



 **The Harris Poll**  
Harris Insights & Analytics, A Stagwell LLC Company

# Life After The Pandemic:

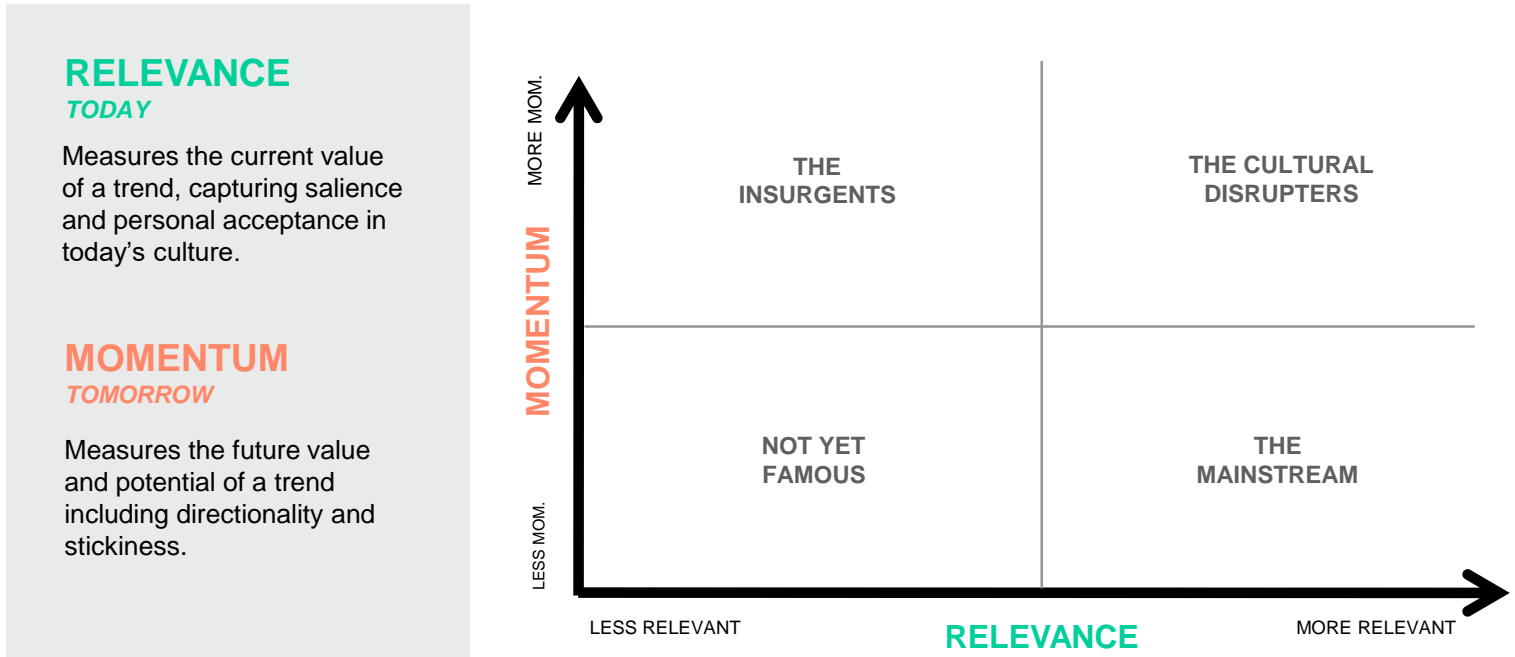
What trends does your brand need to strategize against?

# Introduction

## Mapping Trends That Matter Most To Inform Life After Cv19

In a post-pandemic world where nothing is as it used to be, understanding which Cv19 related trends will be sustained and which will fade as we adapt to a 'new normal' is difficult but imperative for brands to own the new ways of living and interacting. At Harris, we contextualize trends that will shape our world using a proprietary model designed to quantitatively measure these social shifts.

Each trend is measured using two proprietary composite metrics:



### Methodology

This survey was conducted online within the United States by The Harris Poll from April 6-8, 2020 among 2,000 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact [Amber.Broughton@harrisinsights.com](mailto:Amber.Broughton@harrisinsights.com).

We evaluated 15 trends. A full list, with descriptions, can be found in the Appendix.

**SHIFTING PARADIGMS**

- Embracing Imperfection
- Being ok with just being
- Realizing what matters
- Trading privacy for safety

**LIFE 'AT HOME'**

- Work from home
- Home schooling
- Religion from home

**HOW WE SHOP**

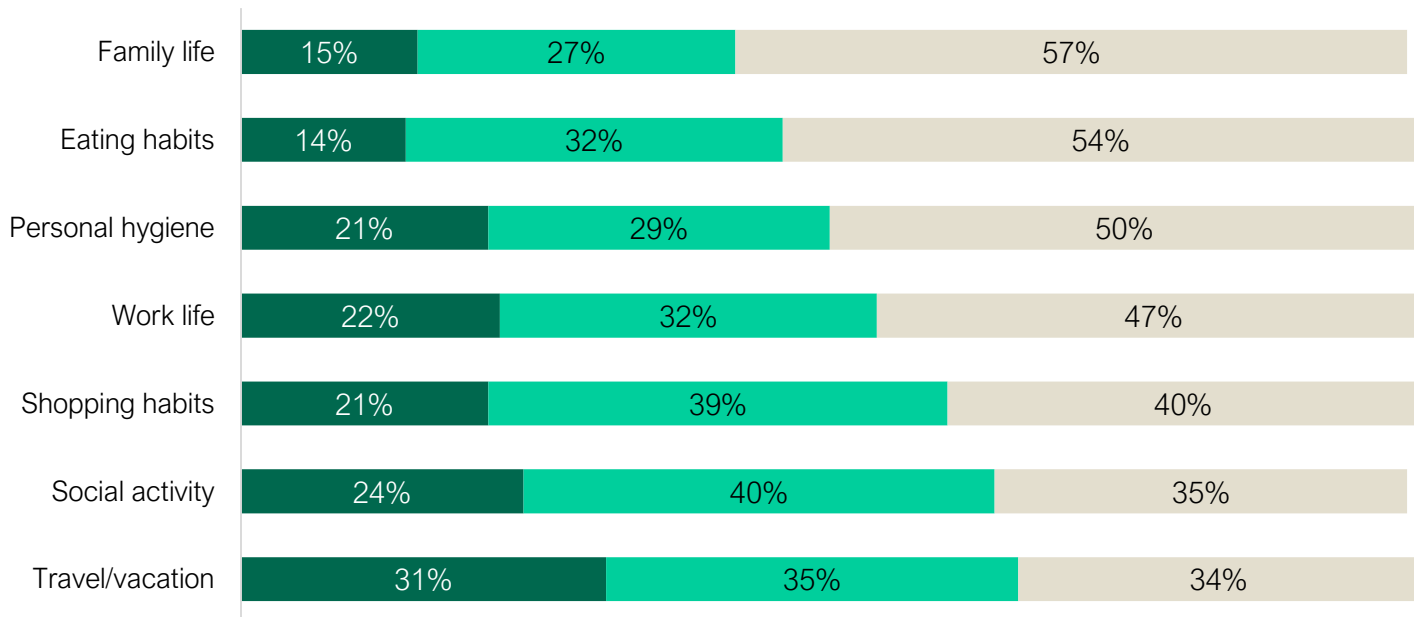
- Direct-to-consumer
- Grocery delivery
- Online > agents
- Online KO's retail

**USING OUR SCREENS**

- Online learning
- Shift from entertainment to productivity
- Direct-to-streaming
- Virtual workouts

Once the pandemic is over and things return to normal, what do you think will be very different, somewhat different or mostly the same?

■ Very different   ■ Somewhat different   ■ Mostly the same



Data from wave 8 of the Harris Poll COVID-19 survey, fielded online among a nationally representative sample of 2,029 U.S. adults from April 18-20, 2020.

## Life After The Pandemic

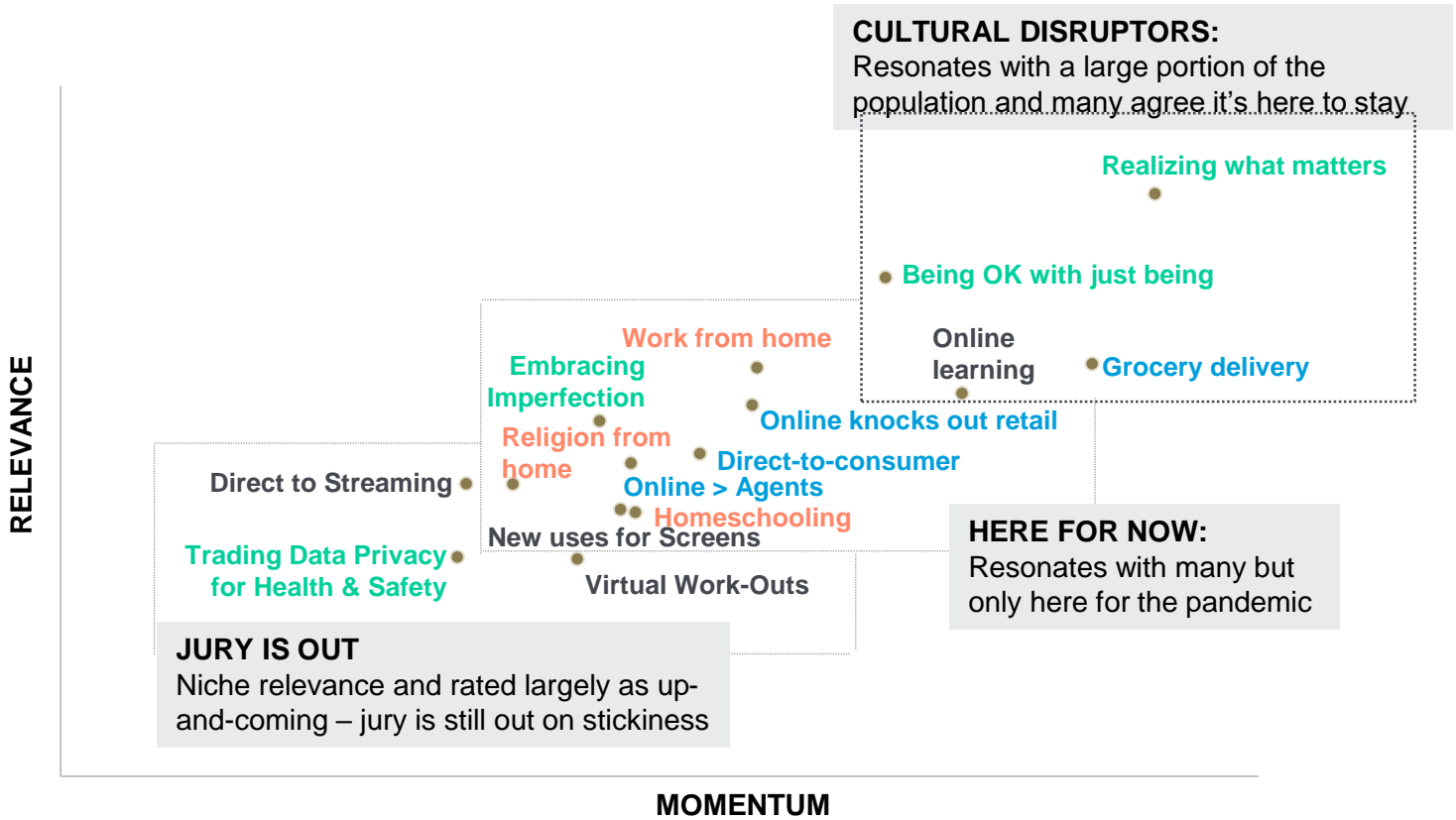
The coronavirus pandemic has had widespread impact on our actions and our attitudes. Utilization of grocery delivery<sup>1</sup> has surged with retailers struggling to fulfill demand, many Americans watched Easter services<sup>2</sup> via a live stream, hit movies are now available on your TV instead of theatres and Instagram is full of memes blessing all manners of coping.

Americans expect that some things will be largely the same post-Cv19, like family life and eating habits, but other aspects of life are expected to be very different, such as travel and socialization. Which specific trends will be most 'sticky'? And which should your brand pay attention to in order to ensure you have a right to win in 'the new normal' everyone is waiting for.

The Harris Poll evaluated fifteen cultural trends seen in the current pandemic to begin to provide insight into that question.

<sup>1</sup><https://www.vox.com/the-goods/2020/4/8/21213919/grocery-delivery-slammed-coronavirus-freshdirect-Instacart>

<sup>2</sup><https://www.reuters.com/article/us-health-coronavirus-easter-usa/coronavirus-forces-u-s-churches-to-offer-easter-sunday-services-unlike-any-before-idUSKCN21U0CX?feedType=RSS&feedName=domesticNews>



## Key Trends

It's early to tell, but the data suggests that some of these new trends are extremely 'sticky'—these may represent cultural shifts that have long-term impact. As most parts of daily life have been disrupted, American's are realizing what matters, and realizing that it's ok to just 'be'. These attitudinal paradigms are poised to stick around. Additionally, grocery delivery and online learning tools have reached a new set of users – and these users are likely to stick around.

Many emerging trends are tied to current realities and are largely 'here for covid'. Many of these trends are tied to new experiences that are frustrating – in the event of homeschooling – or have a strong tradition of in-person dynamics, such as religion from home and use of in-person agents (insurance, bankers, etc.). Despite less inherent 'stickiness' these may represent opportunities for brands that can help cement these new behaviors and improve experiences for consumers.

And finally, the jury is still out for a few are 'up-and-coming' trends, with their long-term post-Cv19 potential yet to be determined.



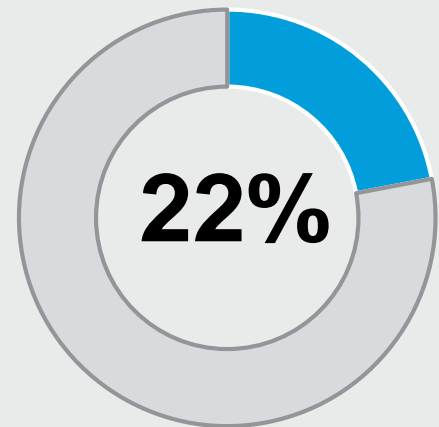
## The Cultural Disruptors

Attitudinal trends are some of the stickiest. **realizing what matters** (taking time to step back and realize what really matters to you and what makes you happy) and **being OK with just 'being'** (having the realization it is ok to not be productive every minute of the day) are being embraced by a large number of Americans as something they want to hold on to; they, are seen as largely here to stay. This slower pace of life that many have been forced into has served in some capacity to re-focus and to realize that slowing down is ok – and maybe even desirable. 49% of Americans in The Harris Poll Covid-19 Tracker<sup>1</sup> indicated they were grateful for the break from work to be at home with family or by themselves.



There are two trends with long term potential to shake up not just how we feel, but how we do things: the use of **grocery delivery services** and **online learning tools**. A Vox<sup>2</sup> article notes, that 'According to data from Rakuten Intelligence, the number of grocery orders between March 12 and March 15 increased by 150 percent compared to the same period of time in 2019.' The Harris Poll data reveals that 1-in-5 are engaging in more online learning activities for themselves (not just for kids) than they were even a month ago. Like the attitudinal trends noted above these new behaviors have strong relevance and are expected to be here even after the current pandemic related restrictions are lifted.

**Recommendation: Brands are encouraged to engage in the current conversation and to proactively optimize against these trends as they are poised to pay off in the long-term.**



of Americans are currently unwilling to go to a grocery store <sup>3</sup>

<sup>1</sup> Data from Wave 6: Harris Poll COVID-19 survey, fielded online among a nationally rep sample of 1,993 U.S adults from April 3-5, 2020.

<sup>2</sup> <https://www.vox.com/the-goods/2020/4/8/21213919/grocery-delivery-slammed-coronavirus-freshdirect-instacart>

<sup>3</sup> Date from Wave 8: Harris Poll COVID-19 survey, fielded online among a nationally rep sample of 2,026 U.S. adults from April 18-20, 2020.





## Here For Now

Many of the buzziest cultural trends resonate among sizable sub-groups (but not necessarily among the vast majority of Americans) and are seen as 'here for now'. These trends include **work, religion and schooling from home, online and direct-to-consumer knocking out brick and mortar retail** and the attitude of **embracing imperfection**. While most acknowledge that these things are here for now, many expect these trends to fade along with the pandemic.

### No more open floor plans:

In order to feel safe **returning to work** (61%) want policies requiring employees to stay home if they feel sick, (48%) say no meetings larger than 10 people and (47%) say desks should be spaced 6-feet apart.<sup>5</sup>

While many of these trends are born of necessity, so we'd expect them to be shorter-lived, the frustration tied to these experiences is likely contributing to their early expiration date: Many of the transitions to 'at home' activities continue to be frustrating, difficult and sub-optimal. In the case of work from home – The Harris Poll<sup>4</sup> finds that 27% of workers report being less productive in this new work from home environment, 25% feel isolated or lonely working from home and 16% say work is difficult as they do not have an adequate home office.

For homeschooling, our research found that home schooling was one of the most anxiety-producing activities – and 31% of parents admit to being frustrated by online schooling systems.

And in the case of brick-and-mortar shopping, many miss the old way of doing things: shopping in a store is one of the top three things Americans indicate they miss the most right now.



**Recommendation: Brands with an interest in maintaining these new behaviors (e.g., virtual meeting software, ed tech, DTC) must improve the experience or find ways to truly 'delight' consumers as many are still longing for their old 'normal' in these areas.**

<sup>4</sup> Data from wave 5: The Harris Poll COVID-19 survey, fielded online among nationally rep sample of 2,016 U.S. adults March 28-30, 2020.  
<sup>5</sup> Date from Wave 8: The Harris Poll COVID-19 survey, fielded online among a nationally rep sample of 2,026 U.S. adults April 18-20, 2020.

## The Jury Is Out

The final group of trends are more narrowly relevant, but are typically seen as 'up-and-coming' with the ultimate staying power still up for debate – and in at least one case, largely out of the hands of consumers. These include **virtual workouts**, **direct-to-streaming movies** and the **willingness to trade some level of data privacy** for improved health and safety.

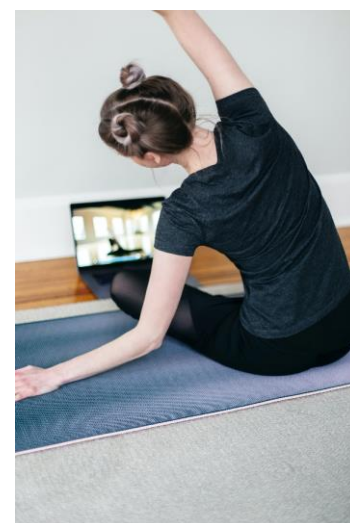
In terms of **data privacy**, a large majority (81%) of American's approve of large tech companies helping to trace coronavirus cases they may have been exposed to.<sup>6</sup> And 60% would support government and public health officials having access to anonymous mobile location data so they can monitor which areas are practicing social distancing while (71%) would be willing to share their mobile data location so that they can be alerted if they were to enter an area that posed a health risk.<sup>7</sup> However, once this moment passes, it has yet to be seen if this remains a willing tradeoff long term.

### Tech as an industry is rising during CV19:

(38%) say their view of the industry has become more positive since the start of the outbreak, and (40%) of Americans say the tech industry should provide solutions during the outbreak.

20% of Americans report doing more **virtual workouts** than they were a month ago, and many report a hesitancy to visit a gym immediately upon re-opening. Despite these favorable headwinds, many are still not convinced this will be a long-term behavioral shift.

**Direct-to-streaming movies** fulfill a long-time wish for many, Americans, but whether industry players can come to agreements that make this available long-term has yet to be seen. In fact, some such as, Rich Greenfield<sup>8</sup> have argued that it simply wasn't possible for studios to come close to recouping the money they'd lose by skipping theaters.



**Recommendation: Monitor closely and if application areas are identified across brand strategically consider investment.**

<sup>6</sup> Data from wave 5: The Harris Poll COVID-19 survey, fielded online among nationally rep sample of 2,016 U.S adults March 28-30, 2020.

<sup>7</sup> Date from Wave 8: Harris Poll COVID-19 survey, fielded online among a nationally rep sample of 2,026 U.S. adults April 18-20, 2020

<sup>8</sup> <http://huntsvilletribune.com/since-you-cant-go-out-hollywood-is-letting-you-watch-a-few-new-movies-at-home/>

# Appendix

## CompleteTrend List



### SHIFTING PARADIGMS

**Realizing what matters:** Taking time to step back and realize what really matters to you and what makes you happy

**Being ok with just being:** Having the realization it is ok to not be productive every minute of the day

**Embracing imperfection:** Accepting that it is not reasonable or required that you are “perfect” in all your roles - the perfect homeschooling parent, the perfect remote worker, the perfect spouse, etc.

**Trading data privacy for increased health and safety:** Sharing personal data to help solve a societal health/safety issue, similar to some of the efforts by various countries to track coronavirus exposure/spread



### LIFE 'AT HOME'

**Work from home:** the ability and desire to work from a home office

**Home schooling:** teaching your children at home versus in a traditional school setting

**Religion from home:** watching services or participating in religious activities online instead of in-person



### HOW WE SHOP

**Direct-to-Consumer products:** ordering products/services directly from the manufacturer versus a retail outlet

**Grocery delivery:** Ordering groceries online for delivery instead of shopping at a physical grocery store

**Online > Agents:** Relying less on in-person agents/professionals (insurance agents, financial advisors, bankers, etc.) in favor of online based solutions/companies.

**Online knocks out retail:** The shift to online shopping increases to the point where trips to physical retail stores (or any good or service) are very infrequent at best.



### USING OUR SCREENS

**Virtual work-outs:** Working out with online content/classes/instructors at home instead of having to attend an in-person class or going to a gym

**Direct-to-streaming expectations:** The expectation that movies will now be released with immediate access to stream them, without a run in the theatre first

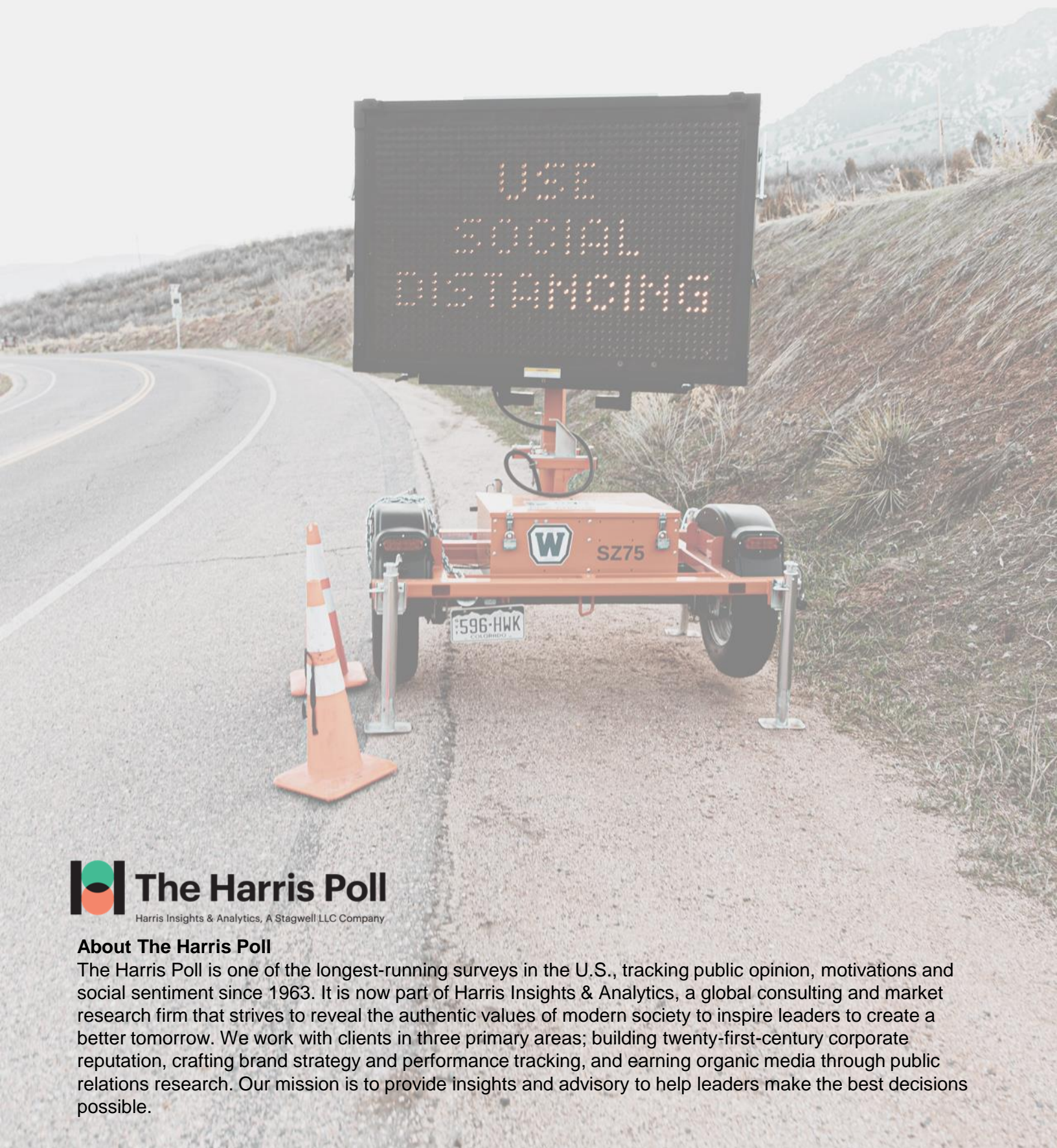
**Online learning:** the use of online tools for personal development and fulfillment

**Screens shift from entertainment to connection/productivity:** Instead of just using our screens for entertainment purposes, they are being used instead for connection and productivity.





Want to brainstorm? Interested in more from The Harris Poll? Reach out to Amber Broughton, [amber.broughton@harrisinsights.com](mailto:amber.broughton@harrisinsights.com) and Jennifer Musil, [jennifer.musil@harrisinsights.com](mailto:jennifer.musil@harrisinsights.com)



### About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.