

## This is America This Week: November 15th

The Weekly Heat #s are according to our latest report with the Grayscale Investments as [covered in Forbes](#).

- **33** – A third (33%) of those under 45 think cryptocurrencies are a good place to put money for the long haul
- **13** – But less than a fifth (13%) of those 45 and older think the same
- **37** – Nearly 4 in 10 (37%) voters even said that for this recent midterms, they were taking into account candidates' positions of cryptocurrency

Story #1: *Cheering (and Jeering) Musk's Takeover* ([USA Today](#), [The Hill](#), [Wall Street Journal](#))

- **Background:** Musk has described himself as a “free speech absolutist,” and while he has pledged to make Twitter a destination for accurate information, he has suggested loosening the platform's rules.
  - **Revenue:** Musk has proposed moving away from advertising to sustain Twitter's revenue, but currently, ad sales [account for 90%](#) of Twitter's overall revenue.
- **The critics:** First, female Twitter users are **less likely to support Musk's ownership**.
- And more than half (53%) of **Gen Z** users are also more likely to believe Musk **will hurt Twitter's product quality, freedom of the press** (44%), and (37%) **free speech on the internet** compared to older users.
- **The fans:** Two-thirds (67%) of **Twitter users support Musk owning Twitter**, especially Republicans (79%), men (70%), and Millennials (70%).
- 7 in 10 Twitter users also believe Musk will positively impact increasing free speech on the internet and nearly two-thirds (65) freedom of the press.
- **Who's staying and who's going:** Well, in general, just 3 in 10 (31%) Twitter users **say they'll use the app more now** that Musk owns it, but more Republican, Millennial, and male users say they'll be scrolling more.
  - Republicans (42% v. Dems 32%)
  - Millennials (40% v. Gen Z: 26%)
  - Men (36% v. Women: 26%)
- While over a fifth (22%) say they'll scroll less, with **those female and Gen Z users more likely to cut back** (both 24%).
- **What about a potential subscription plan?** Only **half of frequent Twitter users** (51%) and roughly **one-third of current Twitter account holders** (36%) say they would be likely to use Twitter, however, if **it required a monthly subscription**.
  - And again, both **women and Gen Z users are less willing to pay** a monthly subscription compared to men (28% v. 44%) and Millennials (35% v. 53%).
  - While **Millennials** (53%), **Black & Hispanic Americans** (46%, 44% v. white: 33%), and **men** (44%) report being **more likely to pay** a subscription fee.

*Palate Cleanser: Gen Z is Deviating Again from a Social Norm*

- **What do you say when someone says, “Thank you!”:** Over 8 in 10 (82%) Americans are likely to respond, “you’re welcome,” over “no problem” (26%), “any time” (19%), and “of course” (13%).
- **But Gen Z seems to think differently:** While the majority of Gen Z would say “you’re welcome” (62% v. Boomer: 89%), they are the **most likely to deviate and say...**
  - “No problem” (36% v. 18%)
  - “Of course” (30% v. 8%)
  - “Any time” (25% v. 13%)
- And while nearly 9 in 10 (88%) **Boomers would prefer someone to say “you’re welcome”** in reply to thanks, less than half of Gen Z do (42%) – instead, **Gen Z’s response preferences vary:** “no problem” (24% v. 5%), “any time” (18% v. 4%), and “of course” (10% v. 1%).

*Story #2: Setbacks to American Health ([Change Healthcare-Harris Poll](#))*

- **Background:** John and Libby were joined by Patrick Drury, the Vice President of Product Management at Change Healthcare, to discuss the second biennial 2022 Change Healthcare - Harris Poll Consumer Experience Index to see just how easy or difficult it is for consumers to find, access, and pay for healthcare.
- **What the main problem you are seeing in healthcare today is?** Labor shortages, patient satisfaction decreasing, and a complicated patient experience.
  - (63%) say that “It takes too much effort to find quality care today”
  - (62%) say that “It always takes longer than I expect to set up healthcare appointments”
- **What are the ramifications of a poor healthcare experience?** Patients will choose not to seek care because of the gaps we have in our healthcare system.
  - More than two-thirds said every step of the healthcare process is a chore (67%).
  - And most said they don’t know how much a treatment or visit costs until months later.
  - Leading to half of the respondents avoiding seeking care.
- **So, what do people need to see change?** Currently, nearly 7 in 10 “finding a great doctor or medical practice is like finding a needle in the haystack.”
  - Patients want a streamlined, singular journey to find, access, and pay for care. These steps can include guidance to find the right care, making sure they have the authorization for the care they are seeking, understanding what their financial responsibility is, and making sure they have full transparency and connectivity of these components before and after a visit.
    - (61%) are waiting for the experience to change, and (70%) say they wish they could shop for healthcare entirely online
    - (87%) of consumers agree scheduling appointments should be as easy as booking an Uber