

# COVID-19 CONSUMER RESEARCH WAVE 110 EXECUTIVE SUMMARY

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JULY 8 - 10, 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 110

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## WAVE 110 INTRODUCTION

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The following research was conducted between **July 8 - 10, 2022** by The Harris Poll. Fielded among a nationally representative sample of **1,994** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

# 01

Topic:

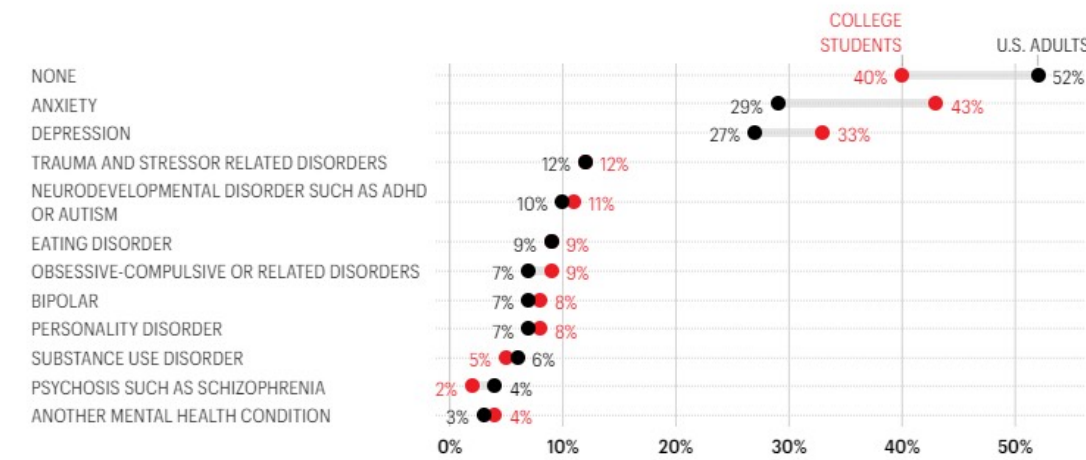
# WHERE ARE COLLEGE RANKINGS FOR MENTAL HEALTH SERVICES? FORTUNE-HARRIS POLL

Introduction:

We've studied mental health in our country extensively. But this new data is especially concerning: In [our latest research with Fortune](#), six in ten (60%) of college students are living with mental health issues and most schools are unprepared to address it, leaving students facing dire consequences.

### College students experience much higher rates of mental illness

Fortune asked college students: Have you ever been diagnosed with a mental health condition? If so, select all that apply.



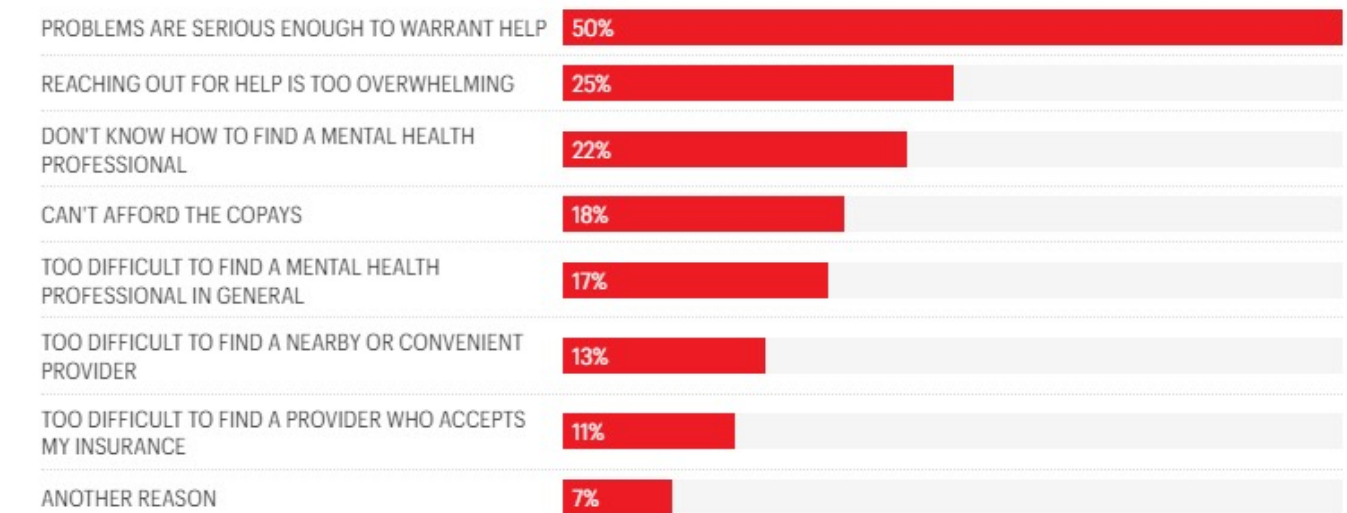
DATA BASED ON FORTUNE SURVEYS CONDUCTED BY THE HARRIS POLL OF 1,000 U.S. COLLEGE STUDENTS AND 2,064 U.S. ADULTS  
SOURCE: FORTUNE

FORTUNE

- **The compounding factors:** Among students who have received counseling, less than a third report using mental health services provided by their college or university – in fact (58%) of students reported being put on a waitlist at their college’s counseling services.
- **College tours should include the wellness center:** Just over a quarter (28%) of students strongly agree that they know where to go on campus to receive mental health treatment.
- What’s worse, many students don’t feel their problems warrant the need for help:

### College students commonly believe problems are too insignificant to seek help

Fortune asked students not currently receiving mental health treatment what the top reasons were that prevented them from doing so.



DATA BASED ON FORTUNE SURVEYS CONDUCTED BY THE HARRIS POLL OF 1,000 U.S. COLLEGE STUDENTS AND 2,064 U.S. ADULTS  
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FORTUNE

Implication:

Universities should be touting their culture of wellness the same way they do inclusivity. Despite the high prevalence of mental health problems among college students, counseling services are rarely featured prominently in university brochures, let alone in nationwide rankings, leaving students unprepared in knowing which universities would be able to support both their academic careers and mental health. And even as Gen Z are the most open to speaking about mental health in our surveying, they feel their problems don't merit university attention – a stigma educators need to attack.

Section:

# 02

Topic:

## GAS PRICES STRIKE AGAIN, LEAVING AMERICANS HESITANT TO PURCHASE NEW CARS: TIME-HARRIS POLL

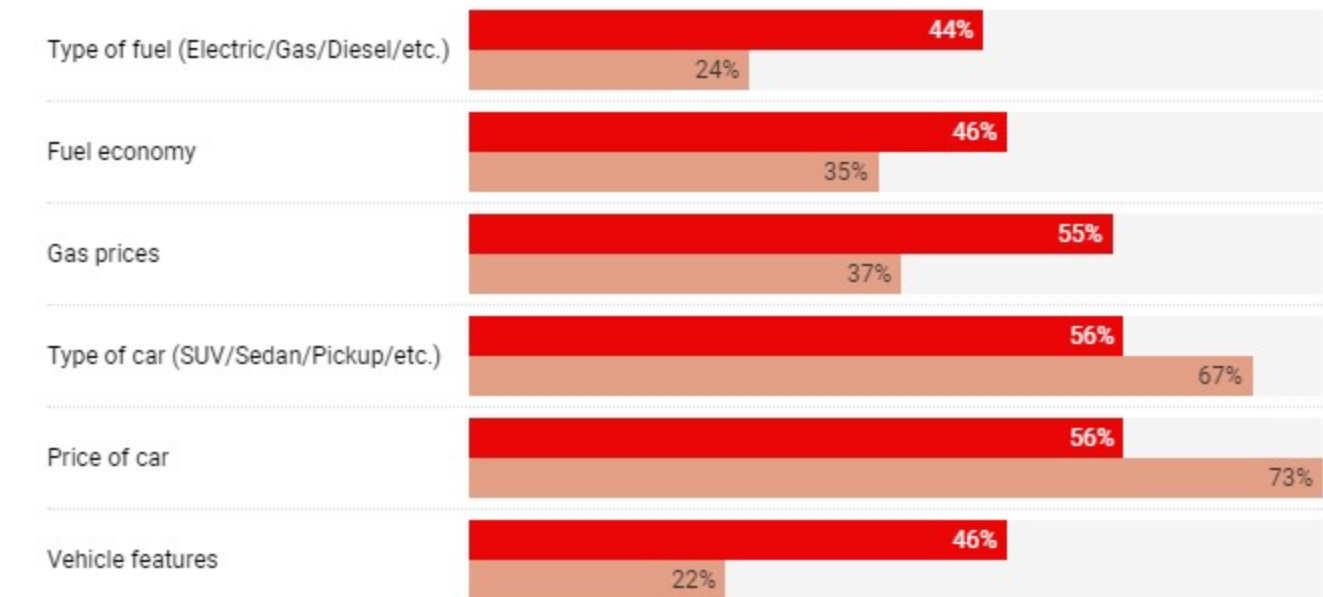
Introduction:

According to our [latest poll with TIME](#), high gas prices are discouraging Americans from buying cars right now.

- Only (10%) of respondents bought a new car in the past six months and many cite gas prices as the main deterrent: (47%) said **high gas prices were a big reason why** – compared to only a third (37%) of those **citing environmental concerns**.
- **New car owners considered gas prices as much as the cost of the car when making their decision:** For those who purchased a car in the past six months, **gas prices were pretty much equal in consideration to car price and type** (55% vs 56% respectively), in addition (46%) said fuel economy mattered as well as (44%) type of fuel.

Here's what mattered when renting or buying a car recently

Share of Americans surveyed that **bought** or **rented** a car who made their decision because of the...



Based on a survey of over 1,000 people in the U.S. Just 10% bought a car so far this year while 15% had rented.

Chart: Kyla Mandel. • Source: Survey conducted by Harris Polls between June 28 and 29, 2022

TIME

- **Meanwhile, those renting a car are being less frugal:** When it comes to car rentals, consumers **are least likely to consider** the type of fuel (24%), fuel economy (35%), and gas prices (37%) than they are to consider the type of car (67%) and the price of the car (73%).

Implication:

It remains to be seen if Americans will wean themselves off SUVs and pickups and return to the compact car craze of the 70s when there were long lines for gas. But this data shows the 'knock-on effect' in other categories that higher energy prices bring. Yet while high gas prices might be suppressing new car purchases, it isn't completely getting Americans off the roads: Enterprise Holdings found that two-thirds of their customers planned to go on road trips this year, albeit for (59%), just smaller ones closer to home.

Section:

# 03

Topic:

## THE GOLF WAR – LIV TEES OFF STATESIDE: SPORTS ILLUSTRATED- HARRIS POLL

Introduction:

Golf's civil war has arrived in the United States as the LIV Golf series made its American debut as detailed by Harris Poll CEO (and avid golfer) Will Johnson [in Sports Illustrated](#). We found the upstart league is gaining traction — especially among younger golf enthusiasts.

- Nearly three-quarters (74%) of golf fans and over half (55%) of Americans aware of LIV Golf have **plans to watch at least one event this year** – with two-thirds of golf fans having already tuned in.
- Younger Americans are **more aware of, more interested in, and more open** to the LIV tour — and the split is sharp as 7 in 10 (71%) aged 18 to 34 familiar with LIV plan to watch an event (v. gen pop: 55%).
- **Not without controversy:** The generational divide is even starker on its Saudi funding as a majority (52%) of those 45 and younger are OK with the arrangement, while those aged 55 and older report far more frequently that they disapprove.

Implication:

The new Saudi LIV league has grabbed its share of young professional golfers — Eugenio Chacarra, who was the world's No. 2 amateur golfer, and James Piot, the 2021 U.S. Amateur champion who both joined LIV recently. And younger consumers seem to not care that critics have derided LIV as [sportswashing](#), where a disreputable regime tries to rehabilitate its reputation through sport. Given how ethically-driven Gen Z are, one wonders if a backlash is coming as awareness of LIV grows?

Section:

# 04

Topic:

## PEDOMETERS ARE SO 2002, HELLO HEALTH WEARABLES

Introduction:

Back in February our CVS Health-Harris Poll National Health Project, [as covered by Axios](#), found that Americans were reconnecting with their health, so what does that mean about health wearables?

- Back in February, Americans reported a desire **to stay more active, prioritize their health habits, and buy products** to boost their health (47%, 43%, 35%).
- Partly because according to our [2021 Stress in America report](#) with the APA, overall **health took a back seat during the pandemic**: (47%) delayed or canceled health care services, (42%) reported undesired weight gain, and (23%) were drinking more to cope with stress.
- **Health wearables are key for many consumers**: In [our latest report](#), we also found that Americans would like to monitor their physical activity (55%), blood pressure (48%), and sleep (37%).
- And according to our latest [Harris Brand Platform data](#), **health goals are converting into purchases** as Fitbit's brand equity score peaked at 60.6 in July 2021 following new product releases, and experienced the greatest spike in perceiving product quality (+12.0) and brand momentum (+5.6).

Implication:

Americans are increasingly reliant on data to make decisions about their personal health, and companies like Fitbit have recognized and responded to this enthusiasm by continuing to develop and expand upon their range of trackable metrics. Other brands might understand how to build engagement by creating feedback loops, gamification, and other means of building a coaching-mentoring-encourager relationship as it seems consumers crave positive, tangible affirmation and positive narratives.



# Questions?

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**KNOWLEDGE IS POWER**

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