

# COVID-19 CONSUMER RESEARCH EXECUTIVE SUMMARIES PART 1

---

# TABLE OF CONTENTS

**WAVE 159:** CONDUCTED AUG 25 - 27 4 - 9



**WAVE 158:** CONDUCTED AUG 18 - 20 10 - 14



**WAVE 157:** CONDUCTED AUG 11 - 13 15 - 20



**WAVE 156:** CONDUCTED JULY 28 - 30 21 - 28



**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 159

## WAVE 159 INTRODUCTION

---

The following research was conducted between **August 25-27, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,117** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

# 01

Topic:

## AMERICANS OVERWHELMINGLY SUPPORT CORPORATE DIVERSITY: BLACK ECONOMIC ALLIANCE/HARRIS POLL

Introduction:

In our new study with the [Black Economic Alliance](#) (BEA) and referenced in President Biden's Washington Post Op-Ed and the New York Times' [DealBook Newsletter](#), Americans believe diversity is essential to corporate performance, culture, innovation, and profitability.

- **Americans want a diverse workforce:** Eight in ten (81%) agree that **corporate America should reflect the diversity** of the American population (Black: 90%, Gen Z: 84%).
- And over three-quarters of Americans (78%) support businesses **taking active steps to ensure companies reflect the diversity** of the American population (Black: 88%, Gen Z/Millennials: 83%).

- When thinking about the effects of racial diversity on business, Americans overwhelmingly agree there would be **positive impacts** on the ability to **understand a broader set of customers** (87%), **to innovate** (84%), **profitability** (79%), and **employee retention** (79%) to name a few.
- **Americans overestimate the amount of Fortune 500 Black CEOs:** On average, **Americans think (19%) of the 500 largest companies** have a Black CEO. Yet, when provided with the actual representation (approx. 2%), a substantial majority (71%) said **this number needed to be increased**.

Implication:

"This poll's message is clear: Americans of all races, political ideologies, and generations agree that racial diversity is good for business," says BEA CEO Samantha Tweedy. "Americans overwhelmingly agree that diversity initiatives in the workplace make companies more profitable and innovative. At this moment, business leaders should double down on efforts to make sure their companies reflect the racial diversity of the American population." See the full results [here](#), and please share them with other corporate leaders.

Section:

# 02

**Topic:**

## AMERICANS SHARE EXCITEMENT, WORRIES ABOUT NEW TECH: HUMAN FLOURISHING LAB- HARRIS POLL

**Introduction:**

It's the old-age stereotype that older generations are out of touch with technology, and younger ones are both dependent and naive about its potential risks. According to research with Human Flourishing Lab and my co-CEO Will Johnson's Op-Ed in Fortune, Americans across generations have much in common regarding their technological hopes and fears.

- **Americans of all ages share a curious, open-minded, and trusting attitude toward new technologies:** Most respondents (78%) are interested in learning **how new technologies such as AI, robotics, and virtual reality work**. A similar number of people are interested in trying out such new tech (Gen Z: 88%, Millennials: 89%, Gen X: 78%, Boomers+: 69%).
- Additionally, over (80%) of each generation agrees that it is **essential to keep an open mind about new technologies**.

- **However, there is a longing for quieter times:** Two-thirds (67%) said that they wish they could **go back to a time before everyone was "plugged in,"** with Millennials and Gen X most wistful (74%, 73% v. Gen Z: 60%, Boomers+: 61%).
- **And a wariness about tech's downsides:** A narrow majority of Americans (52%) claim that new technologies are **more likely to drive people apart** than bring them together, and (85%) worry that young people are **too technology-dependent**.

**Implication:**

"Although Americans appreciate technological invention and innovation, they are mindful of ways it could undermine human agency and psychological well-being. But the best way to approach technology is largely how we are: with interest, optimism, skepticism, and a healthy dose of nostalgia," says Johnson and Clay Routledge, the VP of Research and Director of Human Flourishing at the Archbridge Institute.

Section:

# 03

**Topic:**

## COLLEGE APPLICANT ANXIETY RISING: NATIONAL ASSOCIATION FOR COLLEGE ADMISSION COUNSELING- HARRIS POLL

**Introduction:**

A new Harris study with The National Association for College Admission Counseling (NACAC) in [Higher Ed Dive](#) sheds light on college applications' anxiety.

- The poll conducted among students aged 16 to 22 found that more than three-quarters (76%) of students said that completing college **applications felt like "such a decisive moment" in their lives** – and for more than half (52%), the **most stressful academic experience to date**.
- The majority also felt pressured to apply to many colleges (52%) and specific colleges they weren't interested in (48%).

- **But, admissions don't always feel fair:** (42%) of students consider college admissions **to be rigged** (v. fair: 58%), and (74%) believe the admission process is **significantly biased**.

**Implication:**

NACAC's survey also illuminates student opinion about campus diversity and fairness of college admissions, topics that have taken on new importance following the U.S. Supreme Court's ruling this summer deeming race-conscious admissions unconstitutional – finding that nearly 3 in 5 (58%) support race-conscious admission practices, with three-quarters (76%) believing student body diversity is essential for colleges.



Section:

# 04

Topic:

## BETTING ON AI: INSIDER-HARRIS POLL

Introduction:

In a recent interview [with Business Insider](#), our Harris Poll Chairman (and Stagwell Chairman/CEO) Mark Penn advises why he's betting on artificial intelligence and how brands should handle thorny social issues.

- **Don't fear AI:** While our America This Week tracker found that Americans familiar with ChatGPT believe the tool **is likely to replace jobs** such as content creation and PR (75%, 72%), Penn instead believes **that AI tools will make creative jobs more efficient** and accessible such as to those who couldn't afford a copywriter before.
- **Imbalance leads to public backlash on social issues:** Penn details that many companies have excellent communications and marketing teams but **only sometimes have teams skilled on topics and a balanced group of professionals** from both sides of social issues.
- **Consumers can see through virtue signaling:** (68%) believe that when a company **speaks out today on social issues, it's a marketing ploy** rather than an authentic opinion (32%) – which explains why (78%) of Americans **wish their preferred brands to stay out of politics.**

Implication:

"There is no cookie-cutter answer to these questions," says Penn. "It depends on your mix of stakeholders, your values as a company, and what you do and do not stand for."



# Wave 158

## WAVE 158 INTRODUCTION

---

The following research was conducted between **August 18-20, 2023** by The Harris Poll. Fielded among a nationally representative sample of **1,989** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

# 01

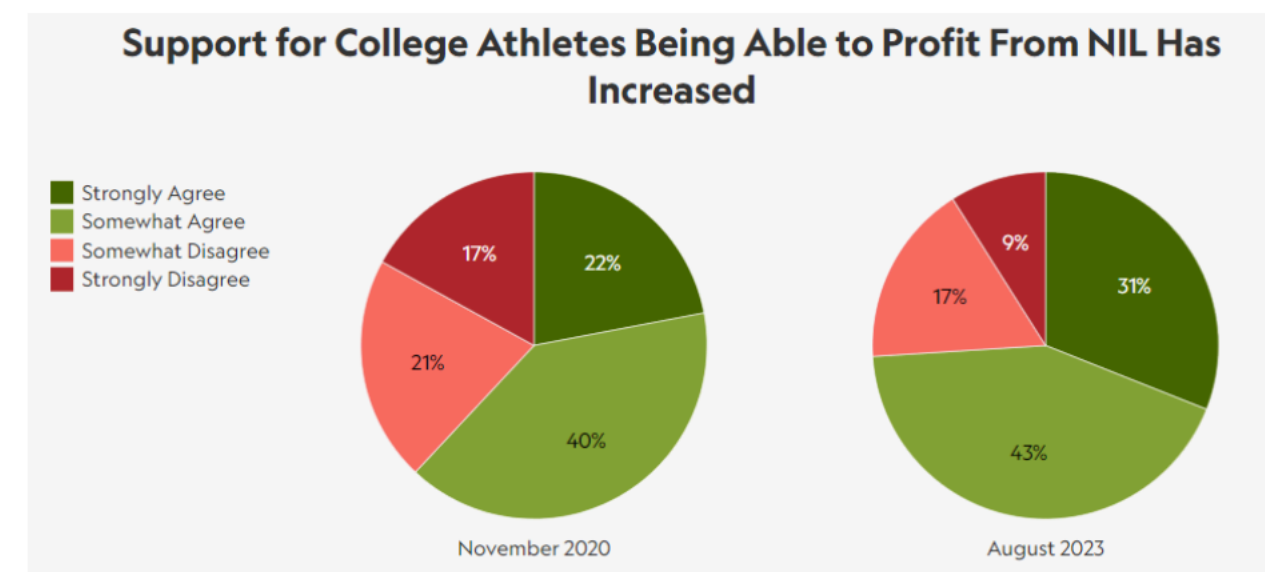
Topic:

## IT'S TIME TO PAY COLLEGE ATHLETES: SPORTICO-HARRIS POLL

Introduction:

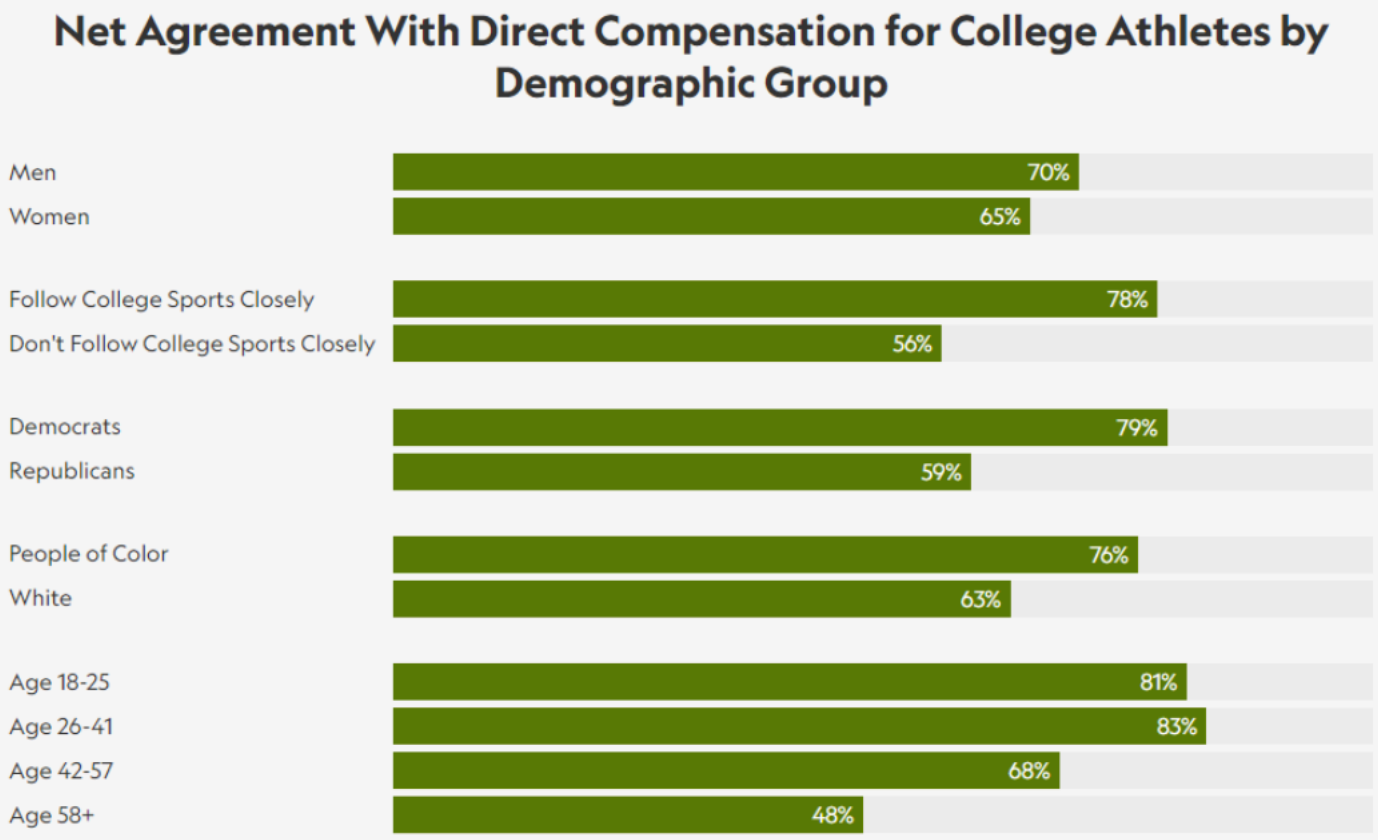
Two years after collegiate athletes were granted the opportunity to earn money from their [name, image, and likeness](#), Americans are ready – if not eager – to do away with the remaining NCAA restrictions that uphold the notion of amateurism, according to our latest poll [with Sportico](#).

- More Americans today (74%) support athletes' right to earn from their NIL than in November 2020 (62%), when Sportico and The Harris Poll last surveyed the question, about eight months before the NCAA's interim NIL policy took effect:



Sportico-Harris Poll (August 2023)

- While mainly advocating deregulating the NCAA's college athlete earning restrictions, (80%) of Americans also agree that college sports need to have uniform NIL standards.
- But it's also time to "show me the money": Two-thirds (67%) of Americans believe college athletes should be able to receive direct compensation from their school, and slightly smaller majorities support athletes' rights to obtain employee status (64%) and to bargain as a labor union collectively (59%).



Sportico-Harris Poll (August 2023)

Implication:

Over a dozen pieces of NIL legislation have been [proposed](#) in Congress. Yet NCAA's president Charlie Baker has publicly asserted that most college athletes do not want to become employees and that it is his prerogative to keep it that way. This position is increasingly out of step with the country amid major college conference realignment to secure massive TV revenue for member schools. [According to one estimate](#), annual payouts to Big Ten schools in a new deal could reach over \$60 million in television revenue alone. Total conference payouts could reach \$90 million per year. There might be some money lying around to pay players.

Section:

# 02

**Topic:**

## OLD AGE ENTERS A NEW AGE: AGE WAVE-HARRIS POLL

**Introduction:**

The old saying goes that age is all in your mind. A new poll [with Age Wave](#) confirms substantial shifts in Americans' perceptions of aging and longevity.

- We have entered a new age of aging: (79%) of adults aged 50+ think today's older adults are more active, open-minded, and curious (58%) than the previous generation.
- The definition of "old" has also changed: While age 60 was once considered "old" in their grandparents' time, now 80 is the median age considered "old" today.
- The importance of youthfulness has been replaced by usefulness: (83%) of those 65+ say it's more vital for them to feel valuable than youthful in their retirement years.
- Leaving many to evolve their sense of what retirement should look like, as (59%) of pre-retirees and retirees say they want to work in some form in retirement.

**Implication:**

The survey gives a crucial snapshot of our refashioned sensibilities regarding retirement, health, and longevity and the importance of leaving a legacy. "Aging has finally come of age," said Ken Dychtwald, Ph.D., psychologist/ gerontologist and founder and CEO of Age Wave. "Understanding our evolving perceptions of aging is more urgent than ever, as people over 65 make up an increasingly large portion of the U.S. population each year."

Section:

# 03

**Topic:**

## **BACK TO SCHOOL STRESS WEIGHS ON MANY PARENTS: UNDERSTOOD.ORG -HARRIS POLL**

**Introduction:**

As children around the country return to school, new Harris research [with Understood.org](#) shows that not all parents feel at ease with their kids out of their hair and back in the classroom.

- Many American parents brace for stress this school year: Over half (53%) of parents with children under 18 say that back-to-school season is the most stressful time of the year.
- Nearly 9 in 10 (87%) report that back-to-school season causes stress or anxiety.
- And it's exacerbated for parents of children with learning and thinking differences (e.g., neurodivergent, dyslexic, etc.), who are more likely to report feeling stressed (39% v. 28%), unprepared (19% v. 12%), scared (17% v. 9%), and lonely (10% v. 3%).

**Implication:**

"The reality is that contrary to what we see in popular culture, back-to-school season is often a challenging time for most parents," said Dr. Andrew Kahn, Understood.org's associate director of behavior change and expertise. "Back-to-school season presents a series of stressors for every parent, and for parents of a child with learning and thinking differences, it can be extremely isolating."

Section:

# 04

**Topic:**

## **BUSINESSES CRUNCHED BY RETIRING BOOMERS: EXPRESS EMPLOYMENT PROFESSIONALS**

**Introduction:**

Just a few years away from the last Baby Boomers entering the expected retirement age, U.S. employers are facing a compounded crisis of labor shortage and losing older, experienced workers, according to a recent survey [with Express Employment Professionals](#).

- 8 in 10 (81%) of U.S. hiring managers say employees have retired from their companies in the past two years, with a third of these employees having retired between ages 60 to 64 (33%) or 65 to 69 (33%) – on par with the ages at which hiring managers believe employees should retire at (60-64: 26%, 65-69: 24%).
- Over 8 in 10 (84%) U.S. employees say it's a significant loss when older employees retire without passing on their years of knowledge to younger employees – a "brain drain."
- When knowledge transfer fails, workers can be left learning how to do a job independently, with nearly half of U.S. employees (47%) experiencing this.

- Companies are acting on the brain drain: The majority (66%) believe their employer is taking the proper steps to ensure they don't experience a "brain drain."

**Implication:**

"Baby Boomers are an essential part of the economy, and succession planning for their exit now should be a top priority," said Express Employment International CEO Bill Stoller. "This is the perfect opportunity for baby boomers to train younger employees before they enjoy a hard-earned retirement, knowing their companies are in good hands."



# Wave 157



## WAVE 157 INTRODUCTION

---

The following research was conducted between **August 11-13, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,018** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

# 01

Topic:

## THE GEN Z/ BOOMER DIVIDE ON CLIMATE: FAST COMPANY-HARRIS POLL

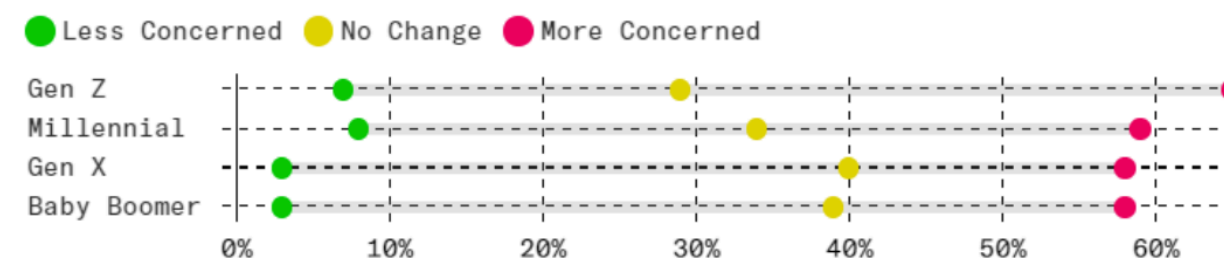
Introduction:

Recently we explored how climate change has [woven itself into the American dreamscape](#). New Harris research [with Fast Company](#) details how extreme weather like the tragedy in Lahaina has nearly everyone unsettled—but divided on the root cause.

- Worry crosses all ages: Those with deep concerns about extreme weather spanned four generations – Gen Z (65%), Millennials (77%), Gen X (76%), and Boomers+ (75%) – with a majority of each group saying they are more concerned about extreme weather now than they were a year ago.

### Concerns about extreme weather are growing

Compared to one year ago, are you currently more or less concerned about extreme weather?



Source: Fast Company-Harris Poll, July 2023

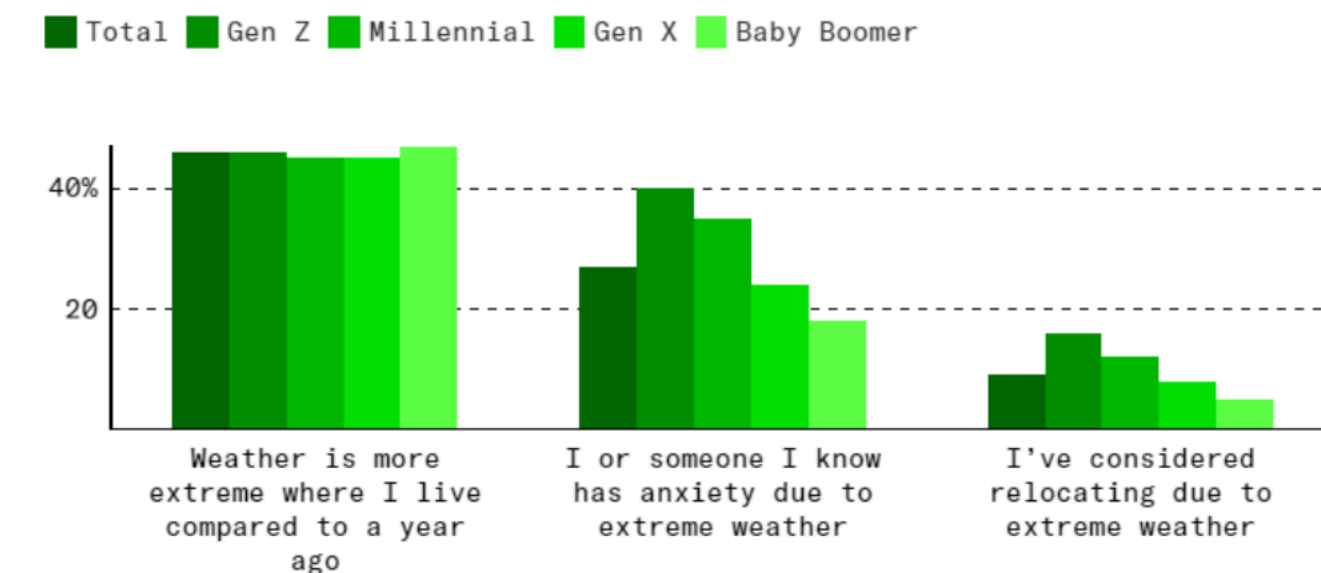


Fast Company-Harris Poll July 2023

- But younger Americans connect extreme weather with climate change: Concerns are highest among Gen Z (82%), then Millennials (77%) and (72%) of Boomers+. But Gen Z is the most concerned in every category when the language "climate change" is used, while Boomers+ are the least concerned.
- And younger Americans (Gen Z: 40%, Millennials: 35%) said they or someone they know have experienced anxiety over extreme weather (v. Gen X: 24%, Boomers+: 18%).

### Weather and anxiety are getting worse

Percentage of Americans who said the following climate-related situations were true for them



Source: Fast Company-Harris Poll, July 2023



Fast Company-Harris Poll July 2023

### Implication:

From the hottest month in history to air-quality disruptions stemming from unprecedented expanses of fires, extreme weather is disrupting daily life and the American economy and costing lives. That younger people cross their respective ideologies to connect severe weather to climate change is a hopeful sign for future consumer adoption of more clean energy practices built today from the [\\$225m cleantech](#) investments in Biden's Inflation Reduction and Chips Act.

Section:

# 02

**Topic:**

## THE NEWEST COMPANY MUST-HAVE IS CHILDCARE: KINDERCARE-HARRIS POLL

**Introduction:**

New Harris research [with KinderCare Learning Company](#), once a niche perk, child care benefits are now essential in employer's efforts to attract and retain employees, especially Gen Z talent, who seem far more willing than older generations to switch jobs, move away, take a pay cut or even pause their career if it means finding affordable, quality child care.

- As Gen Z ages into parenthood, they see childcare as the most important benefit: More Gen Z parents (30%) rated childcare benefits slightly above health insurance (29%) when considering whether to stay or leave their current job, while (Millennials, Gen X, Baby Boomer) rated health insurance as most important.
- Willing to leave for childcare benefits: (43%) of Gen Z parents would switch jobs for financial assistance to cover childcare costs (v. Millennials: 33%, Gen X: 26%, Boomer+: 21%) and (52%) would switch jobs for on-site childcare.
- And the need for childcare is forcing big decisions: (36%) of Gen Z parents have accepted a job that pays less but has more flexibility (v. Millennial: 26%), and (29%) have moved to a new location to find childcare (v. Millennial: 19%).

**Implication:**

"The quickly evolving world of work is affecting Gen Z in ways we've never seen before," said Paul Thompson, President of KinderCare Learning Companies. "The shift to remote and hybrid models of work has been nothing short of seismic, and it's affecting not only how, when, and where Gen Z is working but also in what they expect from employers for their work."

Section:

# 03

## Topic:

# 2023'S HIRING SPREE: EXPRESS EMPLOYMENT SERVICES-HARRIS POLL

## Introduction:

According to our new research with Express Employment Services in The Journal Record, despite continuing economic challenges and uncertainties, businesses across the country remain in hiring mode.

- Over 6 in 10 (62%) of hiring managers surveyed, they have responded that their companies plan to hire additional workers before the end of 2023.
- For those that do, (52%) said additional employees are needed to manage higher volumes of work.
- Some (48%) said their companies have newly created positions to fill; (42%) cited needs to fill open positions left by employee turnover; and (28%) said they need more help after expanding into new markets.
- However, business managers reported some reticence in taking on new hires: Around (20%) said they would likely wait to see how workloads shake out in coming months before making any hiring plans, and nearly a fifth (17%) said they'd put off hiring until after the economy returns "to normal."
- For those anticipating smaller payrolls, (59%) cited a need to reduce costs as a cause, followed by a need to realign employee numbers to match declines in business (31%). Notably, almost a fifth (16%) of companies with expectations of reducing payrolls cited plans to increase their use of automation or technology.

## Implication:

Overall, hiring expectations have been trending upward over the past few years, Express Employment has said. "Despite challenging global economic conditions, it's encouraging to see employers are confident enough in their financial situations to bring on additional staff," Express Employment International CEO Bill Stoller said.

Section:

# 04

**Topic:**

## THE BACK TO SCHOOL TEEN VAPING CRISIS: VERKADA-HARRIS POLL

**Introduction:**

As students head back to class this month, a Harris survey [with Verkada](#) reveals a rise in vaping among teens nationwide and its negative impacts, including lower academic performance, decreased student engagement, and heightened depression.

- Vaping's popularity amongst teens is on the rise: Verkada's Vape Activity Index shows a (20%) increase in vaping activity in the 2022-2023 academic year vs. the year prior, with more than eight in ten teachers (84%) and students (82%) surveyed saying there's been an increase in teen vape usage over the past 24 months
- This rise in vaping is having a direct impact on educators' ability to teach and students' academic performance: Among teachers who deal with classroom disruptions due to vaping, (87%) agree that vaping in school is disruptive to the learning environment, and around half report that vaping teens struggle to stay motivated (53%) and have trouble focusing (51%).
- Teens even know it's a problem: Nearly all teens who vape (96%) view teen vaping to be a problem, with (61%) of vaping teens considering themselves to be addicted and (54%) wanting to quit vaping altogether.
- Vaping teens are sending alarming signals of depression: They are twice as likely than non-vaping teens to have felt depressed in the last month (71% vs. 35%) and are significantly less likely to feel optimistic about their physical health (42% vs. 67%).

**Implication:**

"The post-pandemic resurgence of teen vaping has made the already difficult job of educating middle school and high school students even more challenging," said Brandon Davito, Senior Vice President of Product and Operations at Verkada. "Teachers and school administrators have the best visibility into the impact of vaping on teens, and they are rightly concerned. The findings from this study reinforce what we are hearing from school staff across the country and issue an urgent warning for all parents, administrators, and teens to take action."



# Wave 156

## WAVE 156 INTRODUCTION

---

The following research was conducted between **July 28-30, 2023** by The Harris Poll. Fielded among a nationally representative sample of **2,040** U.S. adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

Section:

# 01

**Topic:**

## CLIMATE CHANGE IS CHANGING HOW WE DREAM: TIME-HARRIS POLL

**Introduction:**

Studying dreams can be slippery. We only sometimes remember them, and interpreting them is highly subjective. But, according to our latest survey [with TIME](#), climate change has woven itself into American dreaming quite clearly.

- Climate dreaming is more pervasive for younger Americans: The majority (57%) of Gen Z and Millennials have dreamed about climate change, compared to (35%) of Gen Xers and just (14%) of Boomers.
- Climate change makes for bad dreams: Most people's climate dreams involve extreme weather or natural disasters; fewer are about mosquitoes and locusts or political leaders and laws. And feelings of stress and fear were reported the most when dreaming about climate change (37%, 36%).
- People of color are among the most vulnerable to the impacts of climate change, and it's reflected in dreams: Half of all people of color said they had dreamed about climate change at least once in their lives, compared to just (28%) white people.
- Even location matters when it comes to climate dreams: Those living in the Western U.S. – where drought, heat, and wildfires are all worsening due to rising global temperatures – were more likely to report a climate dream (44%) compared to a third of people across the South, Northeast, and Midwest. And half of the people out west – and the same number in the Midwest – had dreams filled with extreme weather (v. Northeast: 46%, South: 37%).

**Implication:**

Now and then, society collectively experiences collective moments to such an acute degree that it changes our dreams. The pandemic certainly did this, as have the world wars and 9/11. The question is whether enough people are feeling climate change acutely enough that it is systemically infiltrating our dreams at a population level – and our surveys seem to show that it's starting too.



Section:

# 02

**Topic:**

## **ROOKIE MANAGERS SPARK WORKPLACE ANGER: OJI LIFE LAB-HARRIS POLL**

**Introduction:**

In partnership with Oji Life Lab, as featured [in Fortune](#), if you thought stepping up into a leadership position was tough for new managers, then spare a thought for their first reports.

- 2 in 5 (40%) of workers said that working under a first-time boss has been the source of "stress or anxiety about going to work" and dwindling motivation – causing a third to reconsider working at their company entirely. About a fifth said they had trouble sleeping under a newly promoted manager.
- For women, first-time managers had an even more significant negative impact: Almost half of female staffers reported feeling stress or anxiety when working for a fresh-faced boss, compared to just over a third of male employees. Women were also more likely to have negative feelings about their career path and poor quality sleep at the hands of a new boss.
- Perhaps most alarming for corporate leaders, new bosses could be inadvertently sabotaging companies' efforts to close the gender gap and pull women through the ranks: 40% of the women surveyed cited new managers as fueling their desire to quit, compared to 29% of men.
- Moreover, this experience worsens with age: Women over 55 were likelier to rate new managers as weak at "handling difficult situations" and "providing feedback."

**Implication:**

Linda Hill, a Harvard University professor of business administration who has studied management for over four decades, [told Bloomberg](#) that this might be because "most new managers believe that to treat people fairly is to treat them the same way." But different groups have specific needs and concerns – like childbearing and menopause – that require targeted treatment from managers.

Section:

# 03

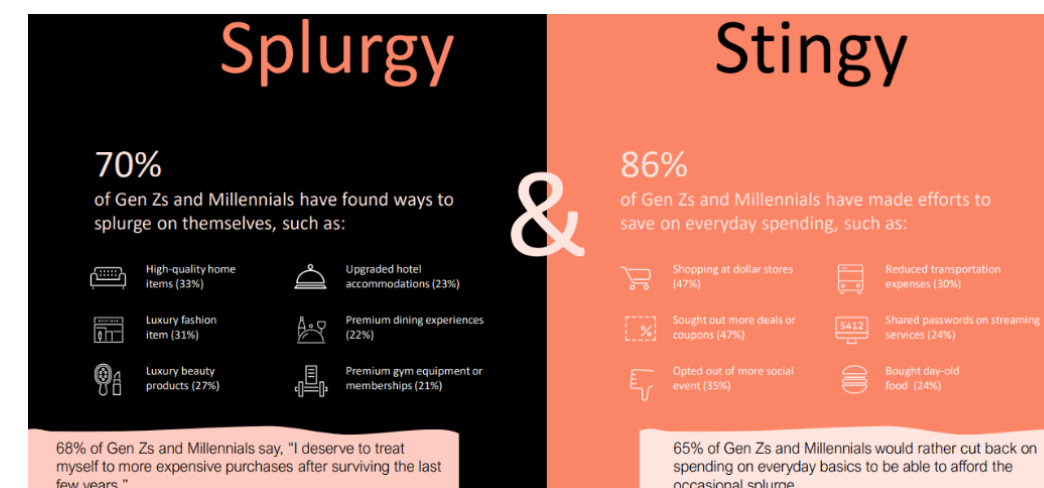
Topic:

## THE AND ERA: HARRIS POLL THOUGHT LEADERSHIP PRACTICE

Introduction:

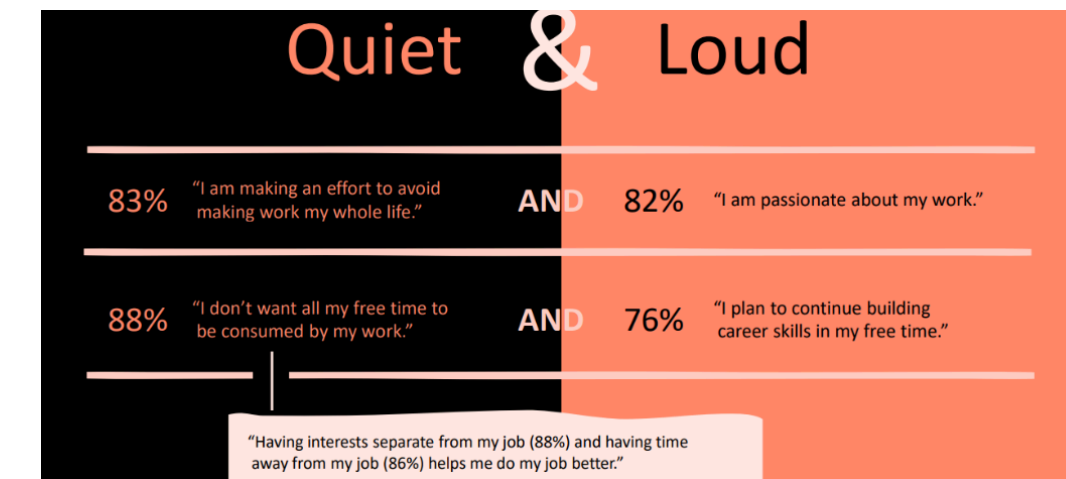
With the rapid advancement of technology facilitating this fast-paced categorization process – distinguishing 'right/wrong,' 'love/hate,' and 'buy/avoid' – our humanity appears to lag. Fortunately, there's a glimmer of hope - younger people are questioning this binary perspective, and introducing a more inclusive era - The "AND" Era, details the latest report [by The Harris Poll Thought Leadership Practice](#).

- Money – Splurgy & Stingy: Consumers are embracing a "split-brain budget" cutting back on basics – (69%) have cut out more in-between spending – but making room for personal luxuries as (63%) of Americans say they aren't going to deprive themselves of the comforts of life now for a future that feels it could change at any moment.



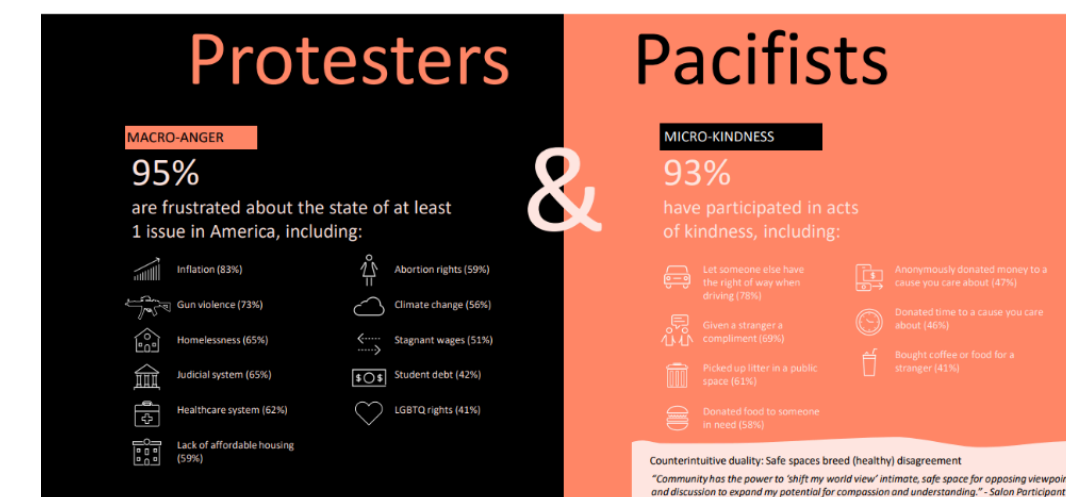
The AND Era: Libby Rodney and Abbey Lunney of The Harris Poll July 2023

- Work – Quiet & Loud: (70%) of Americans believe "quiet quitting is a loud statement by employees about what they are looking for." And most don't want work to be everything, with (83%) trying to avoid making work their whole life.



The AND Era: Libby Rodney and Abbey Lunney of The Harris Poll July 2023

- Activism – Protesters & Pacifists: Nearly all Americans (95%) are frustrated about the state of at least one issue in America, and half (50%) say it's essential to get angry about issues to drive change. However, they also believe kindness can prevail, as (76%) say compassion will ultimately help us overcome polarization.



The AND Era: Libby Rodney and Abbey Lunney of The Harris Poll July 2023

- To dive deeper and learn about all six of the dualities of conflicting human needs and desires, check out the [full report here](#).

Implication:

"The future is unfolding with more complexities and confusion than ever before," says Abbey Lunney, Managing Director. "Meanwhile, people feel like their choices and opinions live in an illusionary binary world, forcing them to check one box or another. But in today's world, we can forge a different pathway to acknowledge that two things can be true simultaneously."

Section:

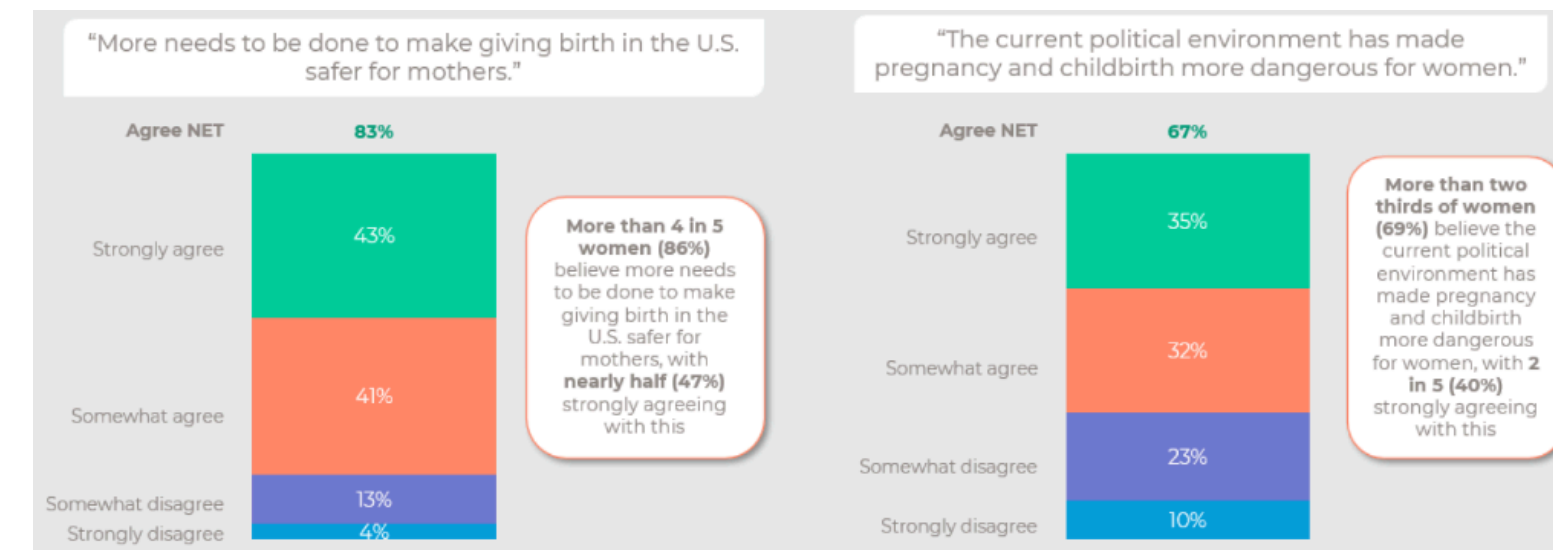
# 04

Topic:

## MATERNITY LEAVE ESSENTIAL TO HEALTHY MOMS AND BABIES: HEALTHDAY- HARRIS POLL

Introduction:

The pregnancy and birth journey is a pivotal moment in a woman's life, and while miraculous, it does not come without risk, some of which may be avoidable. And according to the recent [State of Maternal Health in America Study](#) in partnership with HealthDay, as covered [by U.S. News](#), maternity leave is seen as fundamental in improving health outcomes for mothers, babies, and infants.



HealthDay-Harris Poll July 2023

- Less than half (40%) of Americans knew that the U.S. has the highest maternal mortality rate among developed countries. However, they are united that more needs to be done to make it safer for expecting mothers:
- As a result, the belief that maternity leave is crucial to improving healthy outcomes is widely held: Nearly 9 in 10 Americans believe that maternity leave is essential to improving health outcomes for mothers (88%) and babies' health outcomes (89%).
- The current four-week average of maternity leave in the U.S. needs to be more: Americans believe the standard minimum length of paid maternity leave in the U.S. should be 15 weeks, on average, with (25%) thinking it should be at least 20 weeks. On average, women (18-34) believe it should be 20 weeks.

Implication:

"Even though most Americans don't know that the U.S. has the highest rate of maternal mortality among developed countries, the vast majority agree that more needs to be done to make giving birth in the U.S. safer for mothers – including nearly half who strongly agree with this sentiment – suggesting that, despite gaps in awareness of key facts when it comes to maternal and infant mortality, there exists a widespread belief that the 'status quo' is simply not good enough," said Kathy Steinberg, vice president of media and communications research at the Harris Poll.

# Questions?

---

**RYAN LINDER**

Global Chief Marketing Officer, EVP, Stagwell

[ryan.linder@stagwellglobal.com](mailto:ryan.linder@stagwellglobal.com)

**JOHN GERZEMA**

CEO, The Harris Poll

[jgerzema@harrisinsights.com](mailto:jgerzema@harrisinsights.com)



**KNOWLEDGE IS POWER**

---