

COVID-19 CONSUMER RESEARCH WAVE 149 EXECUTIVE SUMMARY

MAY 12 - 14, 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 149

WAVE 149 INTRODUCTION

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

Section:

01

Topic:

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

Introduction:

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

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

Implication:

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

Section:

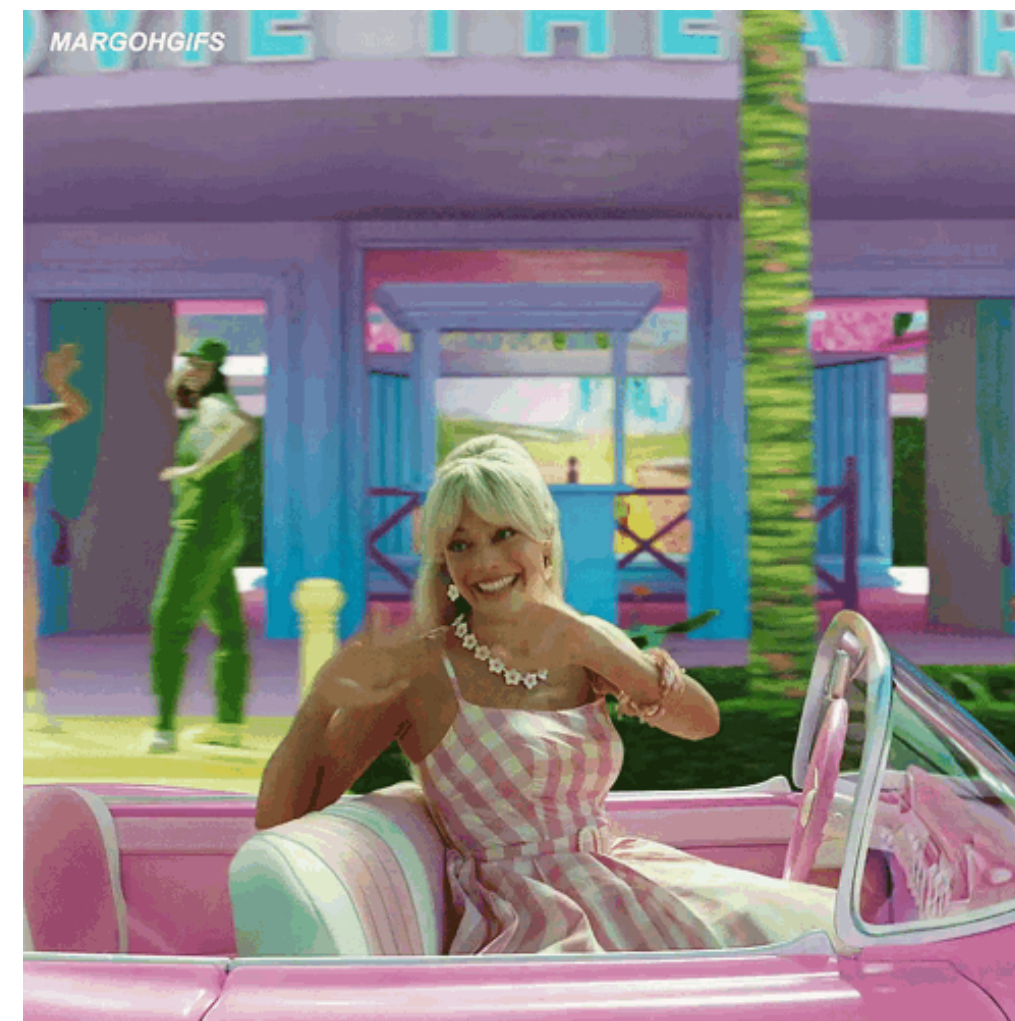
02

Topic:

BRANDS GO TO THE MOVIES: MARKETING BREW-HARRIS POLL

Introduction:

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



The Barbie Movie, 2023

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

Implication:

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

Section:

03

Topic:

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

Introduction:

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

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

Parents' priority outcomes from extracurriculars are building confidence and character

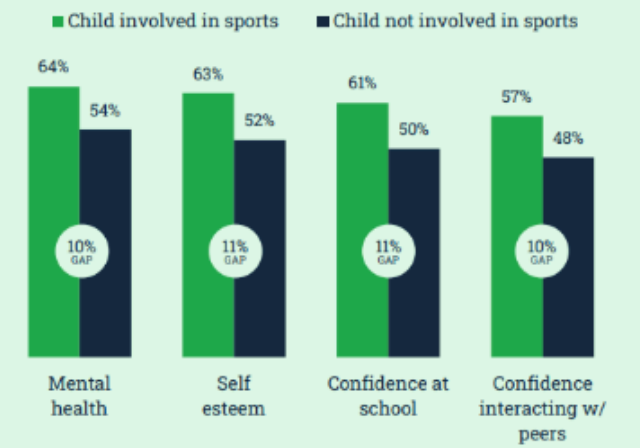
73% of parents say their kids are involved in extracurriculars, with sports being the #1 type of extracurricular activity.

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

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

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

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



Implication:

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

Section:

04

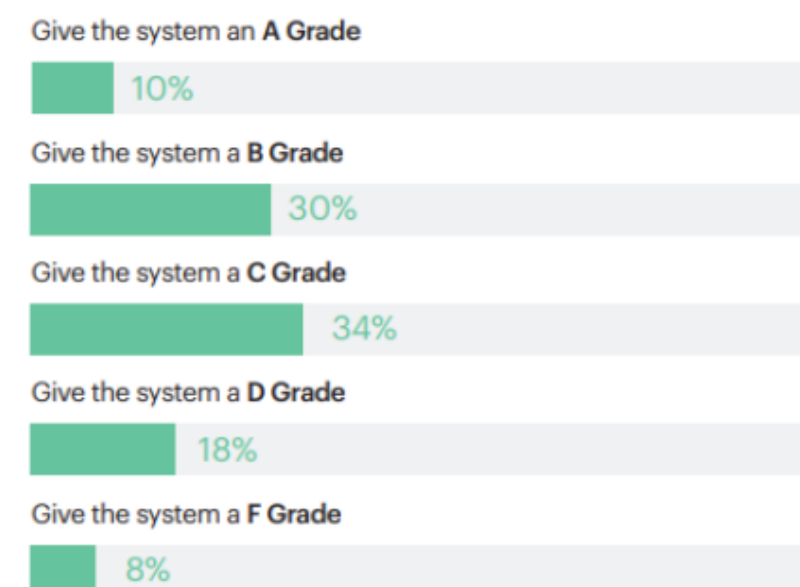
Topic:

PATIENTS VENT FRUSTRATION WITH HEALTHCARE: AAPA-HARRIS POLL

Introduction:

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

Healthcare Grades: U.S. Healthcare System



AAPA-Harris Poll May 2023

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

Implication:

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

Questions?

RYAN LINDER

Global Chief Marketing Officer, EVP, Stagwell

ryan.linder@stagwellglobal.com

JOHN GERZEMA

CEO, The Harris Poll

jgerzema@harrisinsights.com



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