

# COVID-19 CONSUMER RESEARCH WAVE 140 EXECUTIVE SUMMARY

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MARCH 10 - 12, 2023

**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 140

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## WAVE 140 INTRODUCTION

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

Section:

# 01

**Topic:**

## WOMEN ARE DONE LETTING SOCIETY DICTATE THEIR ROLE: THE SKIMM-HARRIS POLL

**Introduction:**

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

### **Society Is Not Working For Women Right Now**

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

### **So, Women Are Rewriting The Next Chapter**

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

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

**Implication:**

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

Section:

# 02

Topic:

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

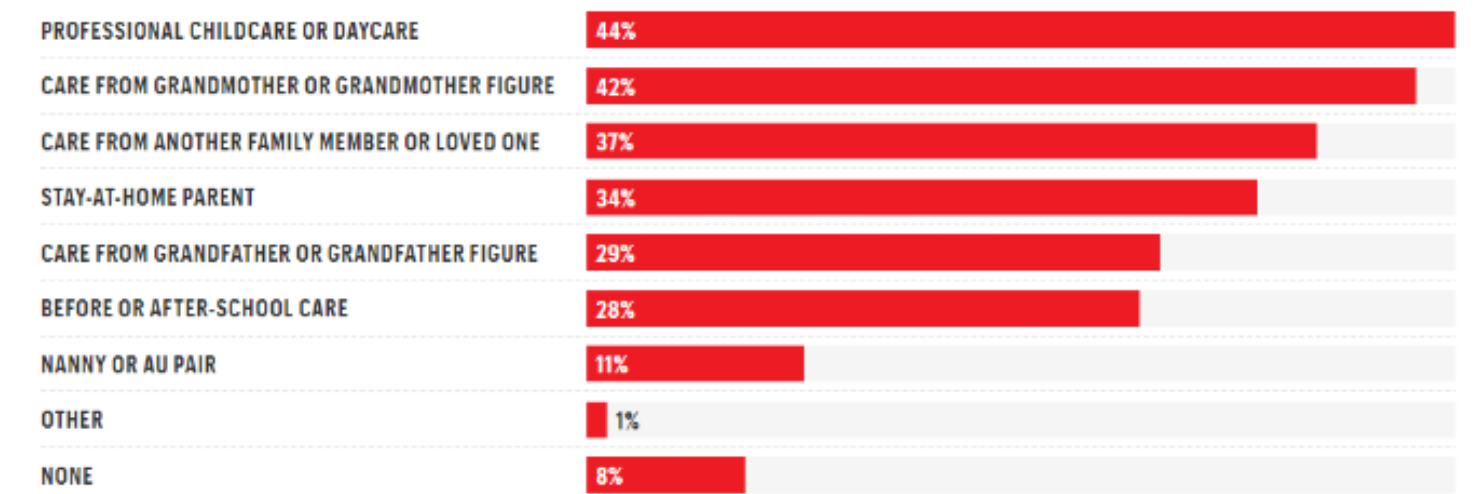
Introduction:

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

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

### Grandmas fill much of the gap when it comes to childcare

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



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

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

Implication:

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

Section:

# 03

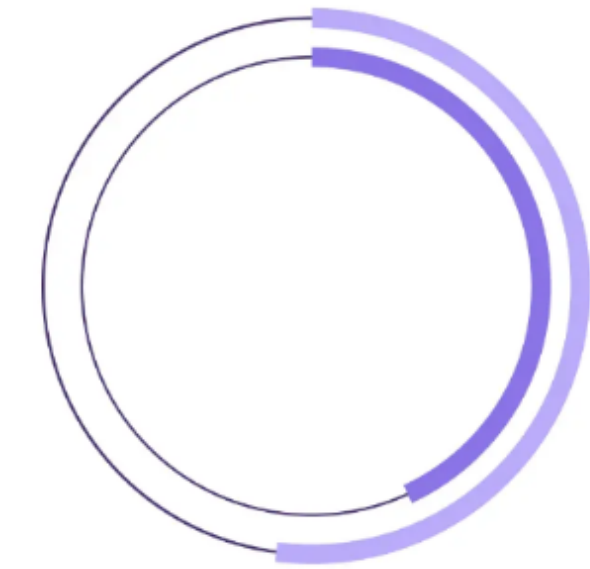
Topic:

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

Introduction:

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

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



• 42%

of employees are worried about getting laid off

• 52%

of employees are worried about worsening company culture

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

Implication:

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

Section:

# 04

**Topic:**

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

**Introduction:**

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

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

**Implication:**

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



# Questions?

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**KNOWLEDGE IS POWER**

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