

COVID-19 CONSUMER RESEARCH WAVE 107 EXECUTIVE SUMMARY

MAY 6 - 8, 2022

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 107

WAVE 107 INTRODUCTION

The following research was conducted between **May 6- 8, 2022** by The Harris Poll. Fielded among a nationally representative sample of **2,006** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

J K L MILLENNIALS NFTS

Introduction:

The [Wall Street Journal reported](#) that the NFT market is collapsing as the sale of non-fungible tokens saw a 92% decline from September 2021 to last week. However, NFTs may still have a future with Millennials, according to our latest poll:

- **Who's investing?** While only 28% of the public say they invest in cryptocurrencies, 39% of Gen Z and 51% of Millennials do (vs 26% of Gen X and 6% of Boomers), along with 39% of Hispanic and 37% of Black Americans (vs. White: 26%).
- Regarding NFTs, close to a fifth of Millennials (18% vs. 8% of the general public) regularly purchase NFTs and a similar number (20% vs. 11%) have purchased a few already.
- Millennials are also interested in **purchasing NFTs to gain membership access** (24% vs. 12% of the general public), to get special access to an event (24% vs. 12%), to use as a social media picture (24% vs 11%), and to have as virtual memorabilia (23% vs. 11%)

Implication:

While Millennials are the most likely generation to believe that NFTs are an item with lasting value, the majority (54%) still believe that they are just a temporary consumer phase – which 70% of the general public agrees with.

Section:

02

Topic:

20 BRANDS GAINING GEN Z LOVE IN EARLY 2022: AD AGE- HARRIS POLL

Introduction:

Ad Age released the second quarterly [Ad Age-Harris Poll Gen Z Tracker](#). Using data from [Harris Brand Platform](#), the tracker ranked the top 20 brands by brand equity growth in Q1 2022 among Gen Z consumers, ages 18-24.

- Square saw the **highest brand equity growth** (+12.2) in Q1, reaching young entrepreneurs through a YouTube series that provided business tips.
- Several brands, including Whirlpool (+11.1), Neutrogena (+9.6), and Marriott Bonvoy (+9.5), achieved growth from engaging **TikTok content** and **influencer partnerships**.
- Lululemon (+10.4) and Hertz (+8.5) benefited from **leaning into sustainability**. Lululemon launched a clothing resale program, and Hertz purchased a fleet of EVs.
- Calm (+8.7) and Old Spice (+10.5), gained traction by **engaging with pop culture** beloved by Gen Z, including Netflix series (Bridgerton, The Witcher) and singers (Harry Styles).

Implication:

According to The Harris Poll CEO Will Johnson, “pop culture references are revered and rewarded by Gen Z” and are a key way to develop positive long-term relationships.

Section:

03

Topic:

MENTAL HEALTH: CVS HEALTH- HARRIS POLL “NATIONAL HEALTH PROJECT”

Introduction:

According to the latest CVS Health-Harris Poll National Health Project survey, as covered by regional outlet [CBS Hartford](#), we found that younger Americans are the most likely to be dealing with anxiety and depression. However, our data reveals that they are also leading positive trends in mental health:

- Younger Americans are the most likely to be **utilizing professional help** from a therapist, counselor, or psychiatrist (Gen Z/Younger Millennial: 32%, Older Millennial: 38% vs. General Public: 22%).
- They are also optimistic that they will be able **to get back to their pre-pandemic mental health state** after COVID-19's toll (Gen Z/Younger Millennial: 71% vs. General Public: 68%).
- The optimism may be in part to their **coping skills** such as getting outdoors (Gen Z/Younger Mill: 71%), at-home workouts (57%), meditation and relaxation apps (38%), and using CBD/cannabis products (42%) (vs. General Public: 67%, 50%, 27%, 27%, respectively).

Implication:

“They’re willing to talk about it, normalize it, destigmatize it and just say ‘Hey, I’m just not okay and I want to do something about it,’” Cara McNulty, President of Behavioral Health and Mental Wellbeing at CVS Health, said. “And so, there’s a lot we can do as communities, but we also need to let people understand that it’s okay not to be okay and to seek help.”

Section:

04

Topic:

SOCIAL MEDIA IS EFFECTIVE FOR SCREENING JOB APPLICANTS: EXPRESS EMPLOYMENT PROFESSIONALS-HARRIS POLL

Introduction:

While networking remains one of the best ways to land a new job, social media may be its new competitor according to our latest survey in partnership with Express Employment Professionals and [featured in Forbes](#). Here's what we found:

- Seven in 10 (71%) U.S. hiring decision-makers agree that looking at candidates' social media profiles is an effective way to screen applicants and (67%) say they use social networking sites to research potential job candidates.
- Of those using social networking to research candidates, more than half (55%) have found content that caused them not to hire the applicant.

- **Don't delete your profiles:** 1 in 5 (21%) hiring decision-makers even said they would not be likely to consider a candidate who doesn't have an online presence.

Implication:

"Social media can be a great tool for connecting with others, but it's important to remember that potential employers are looking at your accounts, too," Express CEO Bill Stoller said. "Take the time now to clean up your online presence to avoid the heartache later of losing out on the job."

Section:

05

Topic:

23% OF WORKERS SAY EMPLOYERS ARE OFFERING NEW MENTAL HEALTH BENEFITS: FORTUNE-HARRIS POLL

Introduction:

Although most Americans are covered by health insurance, a [U.S. Government Accountability Office report](#) found that coverage doesn't guarantee access to mental health treatment. However, according to our survey in partnership with Fortune, many employers are trying to fill the gaps.

- **Context:** 27% of Americans reported symptoms of anxiety or depression within the last two weeks, according to the National Center for Health Statistics of a recent estimate [from the Household Pulse Survey](#).
- While over a third (36%) of employees say their companies have always offered some kind of mental health support, nearly 23% of workers say their employer **has introduced new mental health services** during the pandemic.
- **The mental health services are appreciated:** About two-thirds (67%) of workers say mental health services offered by employers are beneficial, with Millennials, parents with children under 18, and remote workers most likely to say such services are beneficial.

- Among employers, popular mental health supports being offered are employee assistance programs (EAPs) (28%), reading material and educational resources (21%), time off for a mental health day (19%), and tele-doc mental health services (19%).

Implication:

Despite the great strides corporate America has made in the mental health space, 41% of workers still say their company doesn't offer any mental health services, which could be negatively impacting operations as depression is estimated to account for \$44 billion in losses to workplace productivity.

Questions?

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