

COVID-19 CONSUMER RESEARCH WAVE 94 EXECUTIVE SUMMARY

January 28 - 30, 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 94

WAVE 94 INTRODUCTION

The following research was conducted between **January 28 - 30, 2022** by The Harris Poll. Fielded among a nationally representative sample of **1,998** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

01

Topic:

U.S. BUSINESSES ESTIMATED TO LOSE \$1.2 TRILLION ANNUALLY TO POOR COMMUNICATION: GRAMMARLY-HARRIS POLL

Introduction:

In our latest data in [partnership with Grammarly](#) and covered by [Yahoo! Finance](#), business leaders illuminate why success in a hybrid landscape hinges on improving communication. Here's what we found:

- Over 9 in 10 business leaders report that **poor communication impacts productivity, morale, and growth**, contributing to increased costs, missed or extended deadlines, and reputational erosion.
- While (96%) of business leaders agree effective communication is essential, nearly three-quarters (74%) report their **company underestimates the cost of poor communication**.

- Three-quarters of business leaders (75%) say they **spend too much time and energy** resolving miscommunications.
- Employees spend nearly half of a 40-hour workweek on written communication alone (19.93 hours), and business leaders (88%) and employees (63%) alike **wish their company had better and more effective communication tools**.
- **Communication is key:** companies that grew revenue in the last year were more likely to say their team communicates effectively (92%, v. 81% whose revenue declined or didn't change).

Implication:

"Businesses must stop ignoring the impact of poor communication...It's time for a reckoning of how we communicate in the digital workplace and empower teams to be successful" says Dorian Stone, Grammarly Head of Organizations Revenue.

Section:

02

Topic:

COVID VACCINE MAKERS PFIZER, J&J NOTCH HIGH BRAND MARKS AMID OVERALL STILL-STRONG PHARMA INDUSTRY REPUTATION

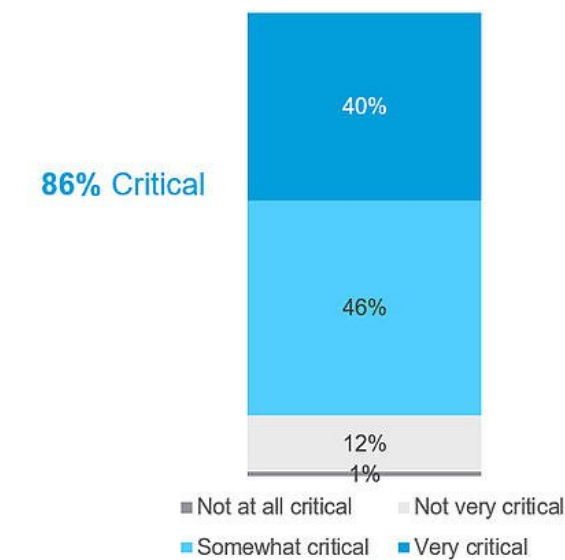
Introduction:

Our recent [survey with Sisense](#) found that companies offering data and analytics to their customers have a competitive advantage and reap the benefits of increased revenue and loyalty. Here's what we found:

- Most (97%) note that customers want analytics more personalized to the specific end user and (57%) believe that customers would find prescriptive analytics most useful.
- Over half (53%) of product decision makers wish their analytics experience was more aligned with user-friendly entertainment applications, such as Netflix and Spotify.

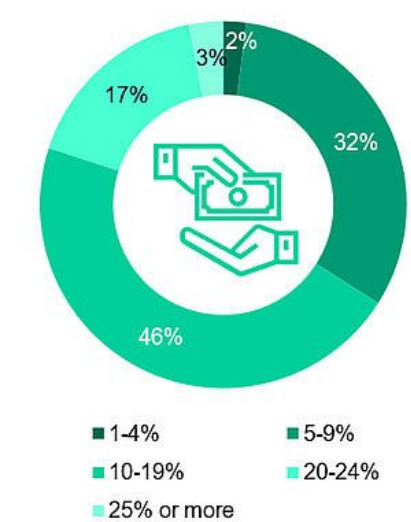
- Nine in 10 (92%) report that data and analytics are critical for business success, and (86%) say that offering data and analytics to their customers **plays a critical role** in customer satisfaction, engagement, and retainment.
- For a direct tie to the bottom line, (96%) note that an **increase in average selling prices** would be possible with personalized and customized analytics.

Role of Data and Analytics in Building Loyalty & Retaining Customers



91% agree data and analytics are table stakes for their industry. 46% strongly agree.

Potential Increase in Amount Charged for Products & Services



Implication:

Sisense Chief Product and Marketing Officer, Ashley Kramer, expects “organizations will redefine what it means to build a ‘culture of analytics’ by bringing insights to workers in a more digestible way, such as embedding them into regular processes so no new skills are required.”

Section:

03

Topic:

WORKERS WANT TRAINING, DEVELOPMENT, BUT FEW SAY THEIR EMPLOYERS PROVIDE IT: AMERICAN STAFFING ASSOCIATION-HARRIS POLL

Introduction:

Workers rank professional development and training opportunities highly among their list of criteria for evaluating prospective employers in our survey with American Staffing Association and [covered by HR Dive](#). Here's what we found:

- Eight in 10 (80%) consider professional development and training offerings to be important when accepting a new job.

- However, **employers are failing to provide these opportunities** as only four in ten (39%) said their current employers have these available.
- Lack of career development is a concern for many employees as more than one-third (37%) reported being **concerned that automation would cost them their jobs**, with **Millennials (52%) and Hispanic (49%) the most worried**.

Implication:

A note for employers: the development opportunities need to be accompanied by real career paths, including opportunities for advancement internally, as well as forward-looking conversations between workers and their managers.

Section:

04

Topic:

THE CLOUD BOOM ISN'T OVER YET: MICROSOFT- HARRIS POLL

Introduction:

Our recent survey in partnership with Microsoft and [covered in MarketWatch](#) finds that while the pandemic has turned the cloud industry on its ear, top executives believe the cloud boom is far from over. Here's what else they have to say:

- More than 9 in 10 corporate decision-makers (92%) expect an **accelerated acceptance of cloud tech**, especially hybrid and multicloud offerings, over the next few years.
- Roughly two in three executives (65%) said their **use of hybrid-cloud technology increased significantly** over the course of the pandemic, and (60%) said the **same about multicloud**. Those numbers are expected to jump to (72%) and (67%), respectively, over the next two years.
- Nearly all executives (97%) said they need to be able to adopt cloud technology in some areas of their business.

Implication:

Microsoft's Erin Chapple, corporate vice president of Azure Core, says "customers need flexibility and choice," who calls the survey an "independent validation of what we are seeing in the field."

Section:

05

Topic:

INVESTORS PUSH CHICAGO COMPANIES TO INCREASE SOCIAL RESPONSIBILITY: CRAIN'S CHICAGO BUSINESS-HARRIS POLL

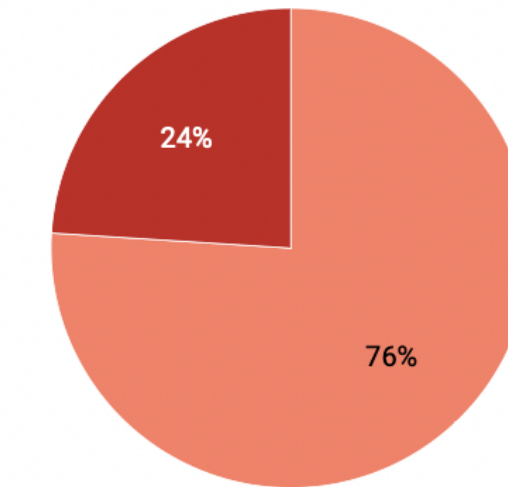
Introduction:

As consumers and shareholders favor socially conscious companies, Chicago organizations are encouraged to strengthen their environmental, social and governance focus according to our latest data in partnership with [Crain's Chicago Business](#).

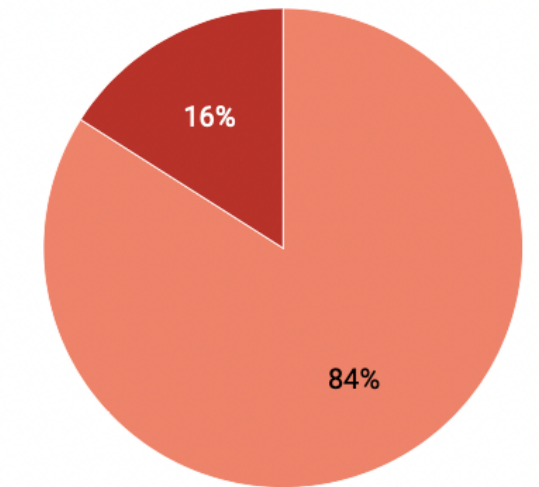
- Chicagoans believe local businesses have effectively addressed issues with workforce diversity and inclusion (66%) and improved relationships with employees (59%).
- Yet, many believe company **responses to other social initiatives have fallen flat** as over half of residents think local businesses have ineffectively addressed climate change (59%) and executive/employee pay disparities (58%).

The survey asked: "How much do you agree with each of the following statements?"

Agree
Didn't agree



Percentage who say they are an environmentally conscious person.



Percentage who say they are a socially conscious person.

Created with Datawrapper

Businesses have a responsibility to protect the environment.

84%

I have a more favorable opinion of businesses that support environmental initiatives.

78%

Businesses have a responsibility to be a force of social good.

72%

I have a more favorable opinion of businesses that support social causes.

83%

- **It's not just consumers:** Investors care as well about ESG values with (40%) Chicago investors actively considering ESG factors, and (37%) researching a company's ESG profile before investing.
- Further, (81%) of Millennials and (65%) of Boomers say they **are more likely to invest** in companies whose policies promote positive social change.

Implication:

Chicago-area companies should follow the lead of other major companies in strengthening their ESG focus, similar to Walgreens and Boeing's commitment to utilizing clean and sustainable energy sources in their operations.

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
