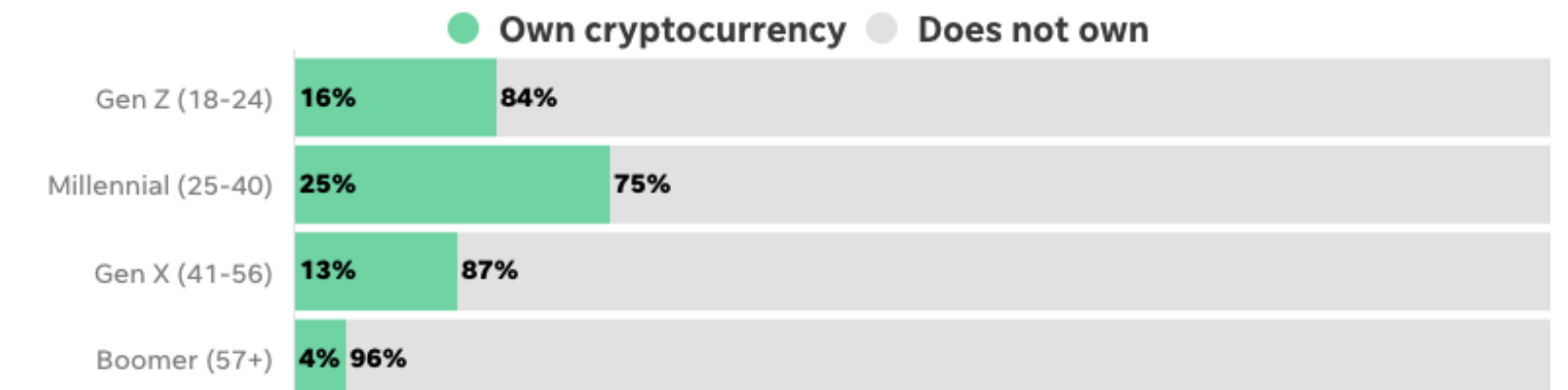
Introduction:

In our latest survey, shared exclusively with [USA Today](#), we look at the differences among Americans when it comes to financial literacy and knowledge surrounding one of the hottest financial topics - cryptocurrencies. Here's what we found:

- Roughly two-thirds of Americans say they understand investing, but only one in five (20%) say they understand investing very well, with a trend in **higher income leading to higher literacy** with (40%) of high-income Americans being very literate compared to just (21%) of low-income Americans.
- **What about crypto?:** Americans' struggle with general financial knowledge transcends to the specifics as well, with nearly (60%) of adults saying they are not very or not at all familiar with cryptocurrency.
- **Younger Americans are more likely to say they are very or somewhat familiar with cryptocurrency:** Six in 10 (61%) of Millennials are, followed by (53%) of Gen Zers, (42%) of Gen Xers, and just (19%) of Boomers.
- **And that leads to young investors:** One in four (25%) of Millennials and (16%) of Gen Zers are crypto owners, compared to (13%) of Gen Xers and only (4%) of Boomers.

Cryptocurrency ownership, by age

Percentage of respondents who say they own cryptocurrency:



Implication:

“When it comes to investing, Americans say they’re sufficient, but not proficient by any stretch,” says John Gerzema, CEO of The Harris Poll. “They acknowledge they’re OK at it, but they haven’t mastered it.”

Section:

04

Topic:

BUILDING INVESTMENT IN BROADBAND FOR ALL—A BASIC HUMAN RIGHT: NATIONAL 4-H COUNCIL-HARRIS POLL

Introduction:

Our recent work with the [National 4-H Council](#) highlights the growing digital divide among teens and its impact on social mobility. Teens are calling for broadband equity, an issue that will continue to be critical to a world in flux. Here's more from our findings:

- **Better connectivity levels the playing field:** Nearly two-thirds (64%) of teens believe access to broadband could have helped their community economically during the pandemic, and (74%) say the government should play an important role in providing broadband access to all.

- **Digital Divide:** Three quarters (73%) of teens agree that “**digital skills will likely be the key to getting the best jobs for my generation.**” Teens who have access to high-speed internet are also more confident in their ability to have a successful career (88%) and financial success (85%) vs. those that do not (81%, 80%).
- **Economic Implications:** A majority (63%) of teens agree that “if my community had better access to high-speed internet, people here would make more money.”

Teens feel better connectivity can level the economic playing field.

64% 

believe access to broadband could have helped their community economically during the pandemic.

63% 

believe if their community had better access to high-speed internet, people would make more money.

74% 

of all teens believe the government should play an important role in providing broadband access to all.

Implication:

Last week, the Senate approved of the [infrastructure bill](#) which includes a focus on broadband access and initiatives - a significant step in the right direction to provide equal opportunities for social mobility among all, but especially for America's youth and the next generation of leaders.

Section:

05

Topic:

BRANDS GOING FOR GOLD: MEASURING SPONSORSHIPS AND CREATIVE AT THE 2020 TOKYO OLYMPIC GAMES

Introduction:

The Olympic Games are a major advertising event — but with over 120 advertisers, partners, and sponsors vying for attention over a 2-week time period, how can brands ensure they hit the mark? [Harris Brand Platform's research report on the 2020 Tokyo Olympics, "Brands Going for Gold,"](#) reveals the relative impact of major brands' sponsorships, partnerships and advertisements on consumer perception and behavior following the games. Here are the highlights:

- **Why did viewers tune in?** While many viewers (35%) were motivated to watch Olympic Games coverage by their sense of patriotism, viewers were largely interested in the Olympic sporting events themselves (47%) — with Americans most interested in gymnastics (63%) followed by track & field (55%).
- **Peacock, the go-to platform for streaming the games, won the Olympics** in terms of brand equity lift — with an increase of 6.0 points — closely followed by Nike and Omega.

- **Do viewers remember brands?** Among viewers of this year's Olympic Games, 51% of U.S. adults recalled seeing an ad from a specific brand during the Games (unaided). That said, more viewers (78%) were able to identify brands that advertised (aided).
- Not every brand that topped the advertiser list was an official sponsor, such as McDonalds, but all saw a **very high percentage of viewers who recalled ads from their brand during Olympics coverage**. The top 5 include: Coca-Cola, Nike, Toyota, McDonald's, and Visa:



Implication:

The full report includes extensive analysis on consumers' watch plans ahead of the event vs. their actual watch behavior; measures the brand lift of major brand sponsors and partners; and assesses the impact of these brands' creative campaigns on U.S. consumers.



WAVE 71

WAVE 71 INTRODUCTION

The following research was conducted between **August 6 - 8, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,080** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

GREAT EXPECTATIONS

Introduction:

Recently, the CDC warned of “a pandemic of the unvaccinated” amid the Delta variant outbreak. But given that vaccinated people are still able to catch - and spread - the virus, what level of precaution should vaccinated Americans be taking? We look at the growing tension regarding the expectations of vaccinated people in helping to curb the outbreak. Here’s what we found:

- **Vaccinated mindsets towards Delta:** Just over half (53%) of vaccinated Americans say they are “extremely concerned about the Delta variant outbreak, we opened too fast and should bring back restrictions such as capacity limits and mask mandates,” meanwhile (35%) say they are “mildly concerned but bringing back restrictions is unfair, and I don’t plan to majorly change my day-to-day behavior,” and (11%) are “not at all concerned, it’s time to move on.”
- Despite being the most vulnerable to COVID, **the numbers for the unvaccinated tell a different story** - (39%) are extremely concerned, (35%) mildly, and (26%) are not at all concerned.
- **Vaccinated and vigilant:** Two-thirds (68%) of those vaccinated are aware that they can still contract and spread COVID, so they should take precautions - while a similar number of unvaccinated Americans (70%) support this sentiment.
- **Split on how to feel:** Over half of vaccinated Americans (57%) say they are largely protected from COVID and **have done their part and should be able to enjoy big events again without feeling guilty**, but at the same time (43%) of vaccinated people say it is irresponsible for them to attend large events given they can still spread the virus.
- **Where to draw the line:** While both agree it’s acceptable for fully vaccinated people to dine indoors (75% vaccinated, 74% unvaccinated), less (56%) of vaccinated Americans say it’s acceptable for them to attend a major **music festival** - while the unvaccinated take a more lax approach with (63%) saying it’s okay.

Implication:

Vaccinated Americans are trying to navigate the social pressure of being cautious amidst the pandemic while enjoying themselves now that they are (mostly) protected. But it is becoming increasingly difficult to balance risk vs. reward given the rise of **cases and hospitalizations** among children who are not yet eligible to receive the vaccine.

Section:

02

Topic:

AMERICANS ARE RETHINKING TRAVEL PLANS TO HIGH-COVID U.S. DESTINATIONS: FORBES-HARRIS POLL

Introduction:

In our latest survey shared exclusively with [Forbes](#), we look at how travel plans are being impacted by local COVID rates with the Delta variant surging. Here's what we found:

- Nearly three-quarters (72%) of Americans say they are checking COVID case numbers for their destinations before they go. A full half (50%) of Americans say they would **definitely check prior to departure** and (22%) say they would probably check.
- If they had a vacation planned to an area of the country that was experiencing a COVID surge, over half of Americans say **they would either postpone the trip until it felt safe** (29%) or cancel entirely (22%).
- When asked whether it is generally safe to travel domestically, nearly half of Americans (49%) say **it's only safe for individuals who are fully vaccinated**. That's twice as many who think it's safe regardless of vaccination status (25%), while one-quarter think travel in the U.S. is unsafe at this time (17%).

Implication:

Outbreaks in regions with low vaccination rates will continue to deter travelers and jeopardize local events, hurting local economies in the short-term: [the legendary New Orleans Jazz Fest was cancelled this fall](#) amid Louisiana seeing some of the highest hospitalization rates in the country.

Section:

03

Topic:

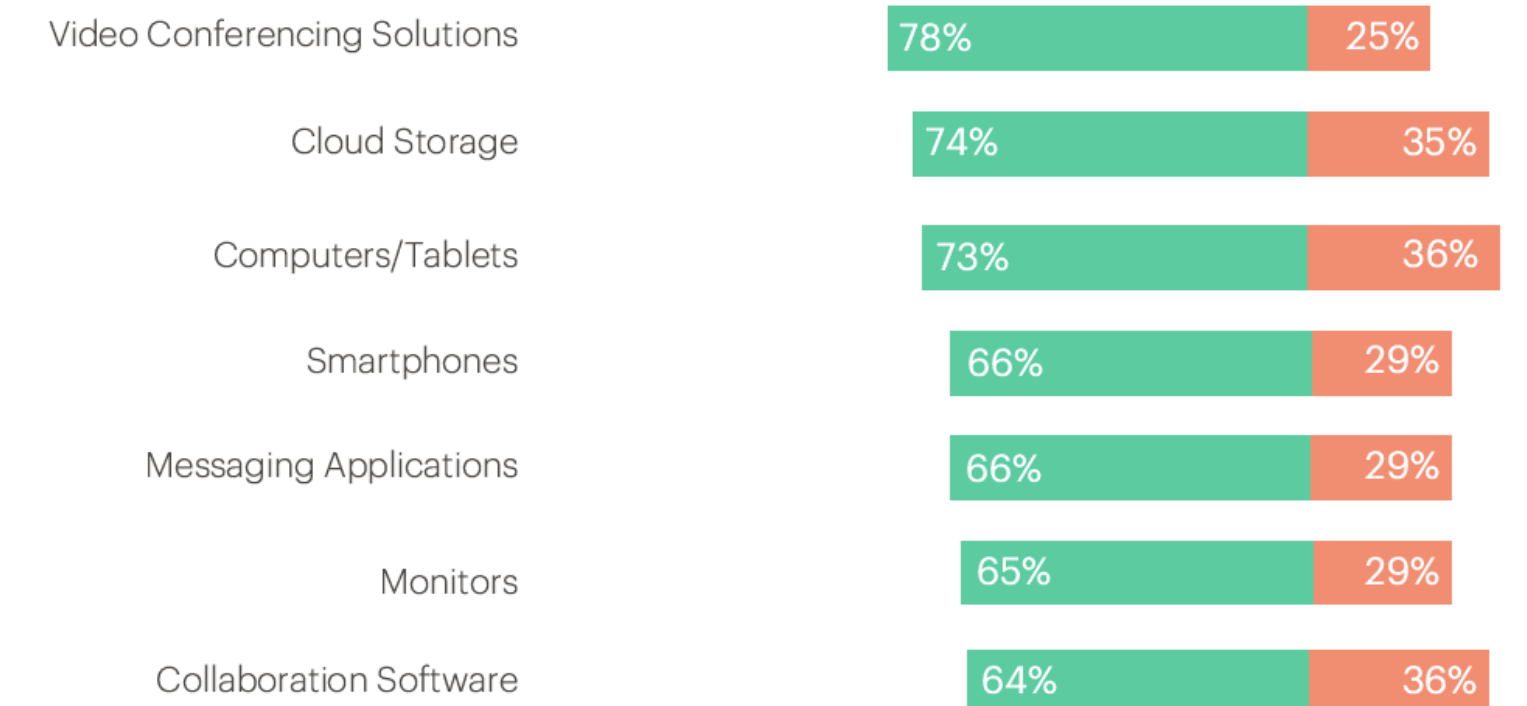
ONWARD AND UPWARD: INSIGHTS FROM SMALL BUSINESS AND THE ROAD TO RECOVERY

Introduction:

While the pandemic continues to be with us, small and medium-sized businesses (SMBs) that survived the initial surge of the pandemic are fighting their way back. Our [recent survey](#) found that SMBs have learned the lessons of resilience and have emerged as stronger businesses.

- **The future is bright:** Three in 4 (75%) anticipate that their business will be back to normal in 6 months or less and (58%) plan to hire new employees.
- **An acceleration of innovation:** While innovation may have been forced by circumstances, nearly 9 in 10 SMBs say the pandemic created increased enthusiasm for innovation and a majority of SMBs (89%) find virtual learning to be effective in helping employees acquire new skills.
- **Back to work:** A majority of SMBs appear to support employees taking steps to fight future pandemics by getting vaccinated (79%), and at the same time, just as many support the end of government restrictions related to COVID-19 (78%).
- **Aggressive infrastructure investments:** On top of facilitating remote work through the cloud, many SMBs have also made or plan to make additional investments in technology, mainly around hardware devices and digital productivity tools.

On top of facilitating remote work through the cloud, many SMBs have also made or plan to make additional investments in technology, mainly around hardware devices and digital productivity tools:



Implication:

The question now is: how can organizations that serve SMBs continue to step up to the plate and support this backbone of the American economy? Securing a comprehensive understanding of detailed needs will enable a mutually productive relationship that extends beyond this challenging time.

Section:

04

Topic:

THE RISE OF HARD SELTZER

Introduction:

Alcohol consumption has increased during the pandemic, and those who drink plan to continue COVID-level consumption even after things are fully normal. As part of [Harris Brand Platform's](#) research, we took a closer look at the emergence and popularity of [hard seltzer brands](#).

- **The new trend is female driven:** At least 1 in 5 Americans consume spiked soft drinks, such as hard lemonade (22%), hard seltzer (20%), and hard cider (19%), with the typical drinker being young (under 44-years-old; 68%) and female (54%).
- **Hard seltzer is about to have its moment:** During the pandemic, spiked seltzer drinkers have increased their alcohol consumption at a higher rate than all alcohol drinkers (39% vs. 24%).
- **Casual & Convenient:** Part of what sets hard seltzer drinkers apart is the relatively casual and low-key surroundings in which they are consumed, including watching TV or a movie (69%), having a meal at home (63%), and during outdoor activities like camping or going to the beach (56%).
- **Hard seltzer wars:** When looking at the major spiked seltzer producers, there are some clear favorites. Brands with a higher lift have successfully built equity and buzz with alcohol drinkers — likely resonating with their preferences for low-key fun, nonchalance, and convenience.

Alcohol Drinkers

U.S. Adults

Consideration Lift

Bud Light Seltzer

53.5

47.4

6.1

Michelob Ultra Organic Seltzer

53.0

47.0

6.0

Truly Hard Seltzer

57.8

52.3

5.5

High Noon Hard Seltzer

55.5

50.1

5.4

Cacti Hard Seltzer

50.9

47.7

3.2

Bon V!V Spiked Seltzer

48.0

46.0

2.0

White Claw Hard Seltzer

57.5

51.5

2.0

Source: The Harris Poll Brand Platform • Created with Datawrapper

Implication:

Six in 10 (61%) consumers expect to increase their consumption post-COVID restrictions being lifted and another (15%) expect to increase their consumption level — meaning the market is likely to grow even more competitive in the months to come.

Section:

05

Topic:

THE TECHNOLOGY UPSIDE FROM THE CORONAVIRUS PANDEMIC: GOOGLE CLOUD-HARRIS POLL

Introduction:

While health care has typically moved at a cautious pace when it comes to adopting new tech, COVID spurred a digital transformation. [Axios](#) writes more about our latest findings from our survey in partnership with [Google Cloud](#):

- Six in 10 (62%) doctors said the pandemic **forced technology upgrades that normally would have taken years**.
- And more than half said **the industry lags behind** the gaming (64%), telecommunication (56%), and financial service (53%) industries when it comes to digital adoption.
- **However, telehealth adoption was one of the biggest changes**, with its use jumping from (32%) in February 2020 to (90%) in June 2021.
- **Other key findings:** (92%) believe technology can have a positive impact on improving patient experiences, (94%) favor increased data interoperability at their healthcare organization, and (91%) wish their healthcare organization operated more efficiently to free up their time for more personalized care.



Physicians recognize the importance of having the right information at the right time.

86%

think better data interoperability would significantly cut time to diagnosis.

95%

say increased data interoperability will improve patient outcomes.

96%

agree that easier access to critical data can save lives.

Implication:

The COVID-19 pandemic highlighted what we already knew: doctor's offices are behind in technology, preventing them from being able to dedicate proper time to their patients. Healthcare organizations need to ensure they are implementing the right technology to enhance data interoperability to better serve patients.



WAVE 70

WAVE 70 INTRODUCTION

The following research was conducted between **July 30 - August 1, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,026** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

FEAR RETURNS

Introduction:

Fear is on the continued rise in America. In our latest survey we found that the rising numbers in fear may be more than just a blip in the radar. Here's a deeper look:

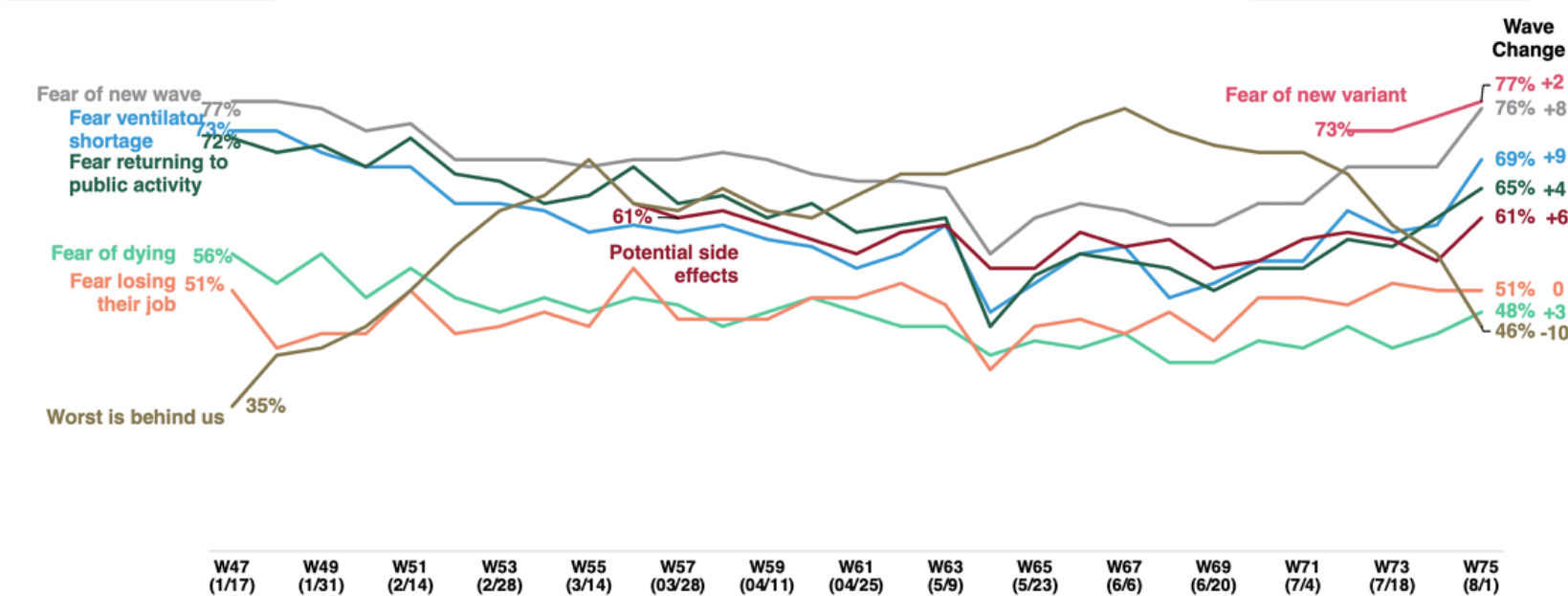
- As **Delta variant** cases of COVID continue to surge, it is now one of Americans' top fears with three-quarters (76%) saying they are **very or somewhat concerned about the strain**.
- **Other fear factors:** Three quarters (76%) of Americans say they fear a new wave of COVID, (+8-pts) from just last week, while (65%) say they fear returning to public activity (+4-pts).
- **Fear of dying:** Nearly half (48%) of Americans fear they could die if they contracted COVID, but just a mere (14%) of those who say they will not wear a mask again indoors say the same.
- **But, Americans are fearful of more than just the pandemic:** (81%) report being very or somewhat concerned about **inflation**. Other top concerns include **mass shootings** (80%) as well as potential future COVID **variants** (77%).

Fear Returns

54% thought national fear was irrational

Trended Fear Curves During COVID19

67% now think national fear is sensible



Harris Insights & Analytics LLC, A Stamps Company © 2020

Implication:

Fear was subsiding among Americans as the rollout of the vaccine progressed, but as the unvaccinated continue to dig their heels in against inoculation we see optimism fading to fear comparable to that of the height of the pandemic.

Section:

02

Topic:

AMERICANS ARE AFRAID THEIR VACCINE PASSPORTS COULD GET HACKED: ANOMALI-HARRIS POLL

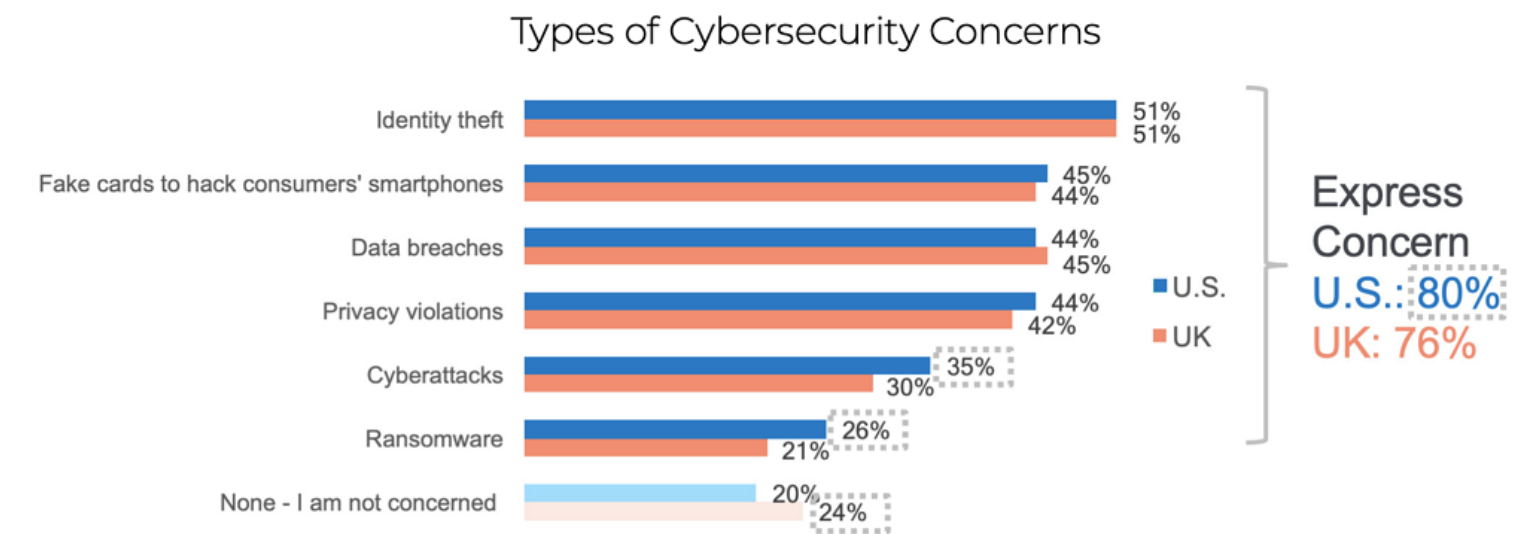
Introduction:

Getting Americans to adopt digital vaccine proof has been slow and, according to our survey in partnership with Anomali, the threat of a cybersecurity attack is not helping. See the [full results](#) of our survey in the Global Health Pandemic and Cybersecurity Challenge report. [Fast Company](#) writes more:

- Although (93%) of Americans have a smartphone capable of supporting a digital vaccination card, only two-thirds (68%) **say they are likely to get the card.**
- **Cybersecurity concerns:** A majority (80%) of Americans express some cybersecurity concern regarding digital vaccine cards, with (51%) saying identity theft is top of mind.

- **The opponent:** One-third of Americans (36%) say they think nation-state cyber actors are likely to be the culprit for a cyberattack.
- **Who's responsible?** In the event of an actual cyberattack, (63%) of Americans say the government should be responsible for defending digital vaccine verification card users, while only (27%) say it should be the consumers themselves.
- **New Yorkers will need to get their vaccine passports ready:** [the city announced yesterday](#) proof of vaccination will be required before dining indoors or going to the gym.

MAJORITY CONCERNED ABOUT SECURITY OF DIGITAL VACCINE CARDS



Although most consumers are open to COVID-19 digital vaccination cards, they are also aware of the risks. More than three-quarters expressed specific cybersecurity concerns.



BASE: ADULTS 18+ (US: n=2,021; UK: 1,007)
Q4 What cybersecurity concerns do you have when it comes to digital vaccine verification cards?

Indicates significantly higher between the 2 countries at 95% confidence

Implication:

For COVID digital vaccine cards to be successful, the public and private sectors will have to collaborate to develop, deploy, manage, and secure them - especially because only (48%) of Americans think government and private businesses are prepared to defend consumers against potential cyberattacks.

Section:

03

Topic:

THE JOURNEY TOWARD FINANCIAL FREEDOM: PERSONAL CAPITAL-HARRIS POLL

Introduction:

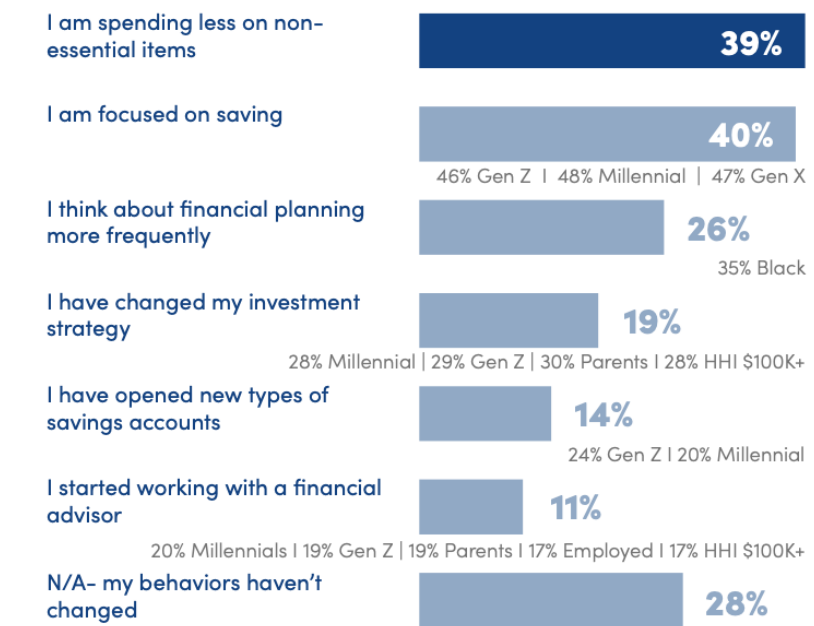
The pandemic changed a lot of things for Americans, including work, family life, and more. Our new study with Personal Capital shows that it also made many reconsider their personal finances. The Harris Poll-Personal Capital Journey Toward Financial Freedom report can be [found here](#). Our friends at [CNBC](#) write more:

- Half (51%) of Americans say that **having an emergency fund is now a higher financial priority** than it was pre-COVID.
- Nearly four in ten (39%) of Americans said they were **spending less on non-essential items**, including (46%) of Gen Zers, (48%) of Millennials, and (47%) of Gen Xers.
- In addition, (37%) said they found that post-pandemic, **they can be happy spending less than they're used to** and (35%) said **they can live off less than they previously thought**.

Back to Basics in the Pandemic

The pandemic also changed Americans' financial habits, renewing their focus on stability. COVID-19 taught us to expect the unexpected, and Americans went back to basics to shore up their finances so they can withstand any future shocks.

How money behaviors changed due to the COVID-19 pandemic



Ways Covid-19 has changed financial health definitions



Q20: How have your behaviors with money changed since the COVID-19 pandemic? (n=2005)



Implication:

The days of impulse purchases may be gone as consumers remain cautious about their spending and look to build their savings because of the pandemic, but marketers can reach this new type of consumer by tapping into built-up demand for things such as experiences and travel that Americans are eager to get back to.

Section:

04

Topic:

WHAT ARE EMPLOYERS LOOKING FOR IN NEW HIRES?: EXPRESS EMPLOYMENT PROFESSIONALS-HARRIS POLL

Introduction:

The pandemic has caused a disruption in the [labor market](#), as we've highlighted in an earlier newsletter, but companies are still hiring. So what are hiring decision-makers considering when looking over applicants? Our study with Express Employment Professionals [digs deeper](#):

- Eight in 10 (83%) U.S. hiring decision-makers look for **willingness to learn in their applicants** - a quality known as a soft skill.
- Other soft skills hiring decision-makers are looking for are **dependability** (82%) and **communication skills** (81%) - more traits that make employees easy to work with and can lead to successful relationships among team members.

- More than three-quarters say **problem-solving skills** (79%), **adaptability** (78%), or **initiative** (78%) are also of high importance.
- The focus on these attributes may in part be because more than half (57%) say their company had problems with **low employee productivity** during the pandemic compared to before.

Implication:

Soft skills have always been important, but the pandemic reminded us of their importance and created more urgency for them. Express CEO Bill Stoller says "those who are dependable, flexible, communicate well and get along with others offer the full package for employers looking to add quality employees to their workforce."

Section:

05

Topic:

2020 SUMMER OLYMPICS: AN OUTLOOK ON VIEWERSHIP AND BRAND VALUE

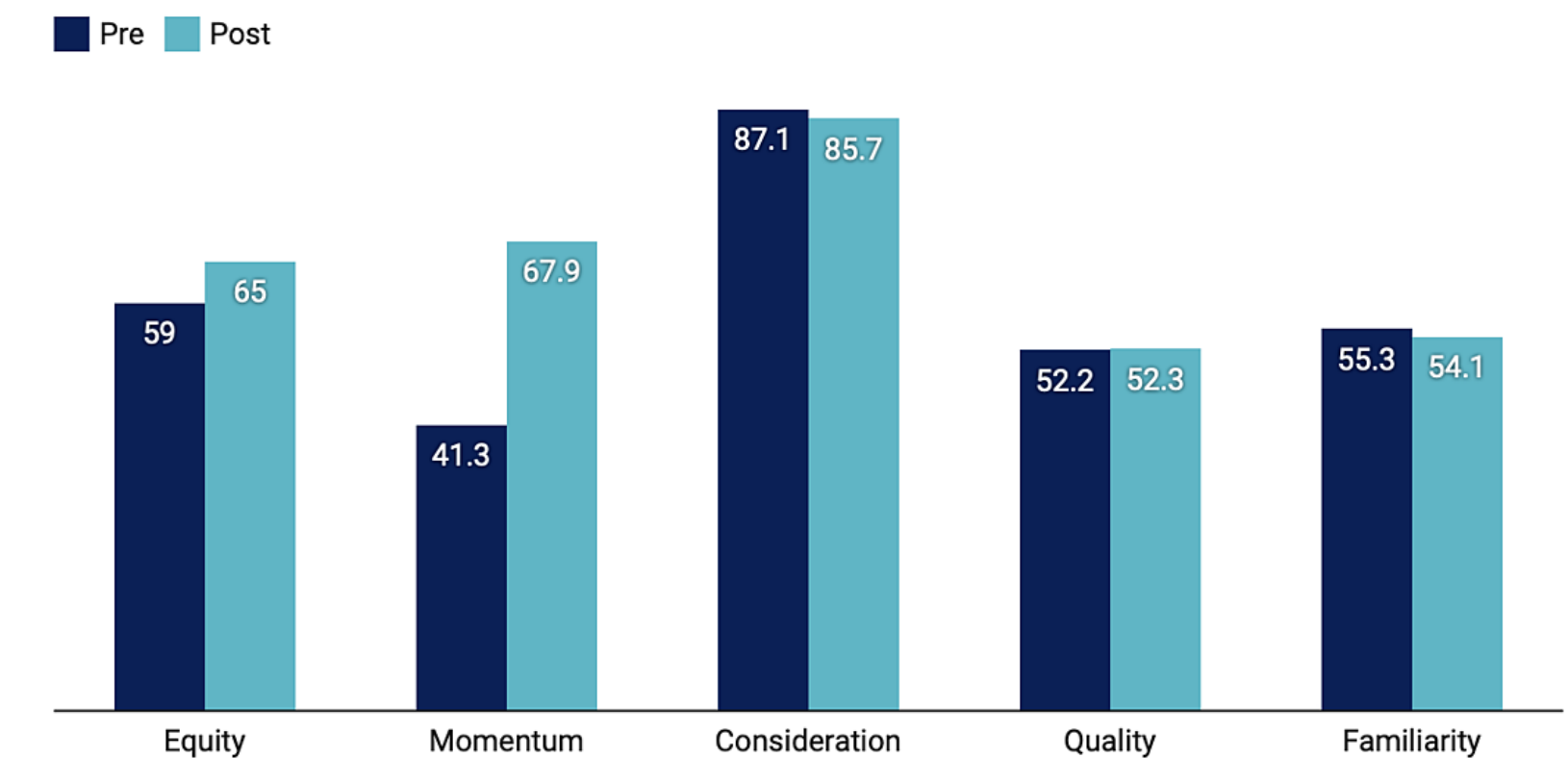
Introduction:

The 2020 Summer Olympics are upon us, and like all Olympics Games before them, they're dominating the headlines. Recent numbers suggest viewership for the Tokyo Olympics have been underwhelming, but in [polling we conducted earlier this summer](#), most Americans were poised to tune in. So what happened?

- **A strong fan base undergirds the Olympic Games:** even in the wake of controversy and COVID-19, (75%) of Americans feel that the Olympics are worth watching. We found three potential reasons that could explain the reduced actual viewership.
- **Confusion around scheduling:** As recently as June, (55%) of Millennials and (46%) of Gen Zers still weren't aware that the 2020 Olympics had been rescheduled.
- **Recent news coverage:** A quarter of Americans (25%) report that they're less likely to watch this year's Games because of what they've seen in the news.
- **Lack of live fans:** A strong majority (75%) of Americans say a live audience is important to the experience of the Games - and the (lack of) atmosphere in empty stands likely impacted the appeal for some viewers.

- NBC's streaming app **Peacock** has experienced a boost in both brand equity and momentum among consumers since the Games started – an early indication that NBC's bet on the Olympics [as a springboard for pulling ahead in the streaming wars](#) may just pay off.

NBC's Peacock: Brand Equity



Pre data collected from 7/15/21-7/22/21 among 102 U.S. adults; Post data from 7/23/21-7/29/21 among 100 U.S. adults

Implication:

Decreased viewership could be bad news for brands as the Olympics are a major advertising event, with this year's Games [securing over \\$1 billion in ad spend among more than 120 advertisers](#). Yet less than half of Americans (46%) pay attention to which brands advertise during the Olympics. [Stay tuned to see what our post-Games wrap up](#) will discover about the advertising success of brands.



WAVE 69

WAVE 69 INTRODUCTION

The following research was conducted between **July 23 - 25, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,011** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

A RISE IN CASES, BUT NOT IN TESTING

Introduction:

Not too long ago, it felt like America was finally turning the corner in the COVID pandemic - but then the Delta variant arrived. In consultation with the CDC, we checked in to see if testing will make a comeback. Here's what we found:

- At the beginning of July, 70% of Americans agreed that **the worst is behind us** when thinking about the pandemic - now, just a few weeks later, only 56% say the same with signs pointing to the [Delta variant](#) for the drop in confidence.
- When it comes to testing, half (52%) of Americans aware of the Delta variant (59% vaccinated; 40% unvaccinated) say they would **be more likely to consider getting tested for COVID if they were showing symptoms** now that cases are on the rise.
- Only half (50%) of vaccinated Americans say they **would get tested if they found out they were exposed to someone with COVID** compared to just three in 10 (31%) of those not yet vaccinated.
- Among those who will continue to get tested for any reason, six in ten (61%) say they **think it's important to know if they have COVID so they can stop the spread**.
- And as for those who won't get tested at all or unless required, 35% cited **already being vaccinated** for their choice while nearly a quarter (23%) say they **don't trust the government or medical system with testing**.

Implication:

The longer too many Americans remain unvaccinated, the more likely COVID variants are to emerge that could evade [current vaccines](#), signaling [more restrictions](#) on the way.

Section:

02

Topic:

NBA: THE FUTURE OF SPORTS BRANDING: AD AGE-HARRIS POLL

Introduction:

With the Milwaukee Bucks now NBA Champions, we take an in-depth analysis of the NBA's powerful brand ecosystem. We partnered with Ad Age for an exclusive report to provide a deep dive into the NBA and the future of sports branding. The full report can be [found here](#) and Ad Age shares more [insights](#):

- The NFL remains the most dominant pro sport in the U.S. - but the NBA is **beating it when it comes to younger generations**. Half (53%) of Gen Zers and 68% of Millennials are NBA fans, compared to just 40% of Boomers.
- **LeBron Effect**: Three quarters (75%) think the NBA has too many superstar players concentrated on the most well-known teams.
- The NBA has long been considered the **most progressive pro sport**, but here is one area where the NBA might be falling short - its logo. Over half (56%) of fans say the league should **update its logo** to feature a silhouette of a Black player.
- For their 75th season, the NBA **has decided to stick with the Jerry West look for a special logo** and 6 in ten (59%) fans approve of it.
- Fans voiced their opinion on changing the logo to [Kobe Bryant](#) after his tragic death in early 2020 - but NBA commissioner Adam Silver made it clear that there were no plans to change it at that time.

On the sidelines

NBA fans want more evenly-matched teams and more accountable treatment of players by their teams.

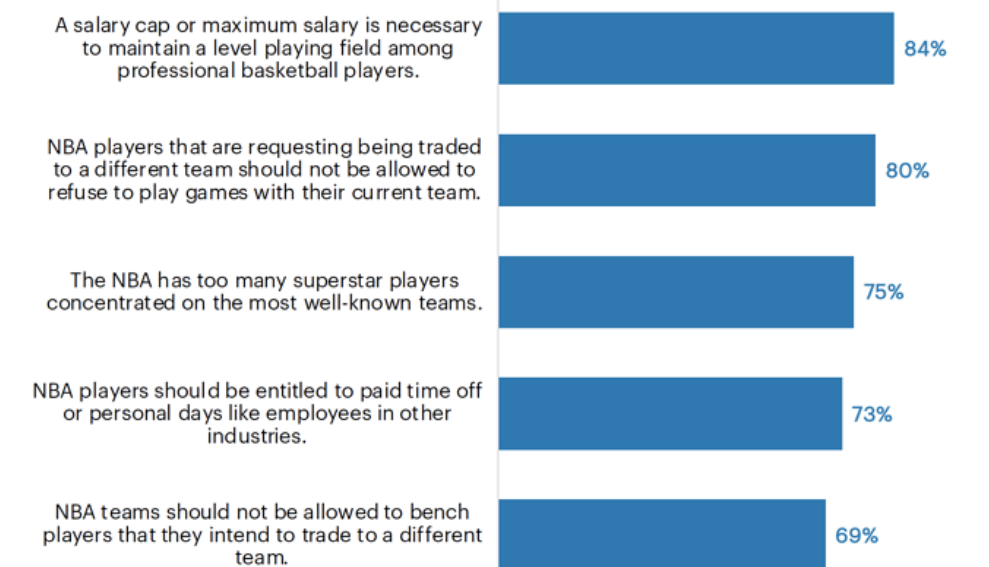
Most fans agree the NBA has too many superstar players concentrated on the most well-known teams. And fans are overwhelmingly in support of a salary cap to maintain a level playing field among league players.

Although most fans say that players requesting a trade should not be allowed to refuse to play games with their current team, NBA fans also agree that teams should not be allowed to bench players they plan to trade to other teams.

NBA fans also believe players should be entitled to PTO like professional employees in other industries.

The Harris Poll Brand Platform

Most NBA fans agree that...



Base: 458 NBA Fans, 18+ from 3/30/21 - 3/25/21
Q5 How much do you agree or disagree with each of the following statements about the NBA?

18

Implication:

Harris Poll CEO Will Johnson says: "NBA fans have a strong affinity for the brand and they're invested in its future. While fans reported they wanted to see a logo change, it isn't necessarily an indictment of the league. Rather, it underscores the currency of the NBA and demonstrates the passion its young and racially diverse fan base has for the sport, the NBA brand, and the players."

Section:

03

Topic:

MORE THAN A THIRD OF AMERICANS ARE CONSIDERING QUITTING THEIR JOBS: YAHOO FINANCE-HARRIS POLL

Introduction:

The rate at which Americans quit their jobs hit a historic high this spring, and workers may not be done job-hopping this year. Here's what we found in our latest survey in partnership with [Yahoo Finance](#):

- More than a third (37%) of workers **are thinking of quitting their current jobs or are already preparing to** and the top reasons why are better opportunities (46%), higher salary (42%), and better work-life balance (34%).
- **Is this the back-to-the-office effect?** Perhaps, as 83% of those potential switchers say they wish to leave in the next six months, while the same number say they've been considering the move for the past year.
- **Younger workers are more likely to be job switching than older ones:** 46% of Millennials and 36% of Gen Z vs. 31% of Gen X and 21% of Boomers.

- **Money may smooth over the office work gripe** as a 10% increase in salary would convince more than a third (37%) of workers to stay with their current employer.

Implication:

ZipRecruiter Economist Julia Pollak tells Yahoo Money, "People are leaving for more attractive jobs because there are lots of attractive jobs on offer. The share of signing bonuses has very radically exploded, the share of jobs offering a four-day workweek has also about doubled."

Section:

04

Topic:

HALF OF AMERICANS FAVOR FASTER SHIPPING OVER SHOPPING SUSTAINABLY: MORNING BREW-HARRIS POLL

Introduction:

Americans are split - who's surprised? - on whether it's crucial for retailers to be sustainable according to our exclusive study in partnership with Morning Brew.

- More than half (54%) of Americans said that **it's important for retailers to be sustainable** including two-thirds (64%) of Millennials, but only 42% of Boomers.
- **Buying green means spending green:** Almost half (46%) said higher prices are the main reason why they're opting out. Plus, only 30% of shoppers make the effort to seek out sustainable goods.
- **Word games:** Seven in 10 (69%) of those surveyed said they're more likely to buy a product if it's marketed as sustainable, with "all natural" (46%) and "eco-friendly" (45%) holding the most sway.

Implication:

Although sustainable shopping is making headway, consumers won't let anything get in the way of fast shipping with more than half (56%) of respondents saying faster delivery supersedes shopping sustainably.

Section:

05

Topic:

GENERATION X IS THE LEAST LIKELY TO BELIEVE THEY'LL GET RICH ONE DAY: FAST COMPANY-HARRIS POLL

Introduction:

When will your ship come in? According to our new survey in conjunction with [Fast Company](#), Americans aged 45-54 are the least likely to see wealth as attainable.

- Less than half (47%) of Gen Xers **agree that it's possible to become wealthy or a part of the elite class** compared to 60% of 18-34-year-olds and 56% of 35-44-year-olds.
- Overall, younger people in the survey—and younger men, in particular—**were far more likely to see wealth as achievable**, with 69% of men under 35 and 51% of women under 35 believing so.
- At the same time, more than half of respondents (54%) also said **members of their generation would be worse off than their parents**. In that regard, it was older millennials who showed the most pessimism, with 65% agreeing.

Implication:

Even though Gen Xers brought down the average, it's worth noting that Americans are still generally optimistic about the possibility of getting rich, with 55% seeing it as an achievable goal.



WAVE 68

WAVE 68 INTRODUCTION

The following research was conducted between **July 16 - 18, 2021** 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:

COVID PULSE: SHOULD THE U.S. MANDATE VACCINES FOR HEALTHCARE WORKERS?

Introduction:

Last week, French President Macron announced that those who work with medically vulnerable people must be fully vaccinated against COVID by September or they risk not being paid. With cases on the rise in the U.S., we checked in to see how Americans feel about such a mandate happening here:

- Seven in ten (71%) Americans **support** the idea of the U.S. implementing **vaccine requirements for healthcare workers** - this includes any and all staff in hospitals, rehab centers, nursing homes, and the like.
- However, 73% think that **it's selfish to not get vaccinated if you work with vulnerable people**; 86% of those vaccinated and 79% of Boomers say the same.
- **My body, my choice:** Those who oppose such a mandate (29%) in the U.S. say that getting vaccinated is a personal choice (60%), while half (50%) say that the government cannot tell people what to do with their bodies.
- **American freedoms:** Three-quarters (75%) say that a person's right to choose to get vaccinated exemplifies freedom in America, but 65% also agree that organizations like hospitals and nursing homes have the right to fire employees if they refuse vaccination.

- [Houston Methodist](#) was the first health system in the U.S. to require vaccines for its staff. While nearly 25,000 employees complied, **153 resigned or were fired for refusing inoculation.**

Implication:

Although the U.S. has not implemented this kind of mandate on a nation-wide scale, it is clear that a decision of this magnitude will not come without ruffling feathers (just look at the [backlash](#) in [Europe](#)); Americans want to protect the vulnerable but also want the freedom to make their own choice.

Section:

02

Topic:

‘SERIOUS RAMIFICATIONS’: WHY UNSHAKEABLE GENDER STEREOTYPES PREVENT MEN FROM TAKING PATERNITY LEAVE: VOLVO CARS USA- HARRIS POLL

Introduction:

Two weeks of paternity leave has long been the average amount offered in the U.S. for new fathers and while that’s changed a lot over the last few years, the stigma around men taking paternity leave hasn’t. [DigiDay](#) writes more about our study with [Volvo Cars USA](#):

- Two-thirds (62%) of working American fathers believe there is an **unspoken rule** that men shouldn’t take full paternity leave. Perhaps that is why six in ten (59%) said that **no one at their company takes their full leave**.
- Another two-thirds (67%) believe it is a **“badge of honor” to return as quickly as possible**.
- On top of the stigma, nearly three-fifths (58%) are afraid that taking six weeks of paternity leave **will set their career back**.
- [The Atlantic looks at](#) how paid paternity leave may actually be a feminist issue when it comes to considering the gender wage gap.

Implication:

Harris Poll CEO John Gerzema talks about his personal experience taking paternity leave: “To the new or almost-new dads out there, take your leave, support your family but most of all, do it for yourself: As a Dad of an amazing daughter (now 18-year-old and going to Syracuse University in the Fall), I had no choice but to be on leave as we traveled to China for her adoption. It is a time I cherish and so grateful I had! Change the stigma guys!”

Section:

03

Topic:

THE GENERATION GAP ON CANNABIS AT THE OLYMPICS

Introduction:

Earlier this summer, U.S. sprinter Sha'Carri Richardson became ineligible for the Tokyo Olympics after testing positive for marijuana use. We asked Americans what they think about marijuana being a banned substance amidst growing acceptance:

- **Rules are the rules:** most Americans (80%) say Richardson knew that marijuana is an illegal substance according to the Olympics and should face the consequences, with 88% of Boomers and 77% of Millennials agreeing.
- But most Americans (69%) - including 78% of Millennials - **think the rules should be re-evaluated** to remove non-performance enhancing drugs like marijuana.
- **Millennials are leading the way:** two-thirds 65% of Americans support the nationwide legalization of marijuana for recreational use, with a 23-pt gap between Millennials (77%) and Boomers (54%) in support of legalization.
- As legal marijuana expands across the country, [NBC News looks at the fastest-growing consumer](#): Gen Z women.

Implication:

As younger Americans become more accepting of marijuana use than their parents' generations, expectations from these generations will challenge outdated norms such as athletes using the drug.

Section:

04

Topic:

THE RENOVATION GENERATION NEEDS HELP UPDATING THEIR HOMES BEFORE THEY SELL: COLDWELL BANKER-HARRIS POLL

Introduction:

Raised on a consistent diet of DIY and designer lifestyle television, today's Renovation Generation of home sellers and buyers have varying wants and expectations when selling and buying a home. Our survey with [Coldwell Banker](#) breaks down what buyers want and what sellers need to do.

- About one quarter (24%) say they will be **looking to purchase a home within the next 12 months** but 24% of people in the market for buying a home **do not have money for a down payment**.

- **Must-dos according to sellers:** Just over one-third (34%) of homeowners say updated interior or exterior paint would be must-dos if they were looking to sell their home.
- **But what do buyers really want?** Despite a shared desire for kitchen upgrades (46% homeowners, 45% of homebuyers) other features that would be must-haves for potential buyers include bathroom upgrades (44%) and updated HVAC, plumbing and electrical (43%).
- **Real estate agents can help sellers better manage the process.** Recent sellers said an important factor for choosing a real estate agent to sell their home includes if their agent could help them decide which renovations to make to help sell at or above listing price (28%).

Implication:

Although the hot real estate market poses both incentives and challenges for sellers, it's still a sellers' market with one in five homeowners (21%) saying that they plan to sell their current home in the next 12 months.

Section:

05

Topic:

GEN Z FINDS DIGITAL LIFE MORE IMPORTANT AND MEMORABLE THAN IN-PERSON LIFE: SQUARESPACE- HARRIS POLL

Introduction:

The Harris Poll partnered with [Squarespace](#), an all-in-one website building and ecommerce platform, to conduct a survey to dissect the roles of websites in daily life and how memorable they are. Here's what we found:

- On average, Americans estimate they visit 8.4 websites per day, or over **3,000 per year**.
- Half of Americans 49% say **they can remember the color of a website better than someone's eye color** – and 71% of Millennials agree.
- **Virtual first impressions:** 44% of Gen Z and 39% of Millennials think they make a better impression online than they do in person, compared to 21% of Gen X and 8% of Boomers.
- What's more, Gen Zers are more likely to remember off the top of their head **the last website they visited** (43%) than their partner's birthday (38%) or their social security number (31%).

Implication:

This is a leading factor to why young people are so savvy when it comes to digital branding and marketing, because they've been doing it for themselves since the beginning.



WAVE 67

WAVE 67 INTRODUCTION

The following research was conducted between **July 9 - 11, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,003** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

DELTA VARIANT BRINGS 2020 FEAR DÉJÀ VU AND NEW QUESTIONS ABOUT VACCINES

Introduction:

Given the Delta variant of the COVID-19 virus [now comprises over half of infections in the U.S.](#), it's no surprise we found (76%) of Americans have heard at least a little about the variant. Here is what else we uncovered about how the highly contagious variant is impacting the mindset of Americans:

- As the Delta variant spreads, American **fear is back on the rise**: Over seven in ten are fearful of more hospitalizations (71%), healthcare shortages (70%), and a rise in deaths (73%).
- What about the kids? Many are concerned about the **threat posed to children** (71%) and **schools not being able to re-open in the fall** as planned (62%).
- **Jeopardizing herd immunity**: 65% say the news about the Pfizer vaccine not being as effective against the Delta variant is going to slow down vaccination rates in the U.S. even more and 70% are fearful the variant will prolong herd immunity in the U.S.
- **Seeding vaccine doubt**: 62% of unvaccinated people say “The Delta variant makes me **second guess whether I should even get vaccinated**,” and half (51%) of vaccinated people are **questioning the efficacy** of the vaccine they received.

- **But some are unfazed**: Roughly half (47%) say “The Delta variant isn't any more dangerous than the other strains of COVID we have dealt with” and that “People are **overreacting** about the Delta variant” (46%).
- Across the pond: [The Wall Street Journal looks at](#) how many fear the Delta variant could put Europe's summer reopening at risk.

Implication:

Though [booster shots are not deemed necessary right now](#), many of those vaccinated are watching with caution. The rate at which this variant spreads, especially among communities with low vaccination rates, along with a combination of new restrictions and fear, could impact consumer sentiment as hot spots arise across parts of the country.

Section:

02

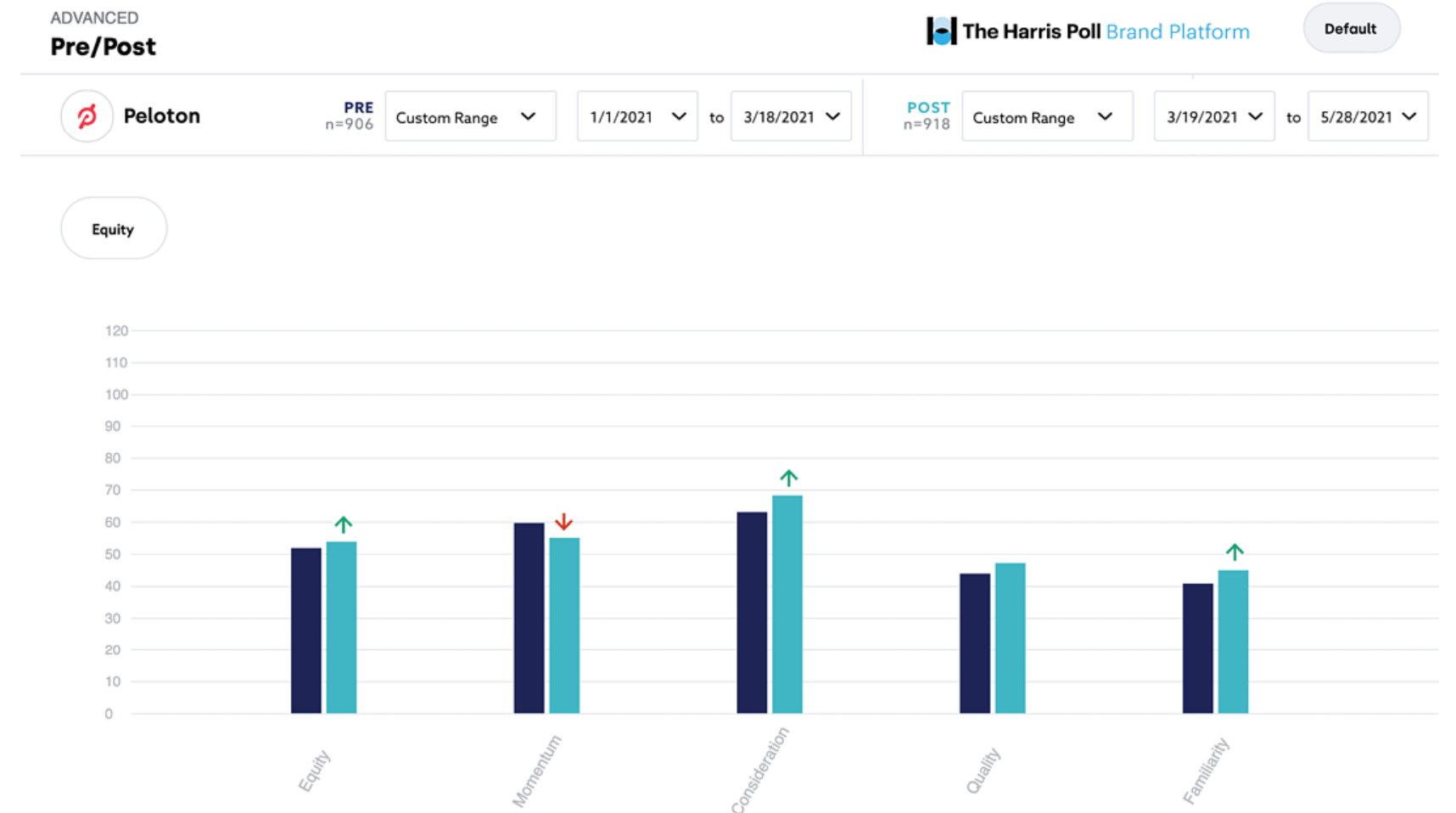
Topic:

WEATHERING THE STORM: HOW PELOTON'S BRAND WITHSTOOD A CRISIS

Introduction:

In March 2021, Peloton faced its first major crisis as a fledgling brand following a [high-profile accident](#) involving its treadmill that left a child dead. In a [new brand tracking case study](#), we look at [data from our Harris Brand Platform](#) to see the real-time impact on Peloton's brand in the eyes of consumers, during and after the crisis.

- Brand equity for Peloton increased overall following this incident, due to an increase in consideration and familiarity (two of the four components comprising brand equity).
- Although more consumers say they are thinking about purchasing from Peloton than before (consideration has increased by 8%), they also **feel less confident in the direction of the brand** (momentum has fallen by 7%).



- Digging deeper, we can measure consumers' emotional responses and find that they see the brand as **less trustworthy than they did pre-crisis**.
- Similar adjustments to emotional perception indicate a deeper, tectonic shift in how consumers perceive the brand: **Peloton's perception among consumers as a 'fun' brand has dropped off while its perception as 'corporate' rose.**

Implication:

While Peloton appears to have emerged unscathed at first glance from its high-profile safety scandal, [a deeper analysis](#) shows there have been underlying - and unintentional - changes to how consumers think about the brand.

[Read more](#)

Section:

03

Topic:

NEARLY ONE QUARTER OF AMERICANS HAVE USED A VR OR AR HEADSET: MORNING BREW-HARRIS POLL

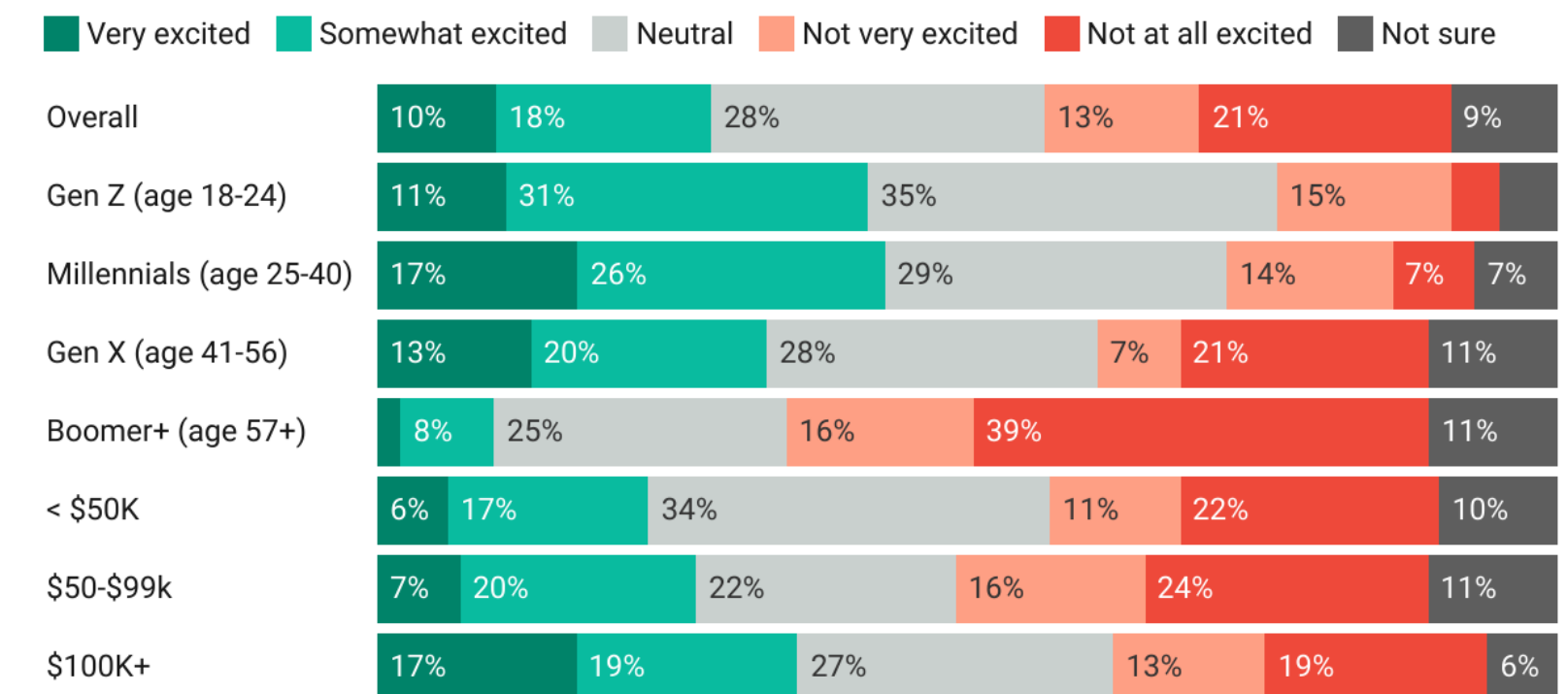
Introduction:

[In a recent poll in partnership with Morning Brew](#), we found a surprisingly high stat: nearly a quarter (23%) of Americans have used a VR or AR headset. But how excited are consumers about the future of these technologies?

- Among those who have used VR or AR, 31% own a headset, 24% have used a family member's gear, and 13% have tried hardware provided by a retailer. Nearly all (90%) of those who have tried a headset say they're likely to use one again.
- **Millennials are the most prolific users**, with 42% having tried the tech. Gen Z was the next highest demo at 29%.
- Compared with those who have tried a VR/AR device, **the general public isn't as enthusiastic about embracing the technology**. Under 3 in 10 (28%) of all respondents say they're excited about VR/AR, 28% say they're neutral, and 34% are not excited.

- **Four in 10 (41%) would be willing to buy a headset**; and one quarter (25%) of them would be willing to pay \$500 or more. For reference, the Oculus Quest 2 sells for \$299.
- **What's your go-to brand?** 35% named Apple as their first-choice company to buy a device from, while only 5% named Facebook.

How excited are you about virtual and augmented reality?



Source: Morning Brew-Harris Poll, June 2021, n=2010 US adults • Created with Datawrapper

Implication:

Big Tech and many other metaverse aspirants are spending heavily to develop technologies that are far from must-haves for most consumers. But to paraphrase Steve Jobs, sometimes customers don't know what they want until you show it to them.

Section:

04

Topic:

HOW TO CONNECT WITH POST-PANDEMIC CONSUMERS AMID SUMMER SPENDING SPREE: ADAGE-HARRIS POLL

Introduction:

A new consumer landscape of emboldened spenders resulting from pandemic habits is emerging and marketers need to understand the lasting impact of the last year: which groups are increasing spending and who is still cautious, according to [Harris Poll CEO Will Johnson in AdAge](#).

- **The virtualization of American life is unlikely to diminish:** a majority of consumers plan to buy groceries (53%) as well as other items (70%) online and two-thirds plan to get take-out from restaurants as often or more than they did during the pandemic.
- The first consumer group leading summer spending are the coupon-clipping **bargain hunters**, who plan to spend more on things like electronics and in-home entertainment.

- **Stir-crazy parents**, anxious to get out of the house, are the second group who plan to increase spending, especially on activities such as concerts and movies (40% of parents with children <18 plan to spend more, as compared to only 23% of those without kids).
- The third group of spenders are **those mid-career (aged 35-44)**: They have pent-up income and are anxious to dispose of it after a year in lock-down. How do marketers reach them? More than anything else in advertising, they want the concrete facts about products: tell them where they can find it, how it works, and how durable it is.
- **Gen X leads these lingering COVID-cautious consumers:** A larger share of this generation plans to spend less, signaling ongoing financial insecurity. Take eating out: 27% of Gen X plans to spend less (as opposed to 20% of the general public).

Implication:

Just as temperatures are heating up, so are pocketbooks: not all consumers will be splurging this summer, but marketers will need to know which segments of the public are splurging - and on what.

Section:

05

Topic:

MILLENNIALS FACE YET ANOTHER WORKPLACE CHALLENGE - AGEISM: FAST COMPANY-HARRIS POLL

Introduction:

Nearly one-third (31%) of working adults have experienced ageism in the workplace, according to [our new poll conducted exclusively for Fast Company](#). Here is how assumptions in the workplace can impact how we see our coworkers:

- Among Younger Millennials (25-32) and Gen Z, more than one-third (36%) say they have experienced ageism - likely **due to a perceived lack of experience as 44% of this group agree that people their age are viewed as inexperienced** (compared to 28% of Older Millennials 33-40 and Gen Xers).
- **On the flip side:** 37% of all working adults say that people their age are viewed as out of touch at work and that grows to 39% for workers over age 41.
- But it's not just older workers who feel they are viewed as out of touch: 38% of Gen Z and Younger Millennials do too, as well as 30% of Older Millennials.

Implication:

The disconnect is as old as time: the older cohorts consider the younger ones lazy and the younger ones wonder why the older ones can't keep up, especially when it comes to technology. This pigeonholing can taint the working environment - and potentially, businesses' bottom lines.



WAVE 66

WAVE 66 INTRODUCTION

The following research was conducted between **July 2 - 4, 2021** 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:

THE DISRUPTION OF THE LABOR MARKET

Introduction:

The U.S. has added 850,000 new jobs in the month of June, but the number of people in the labor force is still on par with October 2020. We unpack why these jobs are not being filled and future talent values and expectations.

- **Where have the workers gone? Home.** Among unemployed Americans, a quarter (24%) say that having to **stay home to care for their family** has prolonged their job search, including (31%) of parents. In addition, (69%) say **lack of childcare is holding people back** from being able to apply for/accept jobs, including (72%) of parents..
- [The New York Times](#) writes about mothers bearing the burden when childcare facilities closed because of COVID - ultimately leading to a high number of women dropping out of the workforce and contributing to a “She-cession.”
- **No one wants to settle:** Although there are many jobs available, (66%) say they are **low-wage and not enticing**. In addition, (72%) say that pandemic unemployment insurance provided **low-wage workers the opportunity to hold out for a better paying job**.
- In fact, **competitive salary (61%) is the top deciding factor** to work at a company - except for Gen Z, among whom only (30%) say competitive salary would be a deciding factor. Instead, **Gen Z value flexibility over money:** (40%) want flexible working hours and (36%) the ability to work from home.

Implication:

Those currently looking for new job opportunities have the ability to be selective, meaning companies need to consider this new pandemic-created landscape when pitching what their company [can offer](#).

Section:

02

Topic:

AMERICANS ARE SLACKING IN SOCIAL SECURITY KNOWLEDGE: NATIONWIDE-HARRIS POLL

Introduction:

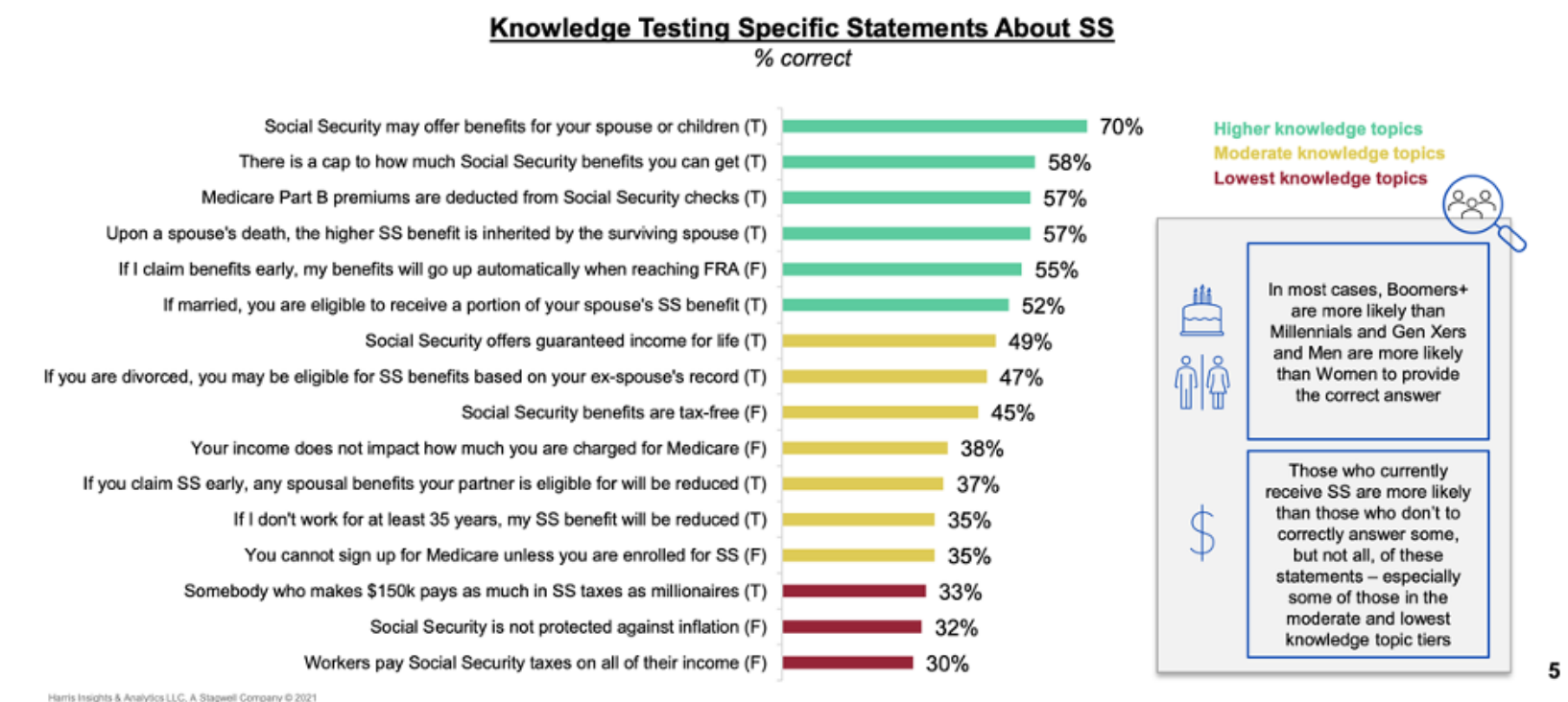
Nationwide Retirement Institute partnered with Harris Poll to gauge American's knowledge regarding Social Security and found that many people have a high level of confidence about their knowledge, but there are a lot of specifics they don't know. Here are five things Americans don't know. Read more in the [2021 Social Security Consumer Survey](#).

- **Eligibility age:** Two in five (39%) don't know the eligible age to receive full benefits.
- **Payments:** Half of those not already receiving Social Security (51%) don't have a clear sense of how much they will receive in [Social Security](#) income.
- **Spousal/child benefits:** One in three (30%) don't know that Social Security may offer benefits for spouses and children.
- **Inflation protection:** More than a third (37%) incorrectly believe that Social Security benefits are not protected against inflation.
- **No adjustments:** Nearly half (45%) mistakenly believe if they claim early, their benefits will go up automatically when reaching full retirement age or don't know this is false.

KNOWLEDGE OF SOCIAL SECURITY

But When Tested About Specifics, Clear Gaps in Knowledge Exist

For all but one statement, less than two-thirds provided the correct response



Implication:

“This survey shows us that Social Security is too complex for many Americans to navigate alone, which creates the need for trusted financial professionals to help them determine the best plan for them,” said Tina Ambrozy, senior vice president of Strategic Customer Solutions at Nationwide.

Section:

03

Topic:

OFFICE CLEANLINESS IS ON THE MINDS OF AMERICAN WORKERS AS THEY RETURN TO THE OFFICE: ESSITY-HARRIS POLL

Introduction:

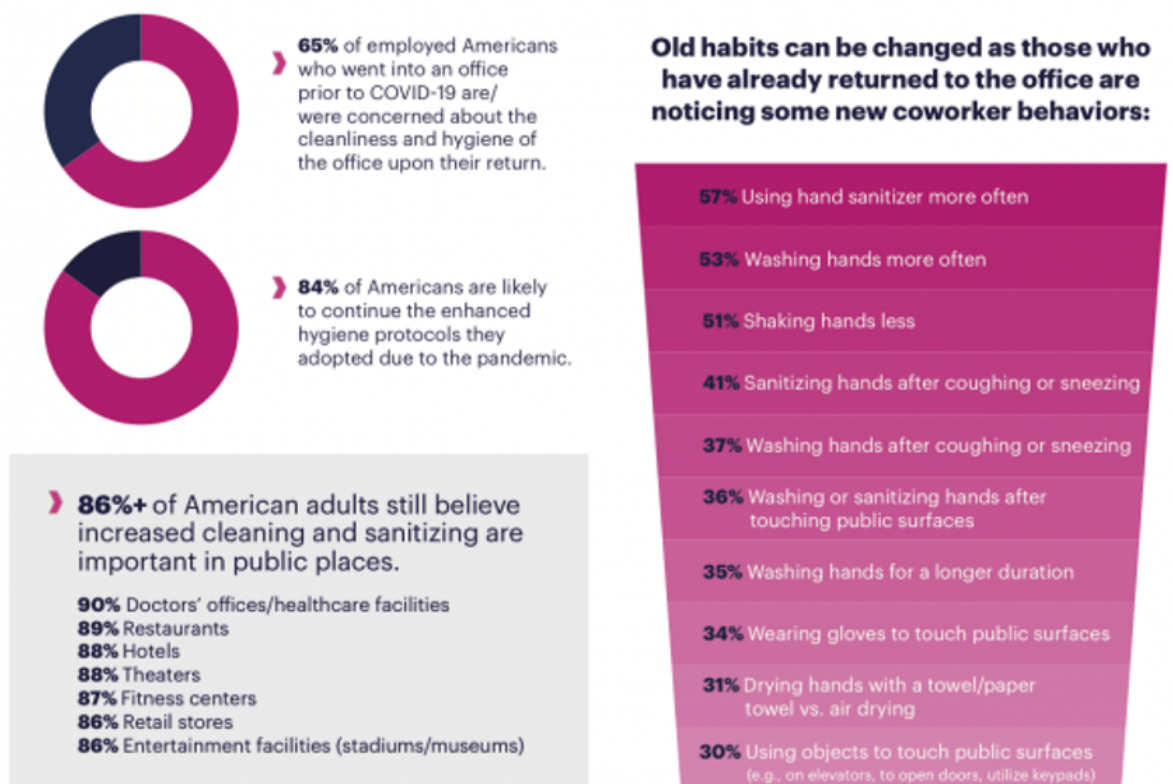
We partnered with [Essity](#), a global health company, to better understand the sanitization issues that are of greatest concern to employees transitioning back to the office, here's what we found:

- A majority (84%) of Americans intend to **continue the enhanced hygiene practices they adopted during the pandemic**, even as more Americans become vaccinated against COVID-19.
- However, employees question whether **their workplace will maintain cleanliness protocols**—with (65%) of employed Americans who went into an office prior to COVID-19 expressing concern about the cleanliness of the space before going back to the office.

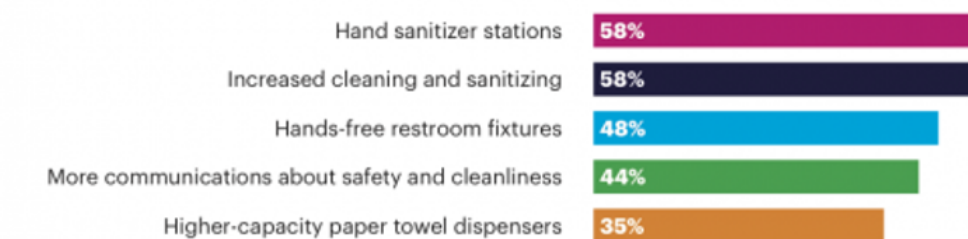
- Six in 10 (59%) of employed Americans who worked in an office prior to COVID-19 have **at least some concern about being around coworkers**.
- **Heightened expectations:** More than half would like to see employers and building operators provide resources such as hand sanitizing stations (58%), more frequent cleaning and sanitizing (58%).

What hygiene measures make employees feel confident and safe returning to the workplace?

A recent survey of U.S. workers offers insights to stepped-up hygiene and cleanliness expectations for office and public spaces in post-pandemic life.



What do employees want to see in the workplace?



Source: Results of an online survey conducted within the United States by the Harris Poll on behalf of Essity, from May 5-7, 2021, among 2,064 adults ages 18 and older. <https://www.essityusa.com/media/us-news/2021/backtobusiness.html>



Implication:

As companies ask employees to return to the office, employers should ask themselves if they are ready to welcome them back by gauging their feelings and concerns - if they're not, they need to take time to assess their plans and guidelines to ensure employees always feel safe.

Section:

04

Topic:

COVID FEARS TICKING BACK UP AS DELTA VARIANT SPREADS

Introduction:

As the Delta variant of COVID-19 continues to spread across the globe, COVID-related fears are rising here in the U.S. Americans reported lower levels of fear over the last few months but now our tracker shows its creeping back up.

- **Americans' fear of a new COVID wave** is up 7-points from all-time low on May 16th (63% vs. 56%), in addition to **fear of ventilator shortages** (55% vs. 48%).
- Fear of **returning to public activity** is also up 8-points since May 16th (54% vs. 46%), with comfortability of **going out for dinner and drinks** dropping slightly by 3-points over the last week.
- **"The worst is behind us"** mentality is down from June 6th (76% vs. 70%). White Americans (72%) are more optimistic compared to Hispanics (61%) and Black Americans (58%).
- More than one in 10 (13%) say they will continue **to wait and see before getting vaccinated** and new data about the Pfizer vaccine's efficacy against the Delta variant may delay them longer.
- [The Wall Street Journal](#) details how about half of adults infected with the Delta variant in Israel were fully vaccinated, prompting the Israeli government to reimpose some precautions as concern grows.

Implication:

The Delta variant may be causing more confusion and skepticism around the efficacy of the vaccines currently available, right after America missed the 70% herd immunity goal set by President Biden for July 4th.

Section:

05

Topic:

PATRIOTIC MARKETING WON'T WIN OVER GEN Z: AD AGE-HARRIS POLL

Introduction:

If marketers are hoping to win over young consumers with patriotic plays, they might be disappointed in the results - more about our latest survey with [Ad Age](#):

- **Gen Zers are ambivalent:** (36%) say they are neither more nor less **likely to buy from a brand that uses patriotism in their advertising**. (32%) said they would be less inclined, while only (12%) said they'd be much more likely.
- **A generational contrast:** Positive feelings towards brands who celebrate the U.S. in their ads grows as respondents get older with (39%) of Millennials, (49%) of Gen Xers, and (50%) of Boomers saying they would be more inclined to make a purchase.
- Nearly half (48%) of Gen Zers would want to see brands **advocate for equality in their ads, followed by open-mindedness** (47%), while all other generations ranked family values in their top spot.
- More than half (54%) of Gen Zers said they were **more likely to shop with a brand that took a stand on social justice issues**. Millennials (48%) are also highly responsive to socially conscious campaigns compared to Gen X (38%) and Boomers (35%).

Implication:

“On the whole, we see that Americans value themes like family, equality and localism that tie into the Fourth of July holiday,” said Harris Poll CEO Will Johnson. “That said, we’re seeing an emerging trend among Gen Z consumers, who are less likely to buy from brands that embrace these values—so it’s key for brands to segment messages to their core audiences, especially around holidays like Fourth of July.”



WAVE 65

WAVE 65 INTRODUCTION

The following research was conducted between **June 25 - 27, 2021** by The Harris Poll. Fielded among a nationally representative sample of **1,991** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

A “YOLO” SUMMER?

Introduction:

After a year of largely avoiding social events and travel, many Americans - especially younger generations - are adopting the “you only live once” mentality for summer 2021 and plan to make up for a lost year of fun.

- **Young Americans just wanna have fun:** 62% of Gen Z and 49% of Millennials say they are trying to make up for lost time this summer and plan to spend more money to have fun again, compared to only 39% of Boomers.
- Over 4 in 10 (43%) of **Millennials plan to spend more this summer on socializing and travel relative to prior summers**, along with 38% of Gen Z (vs. 33% of Gen X and 28% of Boomers).
- **In real life:** Young Americans are most willing to spend more than they normally would on travel (30% Gen Z, 31% Millennials) and experiences (25%, 20%) in a post-COVID summer.
- **“YOLO”:** one-quarter (24%) of those Americans who plan to spend more this summer say it is because the pandemic made them realize they only live once, while 18% say they plan to make up for lost time - including 23% of Millennials.
- **Vaxxed and ready to spend:** [The Washington Post profiles how](#) local businesses are seeing a post-COVID boom from those Americans who want to have fun again.

Implication:

Summer 2021 will likely be one to remember for local bars and restaurants, travel and tourism, and crowded events. Brands will be able to play a part by embracing the surge of enthusiasm among these consumers as they look to make new memories, such as [our friends at 72andSunny's new campaign for Marriott](#).

Section:

02

Topic:

A THIRD OF AMERICANS SAY THEY GOT BETTER WITH MONEY DURING THE PANDEMIC: NORTHWESTERN MUTUAL-HARRIS POLL

Introduction:

When the pandemic forced many Americans to readjust how they live and where they work, some took the opportunity to get proactive about their financial futures. CNBC writes more about our survey in partnership with [Northwestern Mutual](#):

- Nearly one-third (32%) of Americans say that they became **more disciplined with their money** during the pandemic. Even more impressive, 95% say they **plan to keep it that way**.
- Nearly 1 in 5 adults in the U.S. **did not have a financial plan before the pandemic**, but 83% said they either created, revisited, or adjusted a plan during.

- **How did they do it?:** Nearly half (45%) said they adopted the habit of reducing their living costs and spending, with prioritizing paying down debt (34%) being the second most likely avenue.

Implication:

While improvements in financial habits are positive, it should not overshadow the fact that adjustments are coming from a place of [financial difficulties](#) for many, says Christian Mitchell, Executive Vice President and Chief Customer Officer at Northwestern Mutual.

Section:

03

Topic:

MAJORITY OF AMERICANS BELIEVE EMPLOYEES SHOULD BE REQUIRED TO WEAR MASKS AT WORK, EVEN AFTER BEING VACCINATED: AMERICAN STAFFING ASSOCIATION-HARRIS POLL

Introduction:

Corporations throughout the U.S. are attempting to figure out how to navigate the obstacles related to employees [returning to office](#) spaces. Forbes highlights findings from our recent study in conjunction with American Staffing Association:

- More than half of U.S. adults (57%) believe **masks should be mandated for employees working at on-site locations**, even if they have been vaccinated against COVID.
- **Some agree more than others:** compared to white Americans (50%), both Hispanics (64%) and Blacks (70%) are more likely to feel that face coverings should be required at the workplace.
- **Who needs to know?** Two-thirds (66%) of Americans believe employees have a **right to know** if their co-workers have been vaccinated, but 60% assert their vaccine status is “no one’s business but my own.”
- Companies like [JPMorgan Chase](#) have made headlines with their requirement of all American workers needing to **log their vaccination status** in a software portal by the end of June.

Hispanic & Black U.S. Adults More Likely to Feel Employees Should Wear Masks Even When Vaccinated

Strongly/Somewhat Agree
BY: RACE/ETHNICITY

	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
Employees have a right to know if their coworkers have been vaccinated for COVID-19.	68%	67%	65%
Employees should be required to wear a mask when working at an on-site work location, even after being vaccinated for COVID-19.	64%	70%	50%
Whether I get the COVID-19 vaccine, or not, it is no one’s business but my own.	60%	65%	60%

Implication:

Richard Wahlquist, President of the American Staffing Association says, “As brick-and-mortar workplaces reopen, workers are anxious about being around their colleagues once again. Employers must clearly communicate what steps they are taking to make their workplaces safe for their employees as they reopen.”

Section:

04

Topic:

POLLING SHOWS MENTAL HEALTH AND CAREER IMPACTS OF ANTI-ASIAN HATE: GIRL UP-HARRIS POLL

Introduction:

In addition to concerns for physical safety, Asian Americans are saying rising incidents of anti-Asian hate during the pandemic are having a [lasting impact](#) on their mental health, well-being and future careers. CNBC dives deeper into our survey in partnership with Girl Up:

- Four in 10 (42%) Asian Americans say experiencing racial discrimination has the **biggest impact on their mental health**.
- More than a third (39%) of Asian Americans **say experiencing discrimination had a negative impact on their friendships**, which could be critical to helping AAPIs feel supported at work and in school.
- More than half (56%) of respondents of all races acknowledged **discrimination against AAPIs is rising in the U.S.**, an increase of 10 percentage points compared with polling done in February.
- Between February 2020 and March 2021, the national coalition Stop AAPI Hate documented [more than 6,600 reports](#) of **hate incidents directed at AAPIs**.

Implication:

Our data uncovers how discrimination is impacting the livelihoods and futures of AAPI communities in America. Tawny Saez, Director and Cultural Anthropologist at Harris Poll continues, "It shows the domino effect of discrimination. It's not a one-and-done event — it has long-lasting impacts."

Section:

05

Topic:

STALKERWARE CASES ARE SEEING A HUGE RISE: NORTON LIFELOCK-HARRIS POLL

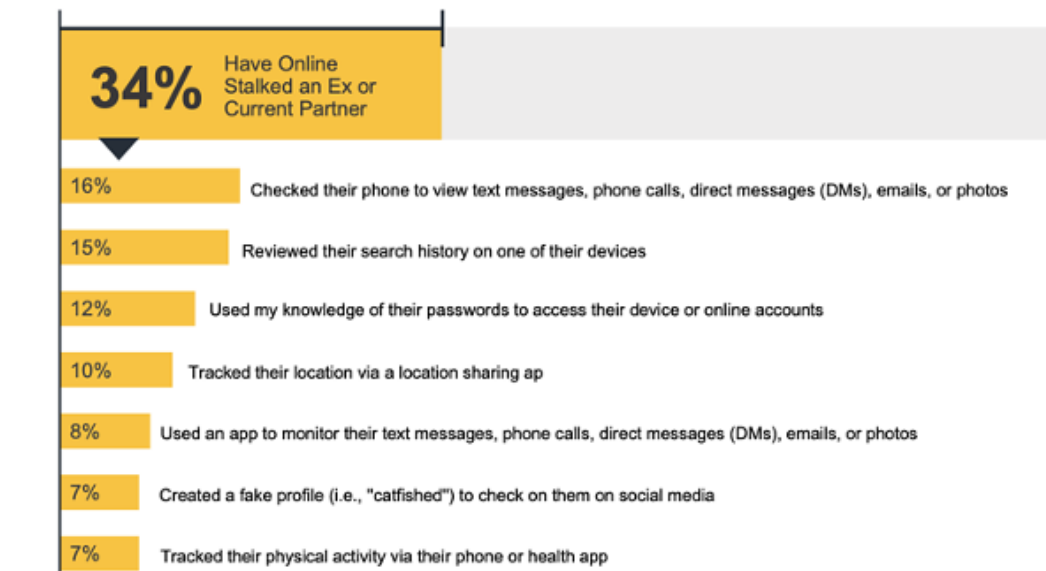
Introduction:

TechRadar writes about our joint poll with [Norton LifeLock](#) about cyber safety with a focus on stalkerware - software programs, apps and devices that enable someone to secretly spy on another person's private life. Our data is also featured in Norton's 2021 [Cyber Safety](#) Insights Report.

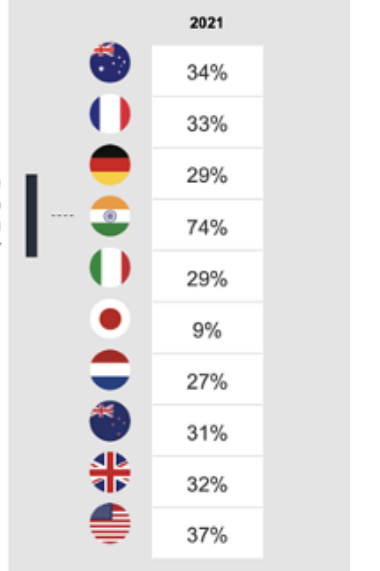
- One-third (34%) of adults across the globe that have been in a relationship admit to "stalking" an ex or current partner online by **checking in on them without their consent**.
- **Even more alarming:** 2 in 5 of younger Americans (42%) believe their significant other is at least somewhat likely to download and install stalkerware apps on their devices.
- More than one-third (35%) of Americans under 40 believe **stalking a current or former partner online is harmless**.
- The most common online stalking behaviors include **checking a current or former partner's phone** (19%) and **reviewing their search history on one of their devices without their knowledge** (16%).

One-Third of Adults Who Have Been In A Romantic Relationship Have Checked In On An Ex Or Partner Without Their Knowledge or Consent

Actions Taken on Current or Former Romantic Partner without Their Knowledge/Consent (Global Total of Those Who Have Ever Had a Romantic Partner)



% Who Have Online Stalked a Partner by Country



Those in India are especially likely to have stalked a partner

Implication:

As technology becomes more sophisticated and used for more nefarious purposes, tech companies will need to take initiative in protecting their customers' personal information and safety.



WAVE 64

WAVE 64 INTRODUCTION

The following research was conducted between **June 18 - 20, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,083** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

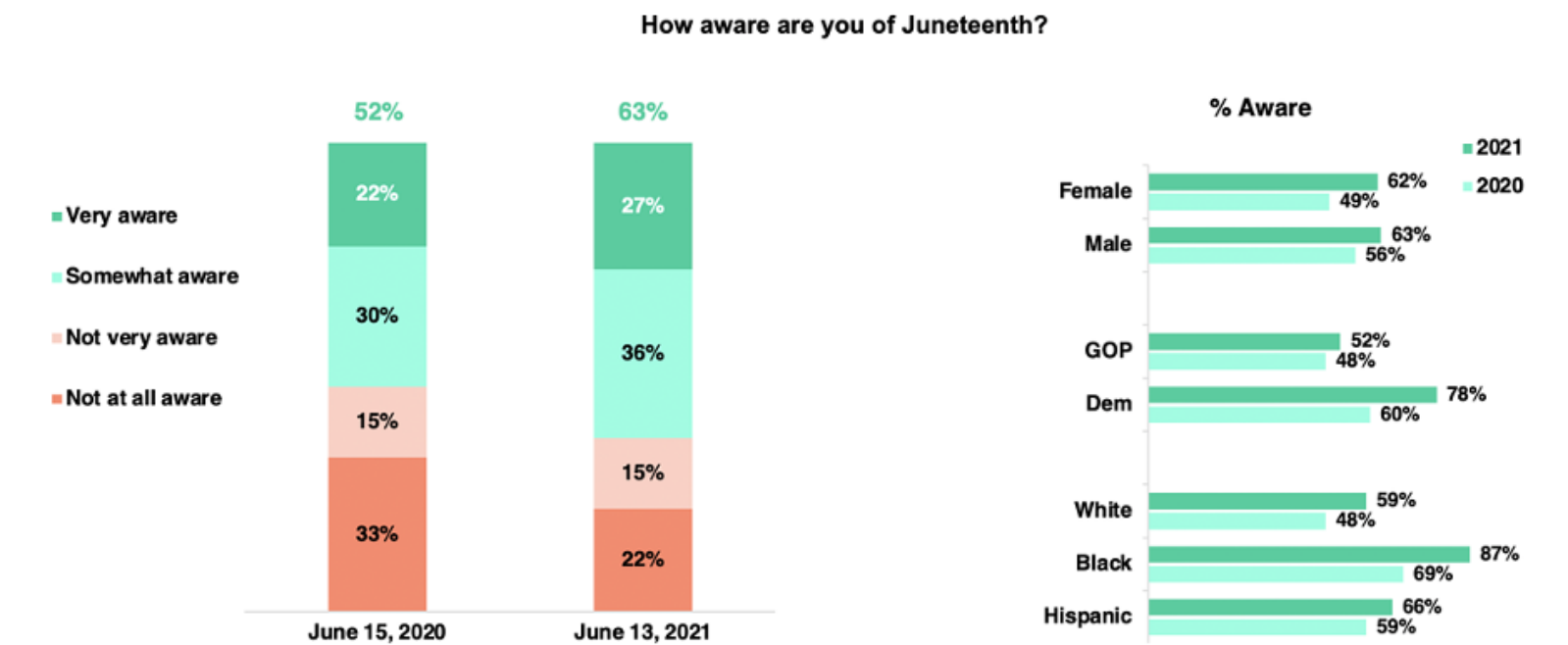
A NEW FEDERAL HOLIDAY: JUNETEENTH

Introduction:

Last week, the U.S. government made June 19th (Juneteenth) a federal holiday in [honor](#) of the day that the last enslaved people in the U.S. found out they were free. We asked Americans about Juneteenth last year and checked back in to see how views shifted

- **Awareness is on the rise:** Slightly more than half (52%) of Americans were at least somewhat aware of [Juneteenth](#) in 2020. That number has risen to (63%) in 2021.
- **Overall, support for making Juneteenth paid day off is high but unchanged:** Two-thirds (66%) agreed a year ago that companies should honor the day with a [work holiday](#) compared to slightly more (68%) this year.
- **Room for education:** Among those aware of Juneteenth, only three in five (59%) could correctly identify its origin.
- **Commemorations around the country:** Celebrations of Juneteenth over the weekend ranged from full blown [festivals](#) to unveilings of statues in honor of [George Floyd](#). See how Americans celebrated in other [cities](#).

Awareness of Juneteenth Has Increased Since 2020



Source: Harris Poll COVID-19 Tracker Wave 16 & 68
BASE: US ADULT PUBLIC (18-74) N=1100, 2021 N=2018
RC21: How aware are you of Juneteenth?

Implication:

Companies have an opportunity as only one in five (20%) of employed Americans said that their company made an effort to connect Juneteenth to diversity, equity, and inclusion initiatives.

Section:

02

Topic:

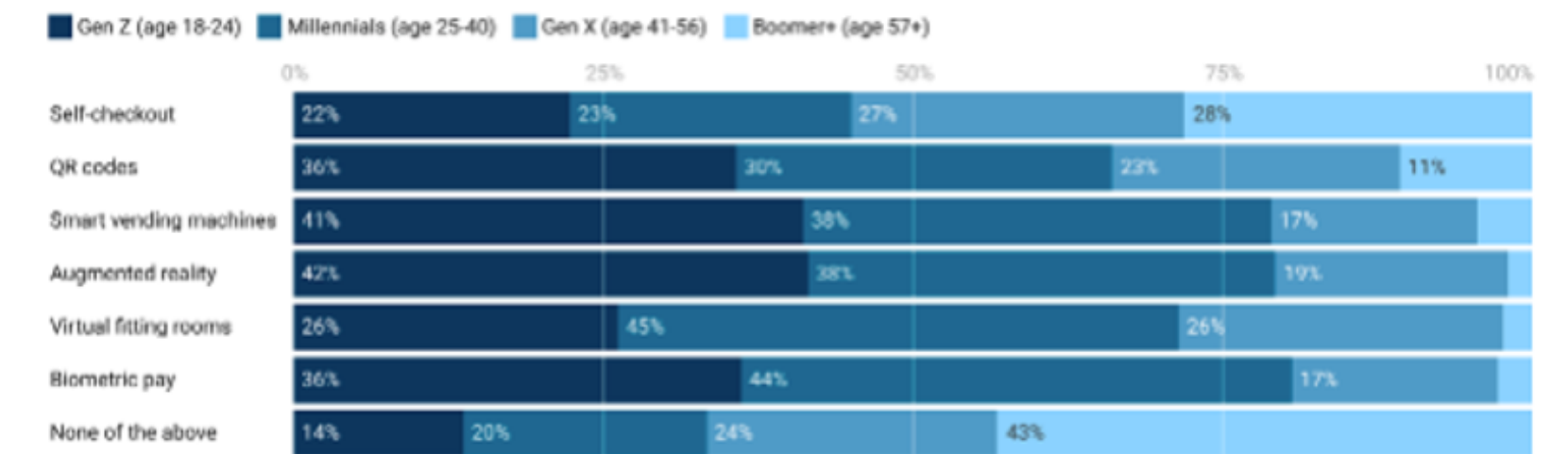
AMERICANS DON'T WANT MORE TECH IN THEIR SHOPPING EXPERIENCE: MORNING BREW-HARRIS POLL

Introduction:

From pay-by-palm to virtual fitting rooms, retailers are investing money in innovations that streamline the shopping experience. But are consumers even using the shiny new tech? We take a closer look in our latest survey in partnership with [Morning Brew](#).

- **Self-checkout is conventional:** that's why 7 in 10 (71%) Americans said they have used it while shopping, but only a quarter (26%) said they've **shopped somewhere with fully automated checkout** - like an [Amazon Go store](#).
- **Other futuristic tech for shopping:** One quarter (25%) said they have used QR codes while shopping, while (19%) have used smart vending machines, (10%) used virtual fitting rooms, and only (8%) have used biometric pay.
- **Keep it simple:** 30% of respondents said they want more technology integrated in their shopping experience, while 57% either want less or for it to stay the same.

Retail tech used by US adults (by age group)



Source: Morning Brew-Harris Poll, June 2021, n=1993 US adults - Created with Datawrapper

Implication:

Retailers are rushing to innovate, but consumers are slow to adopt new habits. Even a pandemic-driven novelty like curbside pickup isn't as popular: Only 18% of consumers say they've used it.

Section:

03

Topic:

MOST AMERICANS BELIEVE NEW ALZHEIMER'S DRUG IS EFFECTIVE, BUT MANY ARE CONCERNED WITH FDA PROCESS: STAT-HARRIS POLL

Introduction:

Earlier in June, the Food and Drug Administration approved a drug to treat patients with Alzheimer's. It is the first new drug approved by the FDA for the disease since 2003. We partnered with [STAT](#) to gauge Americans' feelings towards the newest treatment on the market:

- A majority (61%) of Americans **are at least somewhat concerned about Alzheimer's** as a public health threat, a steady number across all demographics.

- Even more, (66%) **are aware of the recent FDA approval of the new drug**, with a quarter (25%) of Boomers and Millennials saying they are very aware compared to just (14%) of Gen Zers.
- Three-fifths (60%) of those who are familiar with the details of the new treatment believe **the medication will be effective**, but 56% also say they have **concerns about the regulatory process used to endorse the drug**.
- Regardless, the vast majority (78%) said they are **excited by the prospect of a new treatment** for the disease.

Implication:

Although there is excitement, the price tag of \$56,000 is cause for concern since that is far above the [\\$8,300](#) threshold that a nonprofit determined would be considered cost-effective.

Section:

04

Topic:

SELLOUTS ASIDE, 40% OF AMERICANS STILL WARY OF LIVE SPORTING EVENTS: SPORTICO-HARRIS POLL

Introduction:

More than half of the U.S. population has received at least one dose of a COVID-19 vaccine and NBA playoff games are selling out, but our latest poll in partnership with [Sportico](#) shows that fan attitudes are not rebounding as expected.

- **Americans previously overestimated their hesitancy to return to live sporting events:** Only 61% say they would be comfortable attending a game at full capacity with a mix of vaccinated and unvaccinated fans. Although this number is much higher than [five months ago](#), the data show a greater hesitancy than anticipated.
- **Outdoor events are still viewed as notably safer than indoor ones,** with just over half (52%) saying they would be comfortable attending a full-capacity event of mixed vaccination status in an indoor arena.

- **Vaccinated-only seating sections:** 83% of vaccinated Americans say they would feel safer at a full-capacity venue sitting in a section designated for only vaccinated fans.
- **Some Americans still say that a number of innovations to venue sanitation are “critical” to their feeling safe enough to return to stadiums:** 49% of fans think that the availability of PPE, such as hand sanitizer and hygiene packages, are essential to the return to stands.

Three-Fifths of Americans Feel Comfortable Attending Live Sporting Events

In January, only 42% of Americans said they would feel comfortable attending a sporting event with a full-capacity crowd if the country hadn't reached herd immunity, even if they personally were vaccinated.

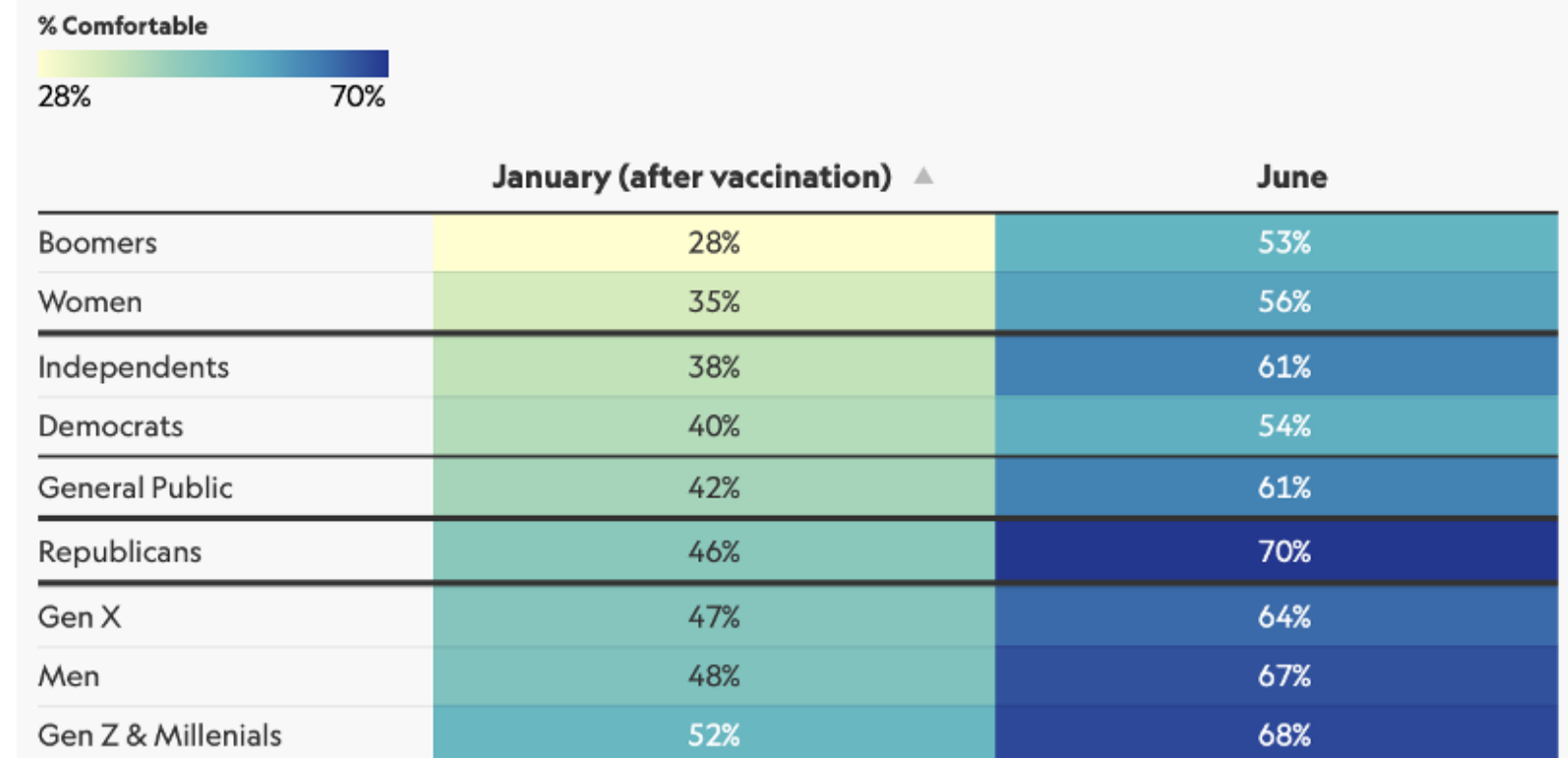


Table: Lev Akabas • Source: Harris Poll / Sportico

Implication:

While there is still hesitancy among the general population to throw themselves into crowded venues, people continue to feel more comfortable with returning to stadiums and [major league](#) sports teams are listening.

Section:

05

Topic:

HOW MUCH SHOULD A BURRITO COST?

Introduction:

Earlier this month, Chipotle announced they raised menu prices by about 4% to offset the cost of increasing their workers' wages from \$11 to \$18 an hour. The move was met with praise by some and scoffing by others, so we checked in with Americans to see how they felt about paying more for a burrito:

- **Nearly three-fifths (57%) of Americans support restaurants raising menu prices** in order to pay employees a higher wage
- Among those who support raising menu prices, **two-thirds (66%) are willing to pay 3% or more of their total bill** and nearly one-third (31%) are willing to pay 5% or more, including 40% of Boomers - but only 9% of Gen Z.
- **Most customers will stay, though some will cut back:** 54% of consumers say if their favorite restaurant raised menu prices to pay higher wages they would not change how often they eat there. Over one-third (37%) say they would cut back, including half (49%) of Republicans (vs 29% of Democrats).
- Three-quarters of consumers (74%) **expect other restaurants to follow Chipotle's lead** by raising menu prices to pay workers a higher wage, though expectations are soft: 53% say others will probably follow and 20% say they definitely will.

Implication:

Chipotle's motto is "food with integrity" - and one way for companies to exemplify such integrity and values is to invest in their employees' well-being.



WAVE 63

WAVE 63 INTRODUCTION

The following research was conducted between **June 11 - 13, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,015** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

NO PARENTAL ADVISORY ON VACCINES

Introduction:

Now that vaccines are approved for children over 12, we checked in with parents to get a read on willingness to vaccinate their children and support for vaccine mandates at school. Turns out many are in full support:

- Over 6 in 10 (63%) parents intend to get their child(ren) ages 12-17 vaccinated (54%) or have already done so (9%). Interestingly, 12% say they intend to get their kid vaccinated but only one of the two recommended doses.
- Only a quarter (25%) do not intend to get their child vaccinated. Why not? Many say they are waiting for more research to prove the safety (51%) and effectiveness (37%) of these vaccines.
- The New York Times [answers your questions on what parents should know](#) about vaccinating children under 18.
- **Majority support required vaccines at school:** 64% of parents support K-12 schools requiring COVID-19 vaccines for students old enough to be vaccinated, and even more (72%) support mandated vaccines for teachers and school staff.
- **Parents are staying vigilant about social distancing:** many say they are strictly enforcing social distancing at indoor restaurants (73%), small indoor gatherings (71%), parks or playgrounds (67%), and summer camps (61%).

Implication:

With the more contagious variants on the rise, vaccinations are even more critical and kids are one of the final pieces to herd immunity...

Section:

02

Topic:

HOW THE RETURN OF IN-STORE SAMPLING IS GOING OVER WITH CONSUMERS: AD AGE-HARRIS POLL

Introduction:

Our new survey, in partnership with [Ad Age](#), shows a surprising acceptance of the tactic that was shelved during the pandemic.

- Two thirds (65%) of Americans said **they would partake in in-store sampling once COVID-19 restrictions are lifted**. A stark comparison from the 19% who said they have done so during the pandemic's peak.
- **The pandemic did not change attitudes for good:** Half (49%) say it is a good idea for stores to reintroduce in-store samples. Just 22% said it was a bad idea, and 29% weren't sure.
- **But there are reasons shoppers might hesitate to try samples in stores:** 40% said they wouldn't sample foods because they say it's unsanitary, and 35% are concerned about catching COVID-19 via in-store food samples.
- **Samples are key to marketing:** 86% said they have purchased an item after sampling. Appetizers or hor d'oeuvres were the most popular item to buy after sampling (51%), followed by cheese (48%) and dessert or baked goods (47%).

Implication:

Samples aren't the only thing making a comeback. Whole Foods is among the retailers resuming some self-serve areas, such as salad bars. And Starbucks [will soon allow customers](#) to again bring reusable cups - this time the barista will put a customer's clean cup into a ceramic mug, limiting the amount of contact.

Section:

03

Topic:

WHY OLDER MILLENNIALS HAVE NO PLANS TO RUN FOR OFFICE

Introduction:

This week in our partnership series with CNBC "[Middle-Aged Millennials](#)," we take a look at Older Millennials' lack of interest in running for public office.

- Most Older Millennials (54%) **consider themselves to be politically active**. On par with Younger Millennials (58%) but lacking compared to Gen Xers (66%).
- However, only 12% of Older Millennials say **they have already run for public office or definitely plan to do so**, posing the question of whether or not the benefits of running for office outweigh the (literal) costs.
- **Other generations, however, are a bit more ambitious:** Nearly a third of Gen Zers say they're definitely planning to run for office or have already done so, while about a quarter Younger Millennials say the same.

Implication:

"This generation is burnt out — from moving up in the workforce to paying off student loans to buying a home and raising children," says Harris Poll CEO John Gerzema. "Trying to balance all of these pressures while maintaining some semblance of a social life — that extra role as a school board or city council member might be a bridge too far."

Section:

04

Topic:

CRYPTOCURRENCY OWNERS SAY THEY WANT MORE GOVERNMENT OVERSIGHT OF THE MARKET TO COMBAT RANSOMWARE: INSIDER-HARRIS POLL

Introduction:

In our latest survey, shared exclusively with [Insider](#), we found that following ransomware attacks, a majority of cryptocurrency owners in America want the government to step up regulations to combat hackers.

- **Most crypto owners are okay with regulations:** 57% of crypto owners support additional US regulation of cryptocurrency to combat the rise in the use of ransomware.

- Two-thirds (66%) of Americans, including the crypto owners, favor additional regulation. Most Boomers (79%), and 56% of Millennials are in favor of more oversight.
- **Americans want to see government counter measures:** 82% agree the government should be involved in helping to resolve ransomware attacks even when the target is private companies and not government agencies.
- **Financial system is viewed as top concern:** 92% of Americans are concerned about hackers targeting the financial industry, followed by healthcare (91%) and the government (89%). Retail (84%), education (83%), and entertainment (69%) do not see concern at a high of a level.

Implication:

As cryptocurrencies grow in awareness, proponents will need to build trust in the technology by allowing for illicit activity to be regulated by governments - even if such action is anathema to crypto users.

Section:

05

Topic:

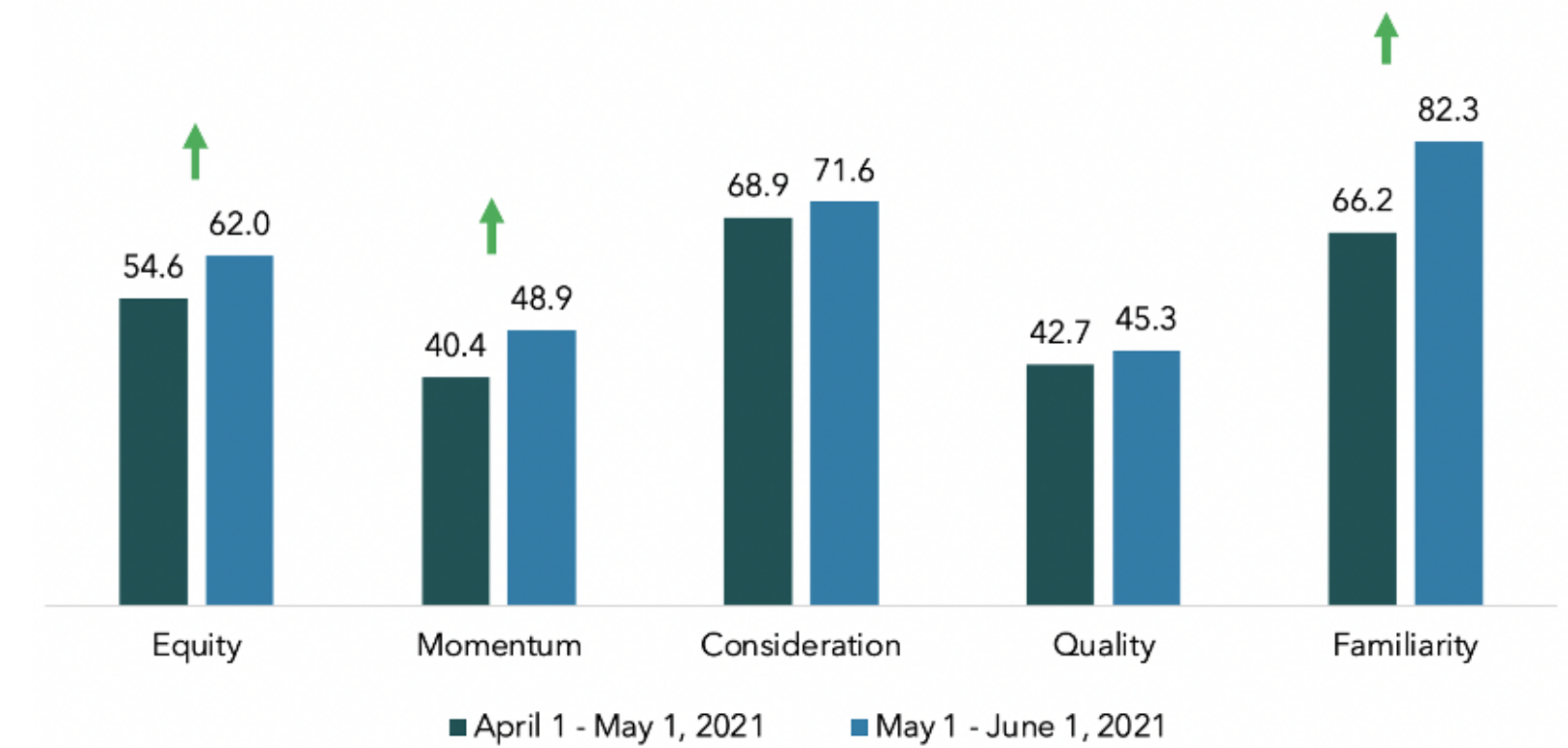
RECHARGING THE ELECTRIC VEHICLE MARKET

Introduction:

Following in Tesla's tire tracks, nearly every legacy automaker has announced plans to soon integrate new electric vehicles (EVs) into their fleets. While EVs have historically struggled to gain mass market appeal – data from the Bureau of Transportation Statistics show that all-electric vehicles accounted for just [1.7% of the light vehicle market in 2020](#) – change is on the horizon.

- [Harris Poll research shows](#) that 81% of US adults are concerned about how brands contribute to pollution and 44% are making a point to adopt eco-friendly behaviors, indicating that the country is primed to commit to going green.
- **Americans have some concerns brands will need to address:** 88% of all US adults have some concern about switching to an EV, with battery life and access to charging stations topping the list at 32% and 20%, respectively.
- **Hyundai directly addresses top EV concerns** [by partnering with Electrify America](#), and following this late-April announcement our [Harris Brand Platform](#) found their brand equity jumped 13.5%.

Hyundai Brand Equity



HARRIS BRAND PLATFORM
April 01 - June 01, 2021

BASE: AWARE OF HYUNDAI
(Apr; n=582; May; n= 660)

↑ Statistically significant increase between periods

- [General Motors has partnered with 7 of the largest public charging networks](#) in North America to create an integrated charging experience across 60,000 chargers. This tech-savvy charging platform is helping GM keep up with the times – a must-have for the modern driver, as highlighted by the **OEM's 4% increase in consideration between April 2021 and May 2021.**

Implication:

EVs have been on the road for more than a decade, but this year marks the first time that the auto industry has put its full weight behind the initiative. Already half (51%) of US adults [would consider buying an EV](#). As automotive brands continue to lower barriers to entry, that share will only increase as [sales continue to rise](#).



WAVE 62

WAVE 62 INTRODUCTION

The following research was conducted between **June 4 - 6, 2021** by The Harris Poll. Fielded among a nationally representative sample of **2,014** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

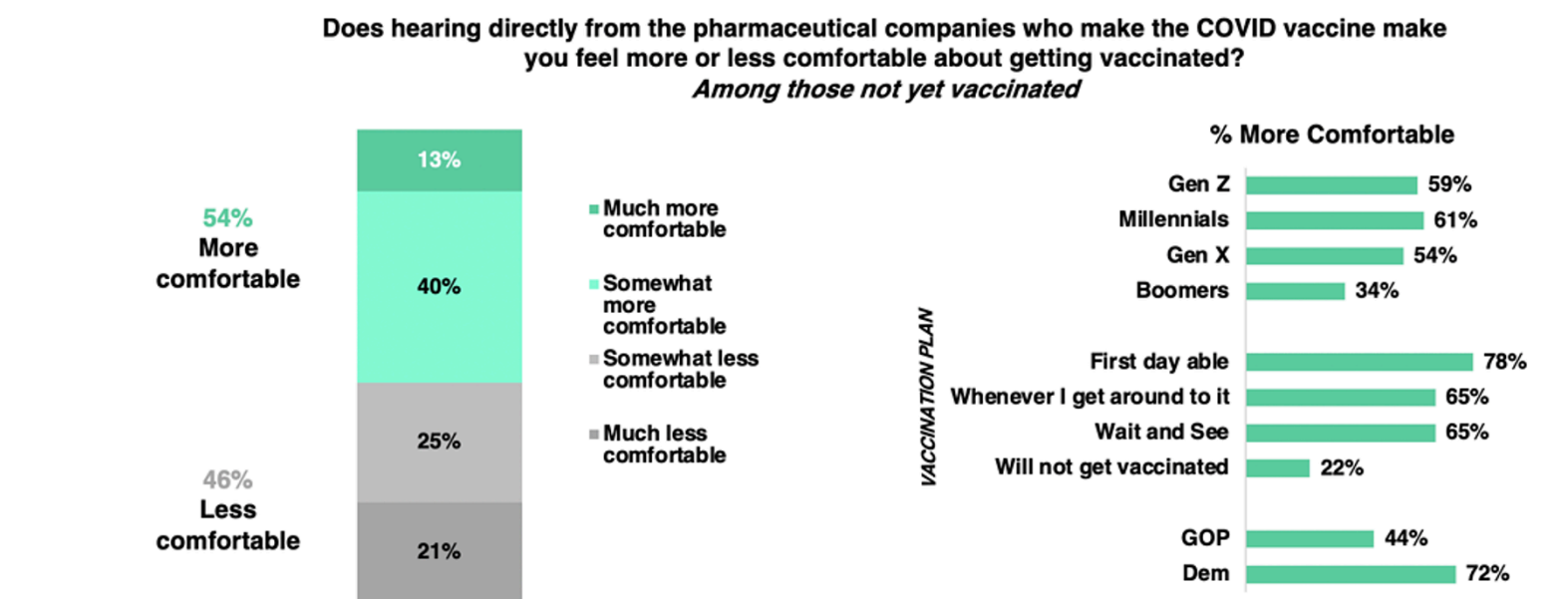
PHARMA'S BIG PUSH FOR FULL FDA APPROVAL FOR COVID VACCINES

Introduction:

In the past couple of weeks, both Moderna and Pfizer applied for full FDA approval for their COVID-19 vaccines, one of the outcomes being that they would be able to directly market to consumers. We took a deep dive into how that might impact vaccination rates and mindsets on mandates.

- A majority (70%) are at least somewhat aware that **there is a difference between full and emergency use authorization for vaccines**, including a majority (61%) of those who say they will not get vaccinated.
- Two thirds (65%) of Americans have heard about the **pharma companies' pursuit of full use authorization** and awareness of the topic grows as the age group gets older with 56% of Gen Zers aware compared to 71% of Boomers.
- Full FDA approval means the pharmaceutical companies can **market their product directly to consumers**. Knowing this, more than half (54%) of unvaccinated Americans say hearing directly from the manufacturers would make them **more comfortable about getting vaccinated**.
- Nearly seven in ten (69%) of all Americans say that they support manufacturers getting full approval because **it provides schools and employers a pathway to mandate vaccines in their facilities**. This is especially true among those already vaccinated (87%), Democrats (81%), and Boomers (80%).

With Full FDA Approval, Half of Unvaccinated Americans Say Direct Manufacturer Communication Would Make Them More Comfortable Getting Vaccinated



Source: Harris Poll COVID-19 Tracker Wave 67
BASE: NOT YET VACCINATED (n=818)
MDR06 Does hearing directly from the pharmaceutical companies who make the COVID vaccine make you feel more or less comfortable about getting vaccinated?
Harris Insights & Analytics LLC, A Deloitte Company © 2020

Implication:

Our data signals that full FDA approval might help pharmaceutical companies gain the trust of unvaccinated Americans, and help us inch closer to herd immunity.

Section:

02

Topic:

MOST AMERICANS WOULD SPECIFICALLY LOOK FOR A CRUISE LINE WITH A VACCINATION MANDATE: FORBES-HARRIS POLL

Introduction:

As cruising gets ready to reboot this summer after a pause of more than a year, it appears that re-entry to U.S. waters may face some headwinds. More on the future of the cruise industry from our latest poll covered exclusively in [Forbes](#):

- Only half of Americans (50%) are confident that **the cruise industry can continue to reopen safely** coming out of the pandemic - dead last compared to other industries and a 32-point difference compared to top-rated retail stores.

- Notably, **consumer confidence also lags well behind other travel subcategories** such as hotels (79%), airlines (69%), and amusement parks (63%).
- Six in ten (59%) Americans said that if they were going to take a cruise, **they would specifically look for a cruise line that mandated all crew and passengers be vaccinated against COVID.**

Implication:

Our data suggests Americans are supportive of CDC [guidance](#) that says ships must have a certain percentage of fully vaccinated crew members and passengers to operate, signaling that the return to cruising will be centered where CDC guidance is enforced.

Section:

03

Topic:

BANKS LIKE CITI AND CHASE GET A DIGITAL MAKEOVER AS BRANCHES DISAPPEAR: AD AGE-HARRIS POLL

Introduction:

From shopping to working to banking, COVID-19 has transformed the way Americans do business. More findings from our latest poll in partnership with [Ad Age](#).

- A majority (57%) of Americans **conduct between 76% and 100% of their personal banking digitally**.
- One in four (40%) of Americans in households with income below \$50,000 **do not conduct any personal banking digitally**, compared with 12% of households making \$75,000 or more - shining a light on the economic digital divide in America.
- For the most part, **the pandemic did not increase the frequency of banking app usage**: Only 27% of Americans said they used their financial institutions' mobile app more during the pandemic.

- However, **mobile payments made some headway during the pandemic, especially with younger consumers**: 30% report using mobile payments more during the pandemic, with 42% percent of Millennials and 40% of Gen Zers saying the same.

Implication:

“With everything shut down, people realized just how capable the digital banking portal could be,” says Michael Perito, an analyst at Keefe, Bruyette & Woods. While physical branches still serve a purpose—as a marketing tool or to provide a place for high-end services—even those factors are fading in relevance.

Section:

04

Topic:

TECHNOLOGY'S ROLE IN CORPORATE SUSTAINABILITY JOURNEYS: COGNITE-AXIOS -HARRIS POLL

Introduction:

The recently released [Cognite Sustainability Report](#), conducted in partnership with Axios and The Harris Poll, interviewed energy industry leaders and focused on sustainability and technology across the industry.

- Two thirds (68%) of energy leaders believe **the industry can reach net-zero emissions by 2050**, however, only 50% are **currently satisfied with the industry's efforts to address sustainability**.
- Three quarters of U.S. energy leaders also agree that **many companies in this industry say they want to be more environmentally sustainable but aren't willing to actually shoulder the cost of doing so**.
- Over three quarters (77%) of energy leaders say **transformative technology** is an immediate way to become more sustainable. And over a third (35%) say they are using data to help their company **make more actionable decisions**.
- Another 41% are currently leveraging software **to automate data collection, emissions calculations, decision support tools and more**.

Implication:

Dr. Francois Laborie, President of Cognite, wrote in Forbes that with more transformative technology “we can then shift resources to larger investments in environmental sustainability — energy diversification, electrification, natural resource sustainability, etc. — to drive the energy transition forward.”

Section:

05

Topic:

FLOYD MAYWEATHER VS. LOGAN PAUL SHOWCASES BOXING'S ALTERNATIVE UNIVERSE: AXIOS- HARRIS POLL

Introduction:

One of the greatest boxers of all time returned to the ring this past weekend — to fight a social media star. More from our latest survey covered exclusively in [Axios](#):

- As boxing purists feared, **celebrity bouts are grabbing more attention than top-tier fights**. Four in 10 (40%) heard about the Floyd Mayweather-Logan Paul fight, while only 29% heard about the Tyson Fury-Deontay Wilder rematch of their prior heavyweight title fights.
- Another 30% **were aware of the Jake Paul (Logan's brother) fight against Ben Askren**, but only 19% heard about Josh Taylor boxing Jose Ramirez for the unified Junior Welterweight Title.
- In case you weren't fully convinced that this is a celebrity circus, Chad "Ochocinco" Johnson will make his [boxing debut](#) on the undercard.

- The rise of these sideshow bouts was **driven by the social media age**, but it's also a result of "real boxing" failing to entertain.
- But regardless of who is in the ring, **there is more money in boxing than ever**. Jake Paul knocked out former MMA fighter Ben Askren in an April exhibition that earned him a reported \$10 million.

Implication:

2019 was a relatively quiet year for boxing, but then 2020 happened. Many people got lost in nostalgia during the doldrums of lockdown and eventually found [alternative forms of entertainment](#).



WAVE 61

WAVE 61 INTRODUCTION

The following research was conducted between **May 26 - 28, 2021** 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:

MOST AMERICANS ARE STILL HESITANT TO GO MASKLESS INDOORS

Introduction:

Ahead of Memorial Day weekend, many states loosened mask wearing guidelines. We have been asking Americans how comfortable they are to shop indoors without a mask since the beginning of the pandemic and most say they are still hesitant to go without.

- While comfort levels are rising, only a little over one third (36%) are **comfortable going shopping without a mask today (up from 25% on April 18th)**.
- **Older people are more hesitant:** Millennials and Gen X Americans **are more willing to go maskless while shopping** (44%, 43%) compared to Gen Z (17%) and Boomers (31%).
- What's alarming is that those who **will not get vaccinated are two times more likely to be comfortable to go shopping indoors without a mask** (60%) compared to those who **are already vaccinated** (32%). This might explain [why people are hesitant to go maskless](#), as the [unvaccinated are most vulnerable to contracting and spreading COVID](#).

Implication:

Although this elusive milestone signals a turning point, Americans are wary; the new mask guidance [relies on an honor system](#) trusting people will be honest about their vaccination status, which boils down to one unanswered question - will people do the right thing?

Section:

02

Topic:

“A GOOD YEAR FOR SCIENCE” IN BRAND REPUTATIONS: AXIOS-HARRIS POLL

Introduction:

Americans' trust in Moderna, Pfizer, Tesla, and SpaceX — some of the top-rated and most visible brands in the [2021 Axios-Harris Poll reputation ranking](#) — show it's been "a good year for science," Harris Poll CEO John Gerzema said Wednesday at a virtual Axios event.

- "The extraordinary performance of pharma: we had Moderna on our list **in the top 10 for the first time**. We had Pfizer also **in the top 10**," Gerzema noted in the virtual event. Moderna ranked 4th for Citizenship, while Pfizer ranked 3rd for Products & Services.
- He continues, "It was also a really good year for Elon Musk. **Both his companies are in the top 10, both SpaceX and Tesla.**" SpaceX ranked 1st for Vision among the 100 companies - and 2nd in Growth.
- **Ending on a high note:** "I think pointing to that idea that as COVID started to begin to recede in America, we started to kind of maybe **frame our attention and other places around imagination and wonder.**"

Implication:

The dual visibility of pharmaceutical companies developing COVID-19 vaccines and companies working to build spacecraft and electric cars suggest Americans are looking to a post-pandemic future.

Section:

03

Topic:

HOW CLIMATE CHANGE IS IMPACTING MILLENNIALS' MONEY DECISIONS: CNBC-HARRIS POLL

Introduction:

This week in our partnership series with CNBC "[Middle-Aged Millennials](#)," we take a look at the effect climate change has on financial concerns for Older Millennials.

- Three in four Older Millennials (76%) think **climate change poses a serious threat to society**, which may not be surprising given that this group has witnessed one [ecological disaster](#) after another.
- **Millennials sparked the boom of sustainable investing throughout the 2010s, and now all generations want in.** A report from investment research firm Morningstar found that 72% of Americans expressed at least a moderate interest in sustainable investing, and the preference didn't change significantly between generations.
- About one third of Millennials **often or exclusively use investments that take ESG factors (environment, social, governance) into account** - compared to just 19% of Gen Z, 16% Gen X, and 2% of Boomers.

Implication:

"All investors within the next couple of years will be considering, at the bare minimum, climate risks in their portfolios," says Harlin Singh, head of sustainable investments at Citi Private Bank. It's "a trend that's here to stay."

Section:

04

Topic:

MOST AMERICANS WANT THEIR COMPANIES TO SPEAK OUT AGAINST SOCIAL INJUSTICE: PARADIGM-HARRIS POLL

Introduction:

One year after the death of George Floyd, a [new survey](#) from DEI strategy firm Paradigm and Harris Poll and [shared with CNBC](#) finds that many Americans are not only more aware of racial injustice in the U.S., but they also want to see their own company take action against it. Here is what we found:

- Seven in ten (69%) Americans believe **racial injustice is a problem in the U.S.** and 60% think racial injustice **is a bigger problem now than they thought it was a year ago.**
- Additionally, 68% said they believe you **should be able to discuss racial justice issues at work**, and 54% said they would even **consider leaving an organization if it did not speak out directly against racial injustice.**

- Nearly half (49%) say they **witnessed or experienced racial bias or discrimination at their workplace** in the last year and the majority (72%) of employed Americans **want their employers to invest in creating/ supporting an inclusive work environment.**
- This past week, [President Biden memorialized the victims of the Tulsa Race Massacre](#) - marking the 100th anniversary of one of the worst acts of racial violence in U.S. history.
- **Tips for businesses when it comes to fostering healthy conversations about racial injustice at work:** hold space for various emotions, be open to addressing bias and discrimination at your company, and [don't ignore the conversations](#) because they're "too hard".



- 14%** experienced bias or discrimination related to their race/ethnicity;
- 20%** experienced microaggressions;
- 20%** witnessed bias or discrimination against others based on race/ethnicity;
- 17%** witnessed microaggressions against a colleague.

*Note: respondents were able to select multiple responses in this question

Implication:

"What we've seen is that following the murder of George Floyd and the protests and all of the kind of conversations that were happening, there was overall an increased level of consciousness of the ways in which racial injustice really permeate our society and our world," social psychologist and Paradigm's Managing Director Evelyn Carter says.

Section:

05

Topic:

COVID-19 BLEW UP EVERYONE'S PLANS — GUESS WHICH GENERATION IS PLANNING TO RETIRE EVEN EARLIER?: NORTHWESTERN MUTUAL-HARRIS POLL

Introduction:

The pandemic isn't just prompting people to reschedule their weddings and other immediate events – it's also causing many folks to rethink their retirement timeline, our [new study](#) with Northwestern Mutual finds. Yahoo Finance writes more:

- One in five (20%) U.S. adults plan to **retire later than they expected due to the economic impact of COVID-19**.
- But, more than one in ten (15%) of Millennials said **they are inspired to retire early due to COVID**, compared to just 8% of Gen Zers, 6% of Gen Xers, and 4% of Boomers.
- On the flipside, Gen Xers (25%) **are the most likely to be postponing retirement because of the pandemic**. Gen Z was close behind (20%), followed by Millennials (19%) and, lastly, Boomers at (14%).
- **Millennials also lead the pack with the earliest average age** at 61.3 years old. **Boomers tack on an extra seven years on average**, looking at 68.8 years old.
- Before the pandemic struck, working folks cited **lack of savings** (42%) as their biggest obstacle. Now, as the pandemic rages on, **people feel most blocked by the economy** (49%).

RETIREMENT OBSTACLES

Americans are thinking differently about what may impact their financial security in retirement

Greatest obstacles before COVID-19 pandemic

42%

Lack of savings

38%

Healthcare costs

34%

The economy

Greatest obstacles now

49%

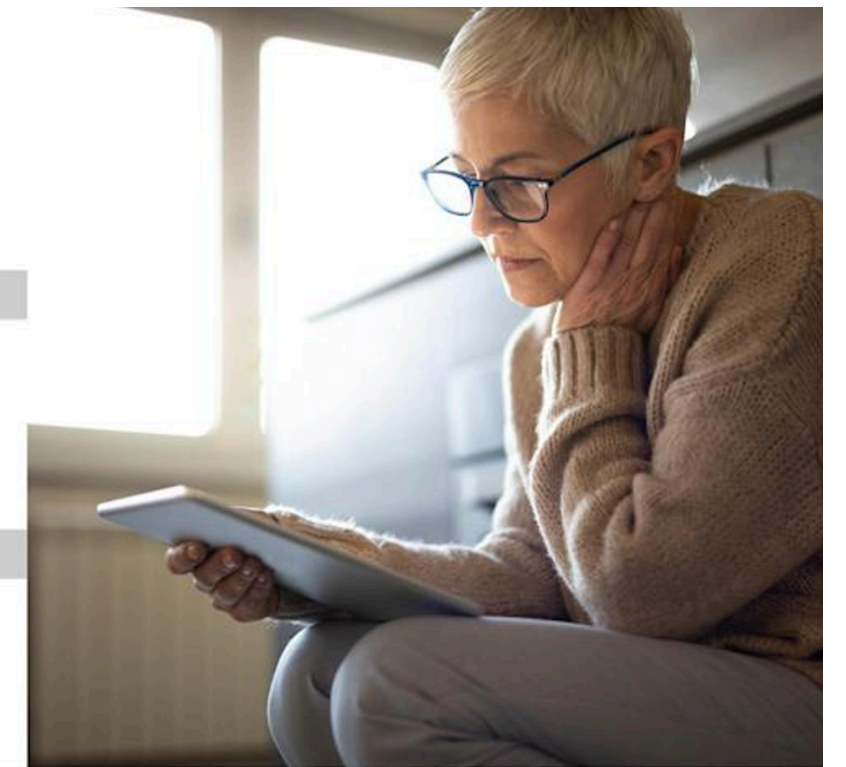
The economy

33%

Lack of savings

32%

Healthcare costs



Source: 2020 Planning and Progress Study

Northwestern Mutual

Implication:

The feasibility of Millennials' plans to retire early have frequently come under debate. There has been scrutiny over what mass early retirement would mean for the economy. Still, it adds up that an economic event deemed even more traumatic than the Great Recession would move Millennials to save even more aggressively in the hopes of retiring even earlier than previously planned.

Questions?

RYAN LINDER

Global Chief Marketing Officer, EVP, Stagwell

ryan.linder@stagwellglobal.com

JOHN GERZEMA

CEO, The Harris Poll

jgerzema@harrisinsights.com



KNOWLEDGE IS POWER
