

SPEC

/// Social
/// Political
/// Economic
/// Cultural

R E P O R T

MARCH 10, 2023

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Introducing the SPEC Report

Dear Clients and Partners,

As we approach the start of Spring, I wanted to take a moment to thank you for your continued support as valued clients and partners of CivicScience Intelligence. It's hard to believe that three years ago this month, we began producing these reports to track the pandemic and its impact on all of us. Thanks to your partnership and feedback, we've been able to provide valuable data and insights to help you drive your businesses forward and navigate the ever-changing consumer landscape.

Looking to the future, we recognize that the pandemic's impact will continue to last for years to come. While we will continue to track COVID-related trends, we are excited to announce the evolution of our weekly COVID tracker and introduce our new weekly report called the "SPEC Report," which will replace our existing COVID Report. These reports will cover relevant social, political, economic, and cultural trends, including COVID-related trends, to help you better understand and communicate with your consumers and operate your companies. It is not lost on us how many of you rely on our weekly data and insights to navigate these uncertain times. We've put a lot of time and consideration into this new report, as you will see.

We hope you enjoy our new weekly SPEC Report and find it valuable in staying on top of the things that matter to your consumers that typically aren't covered by brand trackers and other syndicated sources in the market. If you have any feedback on how we can make our reporting better, we'd love to hear your thoughts and ideas.

Thank you again for your partnership, and we look forward to continuing to work with you.

P.S. Stay tuned for some exciting new product innovation from us in the months to come as we look to give our valued clients an evermore real-time, 360-degree, and predictive view of their customers and markets.

Best regards,

Zachary Nippert
President & CRO
znippert@civicscience.com

Summary

SOCIAL

- This International Women’s Day, mental health concerns remain a serious issue in women’s health. **Women, especially younger women, are more likely to report recent strong negative emotions** (like sadness, stress, and fear) and less likely to report strong positive emotions (like happiness and excitement).
- Americans who say they (or someone in their household) are currently managing mental health issues are more than 10pp more likely to be very concerned about gender equality.
- Men tend to say they feel most comfortable talking about mental health issues with their spouse or partner. Women, however, are most likely to say they prefer talking about mental health issues with another family member or friend.

POLITICAL

- Walgreens has been at the center of a national debate on abortion rights this week. The pharmacy giant announced that they will no longer sell “abortion pills” in all states where Republican officials have threatened to sue—even states where the sale of these pills is still legal. As other pharmacy chains consider whether to follow suit, **Americans say they are more likely to shop at chains that continue selling abortion pills wherever they are legal**.
- Nearly 7 in 10 Democrats say that they are more likely to shop at pharmacy chains that continue to sell abortion pills in states where they are legal.
- Republicans, however, are divided on whether they are more or less likely to shop at pharmacy chains that stop selling abortion pills.

Summary

ECONOMIC

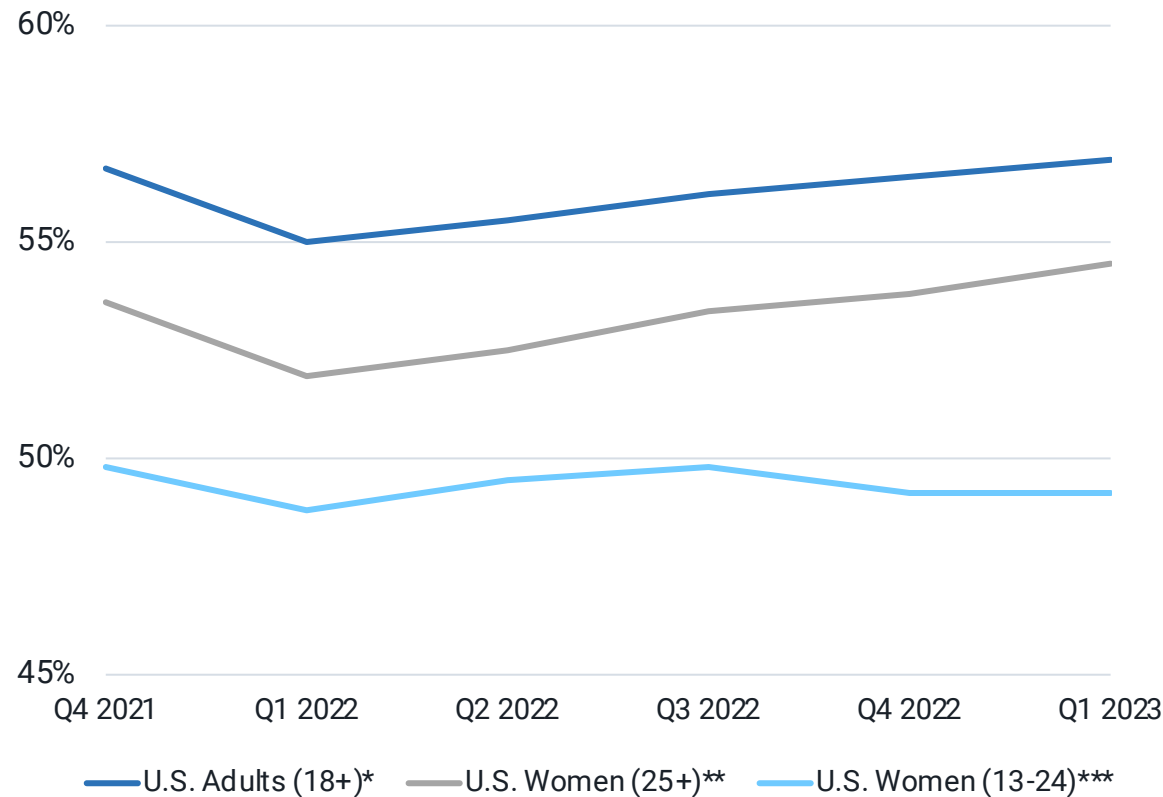
- The Supreme Court heard arguments this week in the case regarding the legality of President Biden’s student loan forgiveness plan. About 1 in 5 U.S. adults say they currently have student loan debt.
- While the White House is not confident that the Court will uphold the plan, many borrowers remain hopeful their loans will be forgiven. **About half of those eligible for loan forgiveness under Biden’s plan say they would spend any money they no longer need to pay back.** Another 20% would save it, and about 30% would use the money to pay down other debts.
- Borrowers who are currently caught up on their student loan payments are more likely to say they would spend the money if their loans were forgiven. Borrowers who are on an amended or deferred payment schedule, meanwhile, are nearly twice as likely to say they would use the money to pay down other debts.
- Borrowers who expect their credit score to improve over the next six months are much more likely to say they would allocate the money to pay down other debts if President Biden’s plan is upheld by the Court. Those who expect their credit score to get worse over the next six months are more likely to say they would spend the money.

CULTURAL

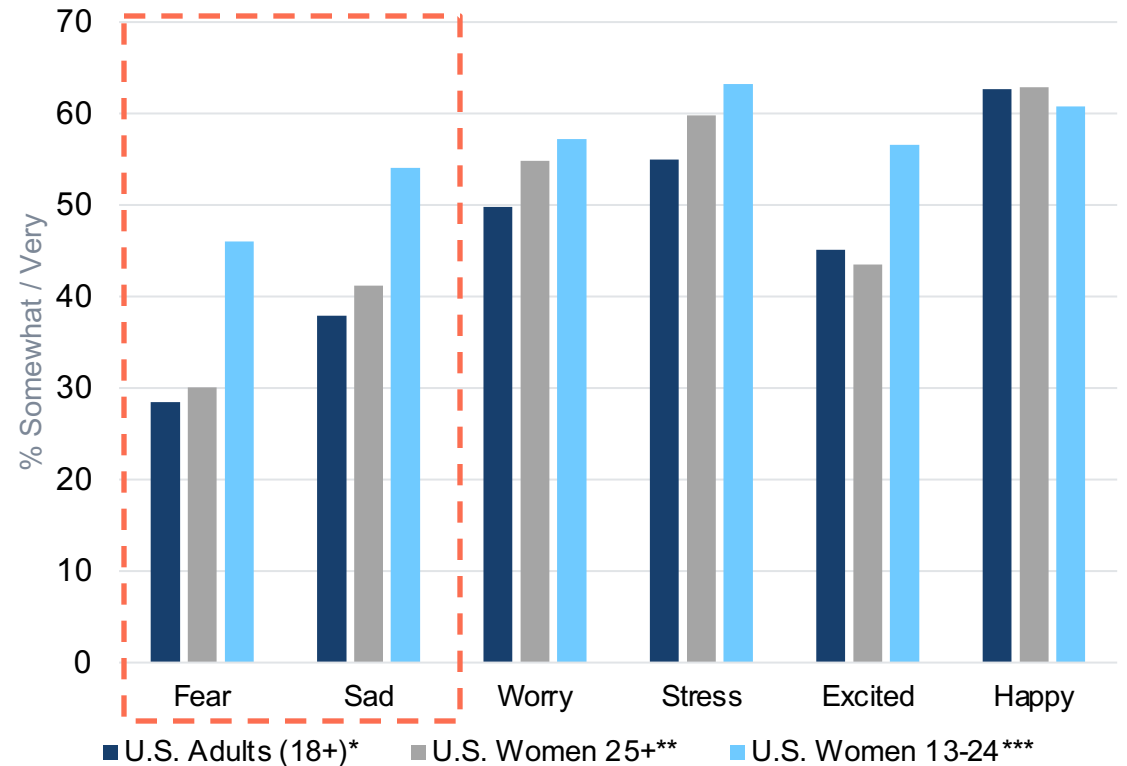
- As clocks are turned forward an hour this weekend, daylight savings time remains unpopular with most Americans. U.S. adults are more than **three times as likely to support a transition to permanent daylight savings time—which would eliminate the practice of changing clocks twice a year—as they are to oppose the idea.**
- Younger adults appear to be more attached to changing their clocks. 18- to 34-year-olds are nearly 15pp more likely than older adults to say they oppose bringing an end to daylight savings time.
- In other cultural news, several major movie theater chains have begun to experiment with variable pricing, meaning that consumers might be charged an extra fee for the best seats—a move that has upset some cinephiles and more price sensitive movie fans. However, **frequent movie-goers are also much more likely to subscribe to three or more video streaming services.** If movie tickets become too expensive, some of them may decide to stay home and watch something instead.

Women—especially younger women—are more likely than others to report having recently experienced strong negative emotions, such as sadness, stress, and fear.

Emotional Well-being Index (WBI)



How strongly have you felt ____ over the past week or so?

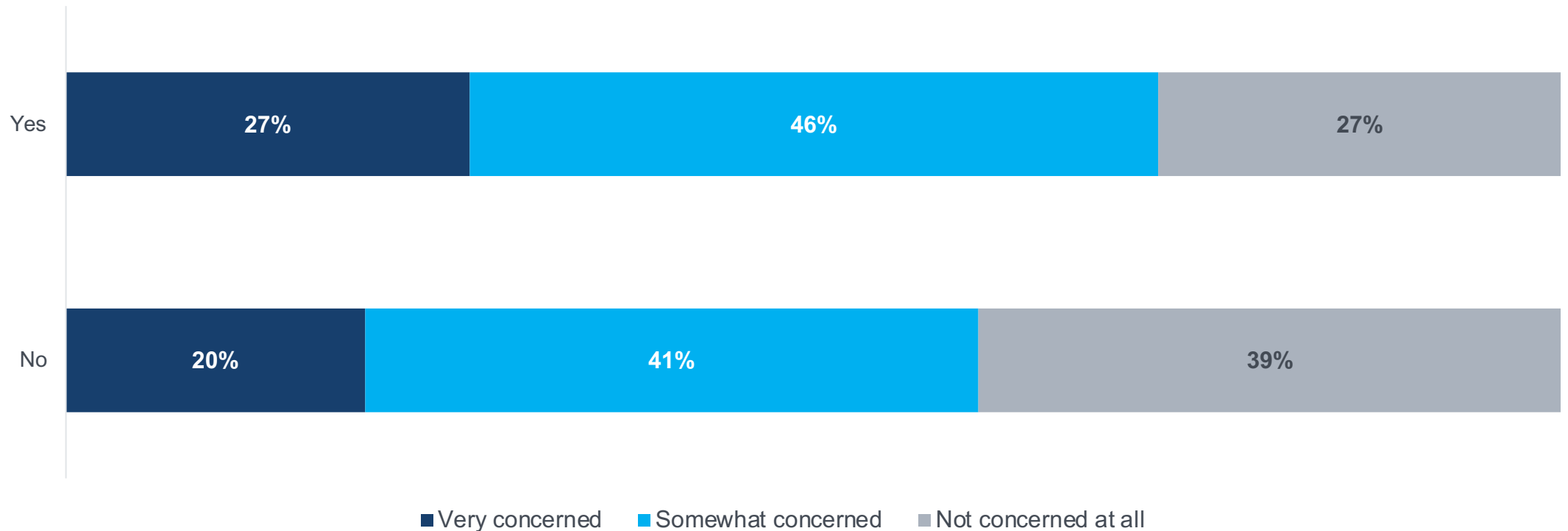


*417,329 responses weighted by US Adults, from 10/1/2021 to 3/9/2023
 **130,609 responses weighted by US Women 25+, from 10/1/2021 to 3/9/2023
 ***24,948 responses weighted by US Women 13+, from 10/1/2021 to 3/9/2023

*246,843 responses weighted by US Adults, from 3/11/2022 to 3/10/2023
 **84,597 responses weighted by US Women 25+, from 3/11/2022 to 3/10/2023
 ***13,586 responses weighted by US Women 13+, from 3/11/2022 to 3/10/2023

Americans with someone in their household currently managing mental health concerns are more than 10pp more likely to say they are very concerned about gender equality.

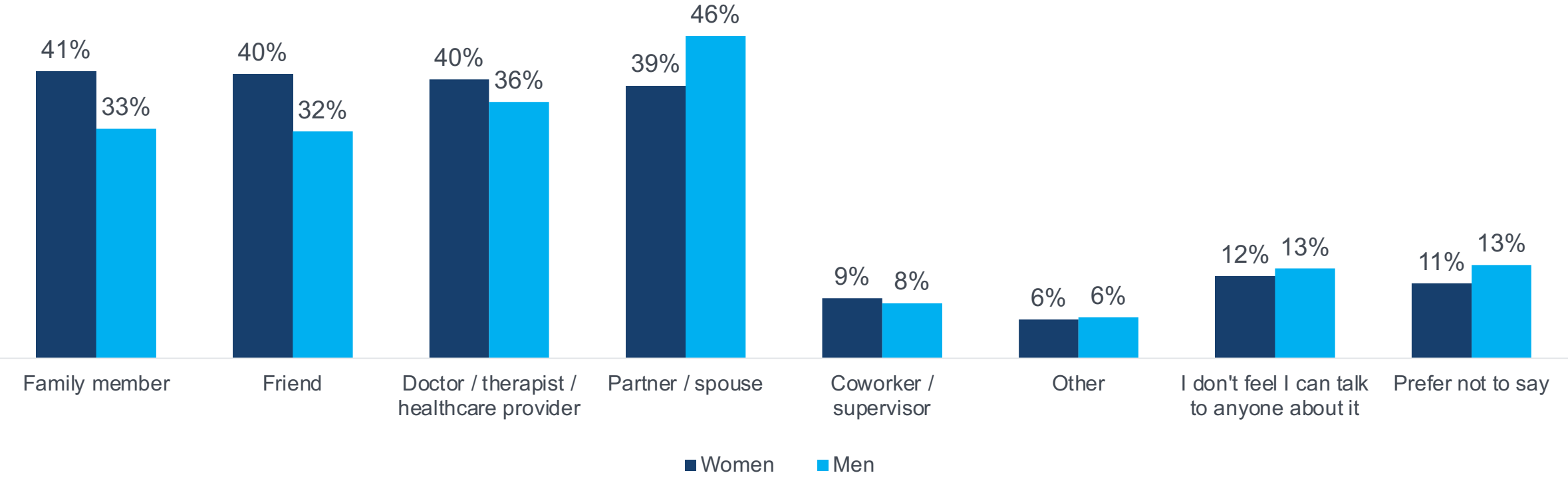
Are you or someone in your household currently managing mental health concerns and / or acting as a caretaker for someone with this condition? *compared with* How concerned are you right now about gender equality?



While men tend to feel most comfortable talking about mental health concerns with their partner or spouse, women tend to feel most comfortable talking about these issues with another family member or friend.

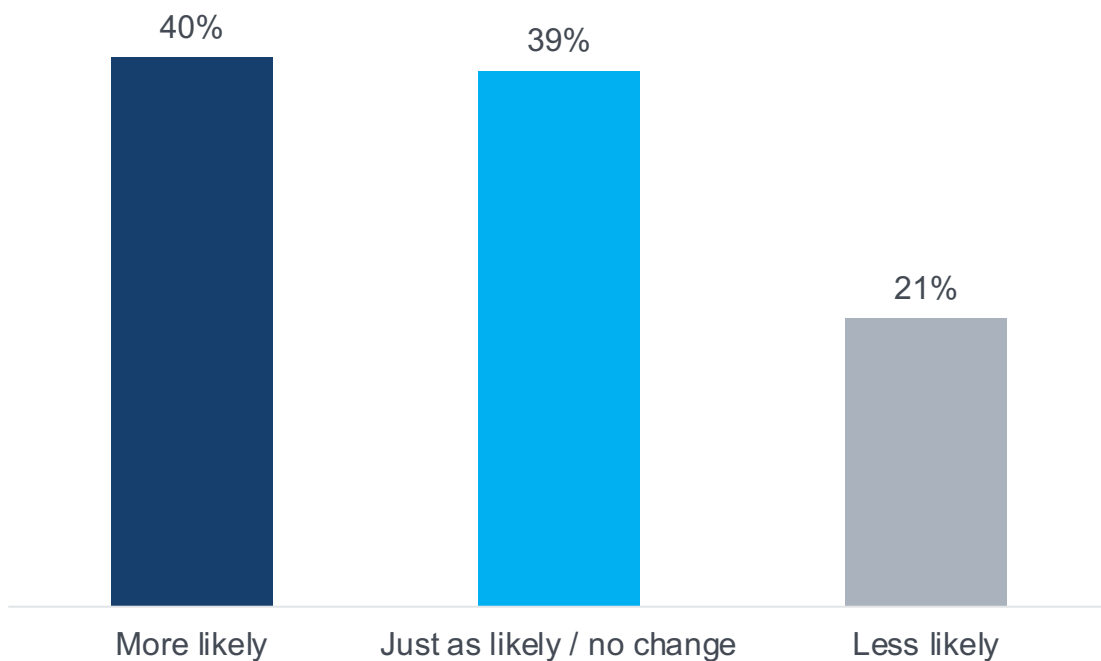


Please indicated your gender. *compared with* In your life, who do you feel you can talk to about your mental health?

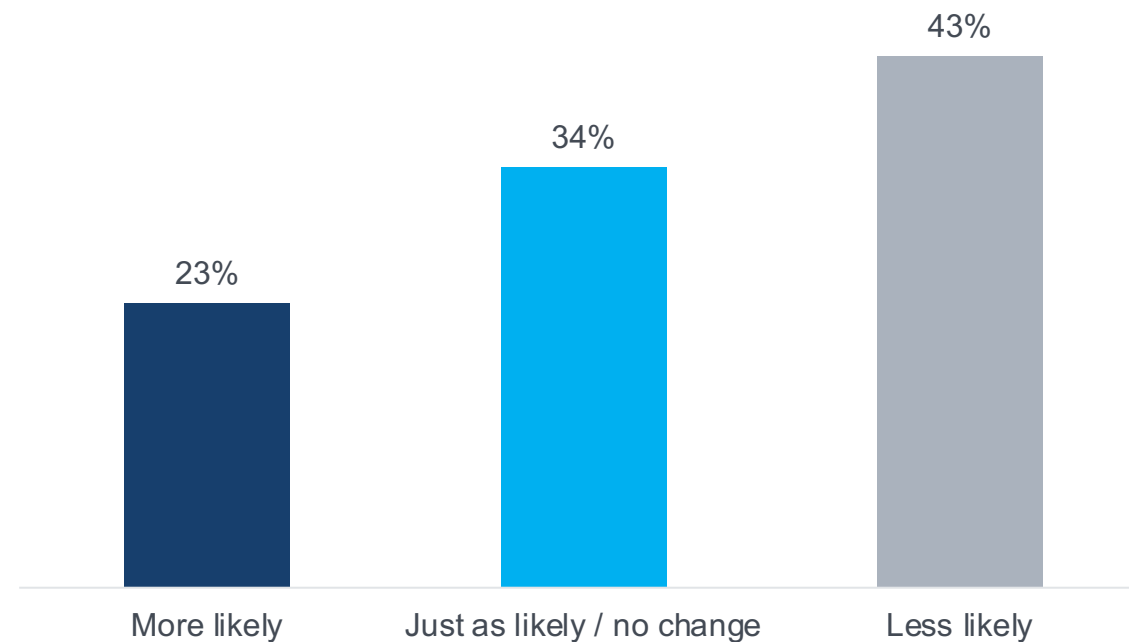


Consumers are more likely to have a favorable impression of pharmacy chains that continue to sell abortion pills in states where they are legal and a less favorable impression of chains that pull them off the shelves.

Would you be more or less likely to shop at a regional/national pharmacy chain that continues selling abortion pills in states where they are legal?*

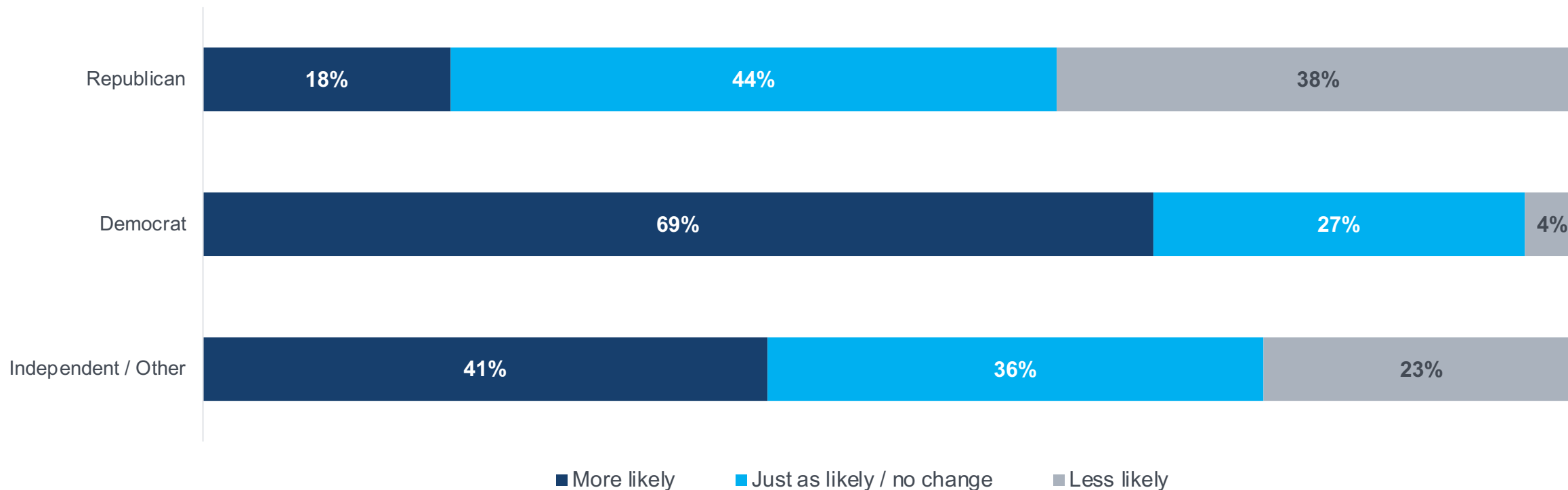


Would you be more or less likely to shop at a regional/national pharmacy chain that stops selling abortion pills in states where they are legal?***



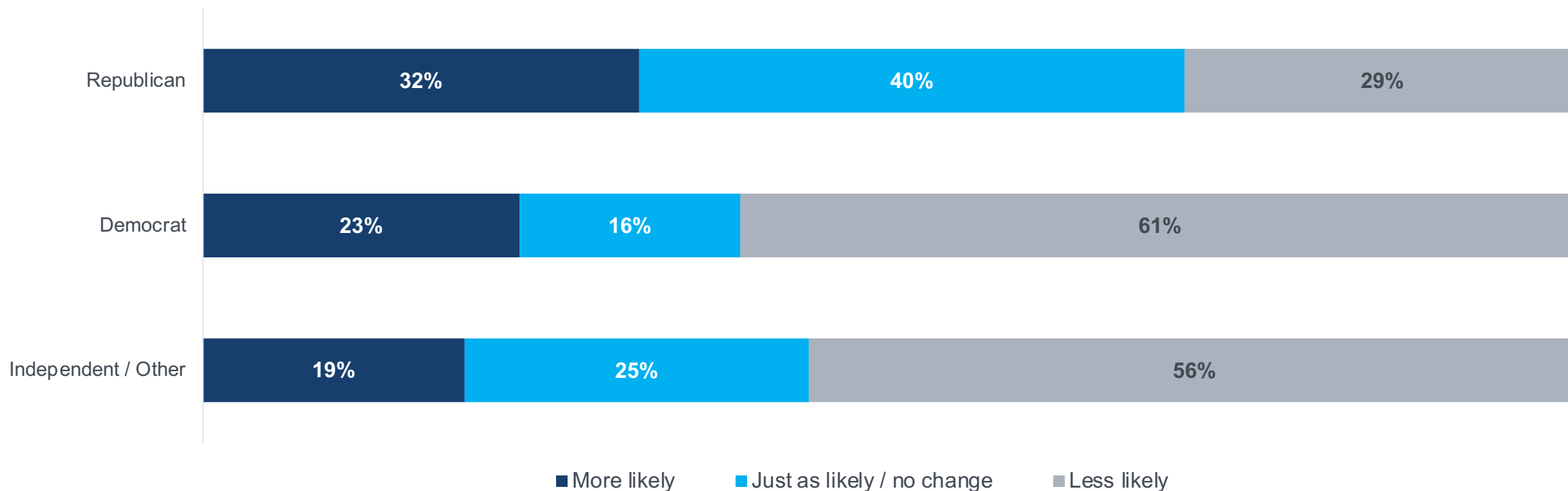
Democrats say they are much more likely to shop at a regional/national pharmacy chain that continues to sell abortion pills in states where it is legal.

Politically, do you consider yourself more of a: *compared with* Would you be more or less likely to shop at a regional/national pharmacy chain that continues selling abortion pills in states where they are legal?



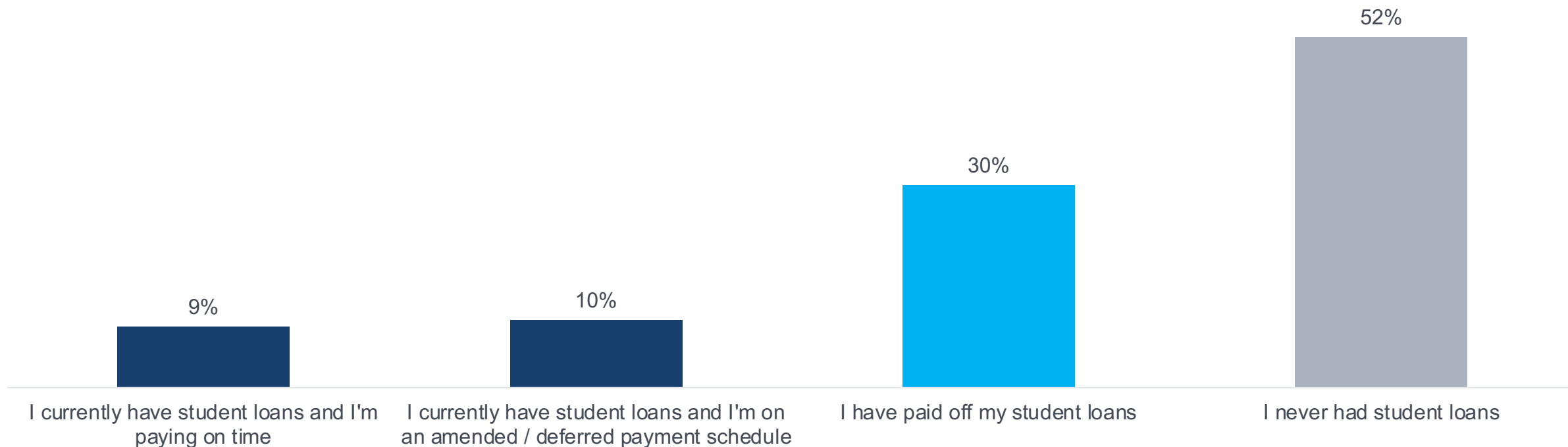
Republicans, however, are divided on whether they are more likely to shop at a regional/national pharmacy chain that stops selling abortion pills.

Politically, do you consider yourself more of a: *compared with* Would you be more or less likely to shop at a regional/national pharmacy chain that stops selling abortion pills in states where they are legal?



About 1 in 5 consumers currently have student loan debt.

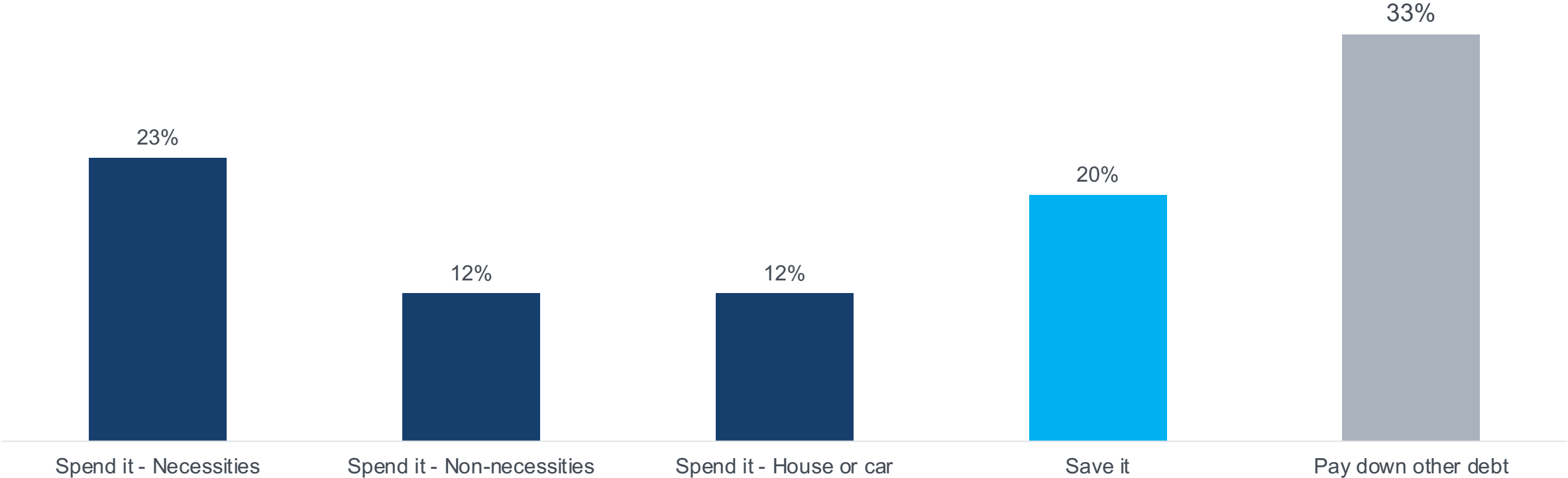
What is your experience with student loans?



If the Supreme Court upholds the president’s student loan forgiveness plan, about half of those with student loan debt say they would spend the extra money, while the other half would either save it or use it to pay down other debt.



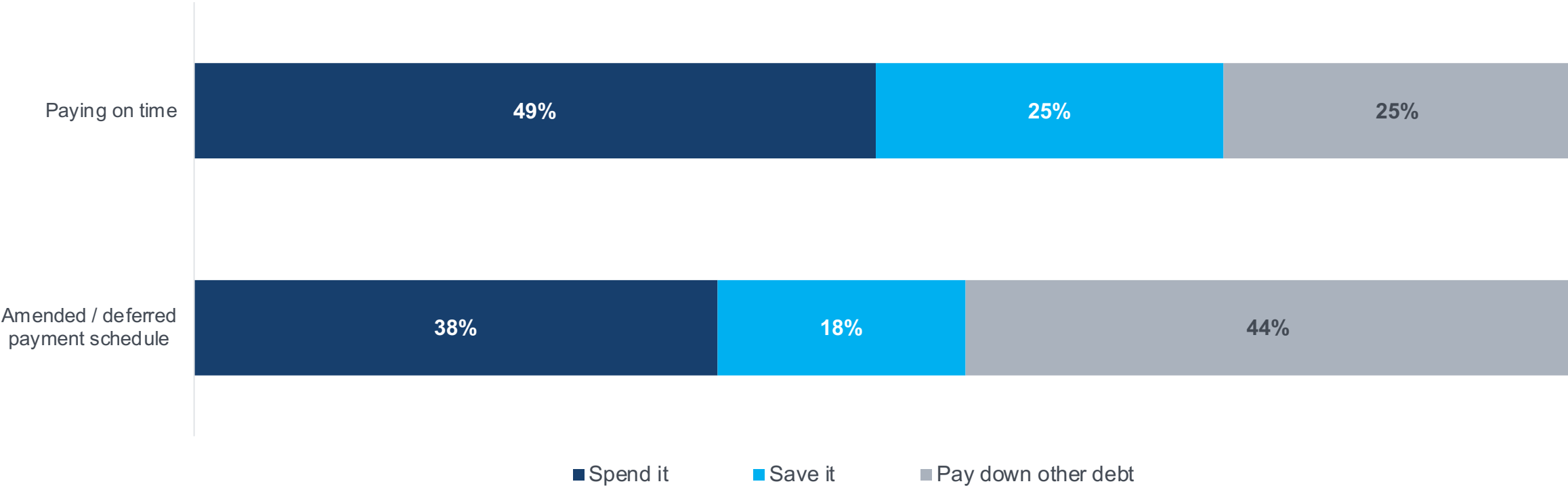
If the Supreme Court approves President Biden’s student loan forgiveness plan, which of the following are you most likely to allocate that money for?



Consumers who are currently on time with their student loan payments are more likely to say they would spend the money, while those who are on an amended/deferred payment schedule are much more likely to use the money to pay down other debt.



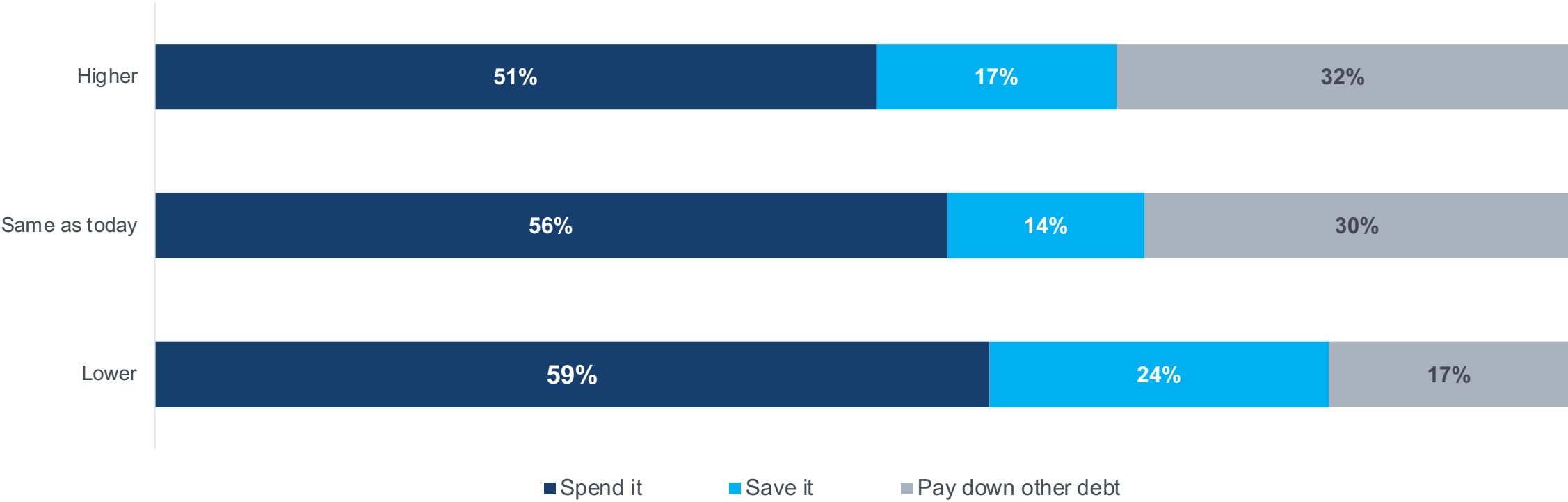
What is your experience with student loans? *compared with* If the Supreme Court approves President Biden’s student loan forgiveness plan, which of the following are you most likely to allocate that money for?



Consumers who expect their credit score to improve over the next six months would be much more likely to use loan forgiveness money to pay down other debts. Consumers who expect their credit score to get worse would be more likely to spend the money.



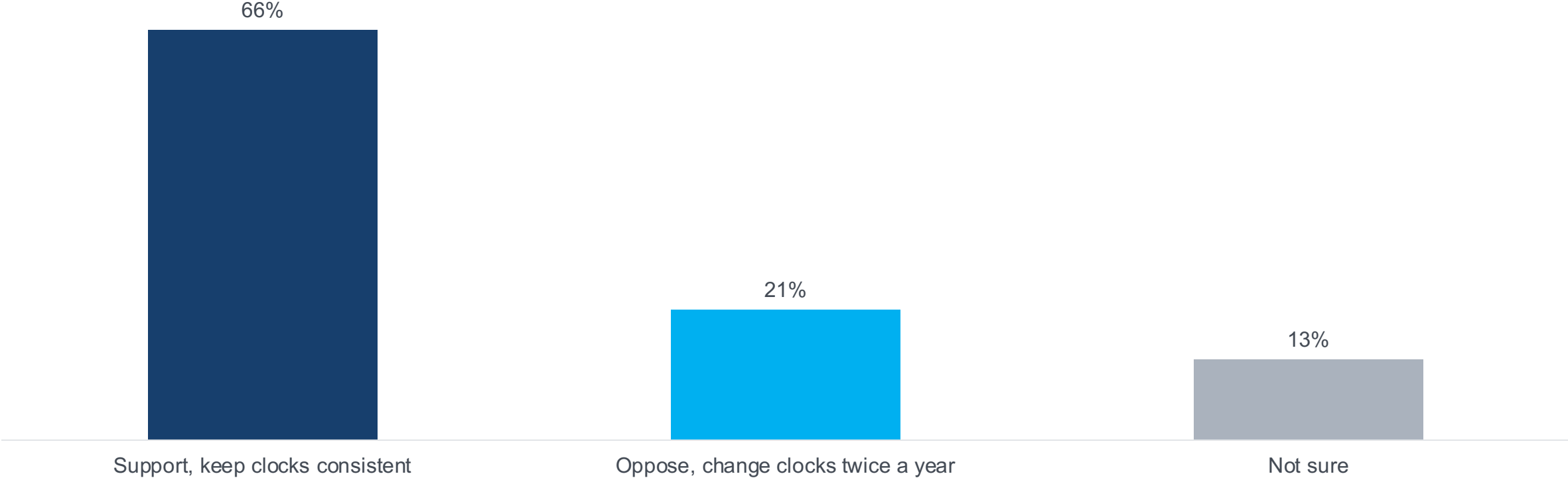
Compared to today, do you expect your credit score to be higher or lower 6 months from now? *compared with* If the Supreme Court approves President Biden’s student loan forgiveness plan, which of the following are you most likely to allocate that money for?



Two-thirds of Americans say they would support a transition to permanent daylight savings time, meaning they would no longer need to change their clocks twice a year.

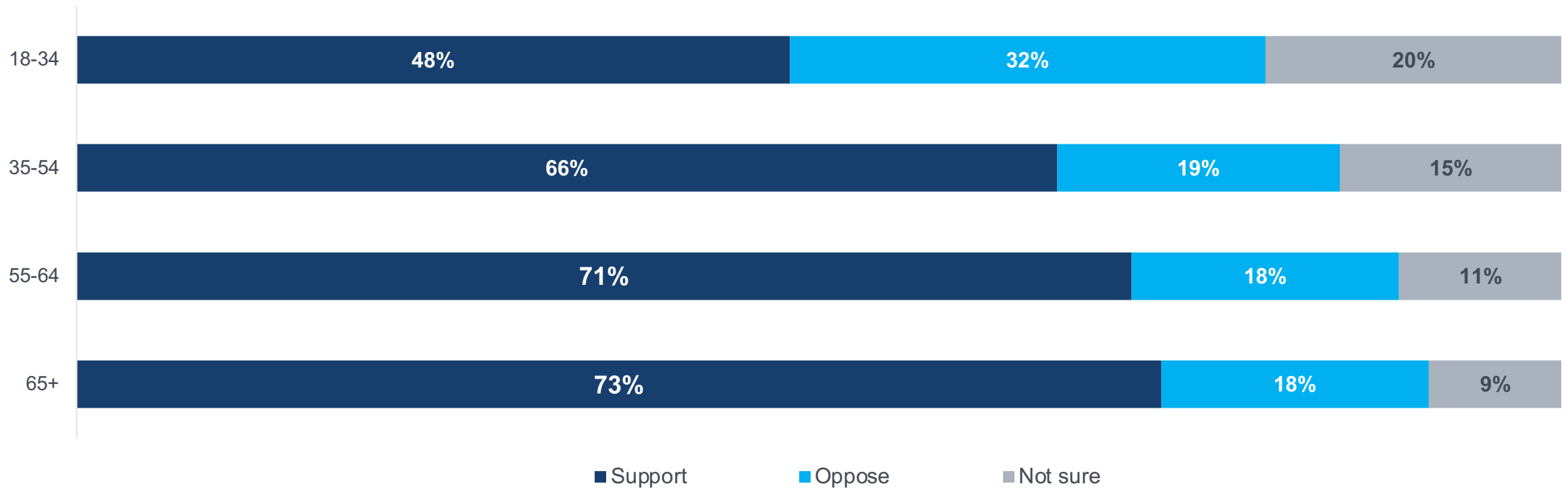


Do you support or oppose permanent daylight savings time, which would eliminate the practice of changing clocks twice a year?



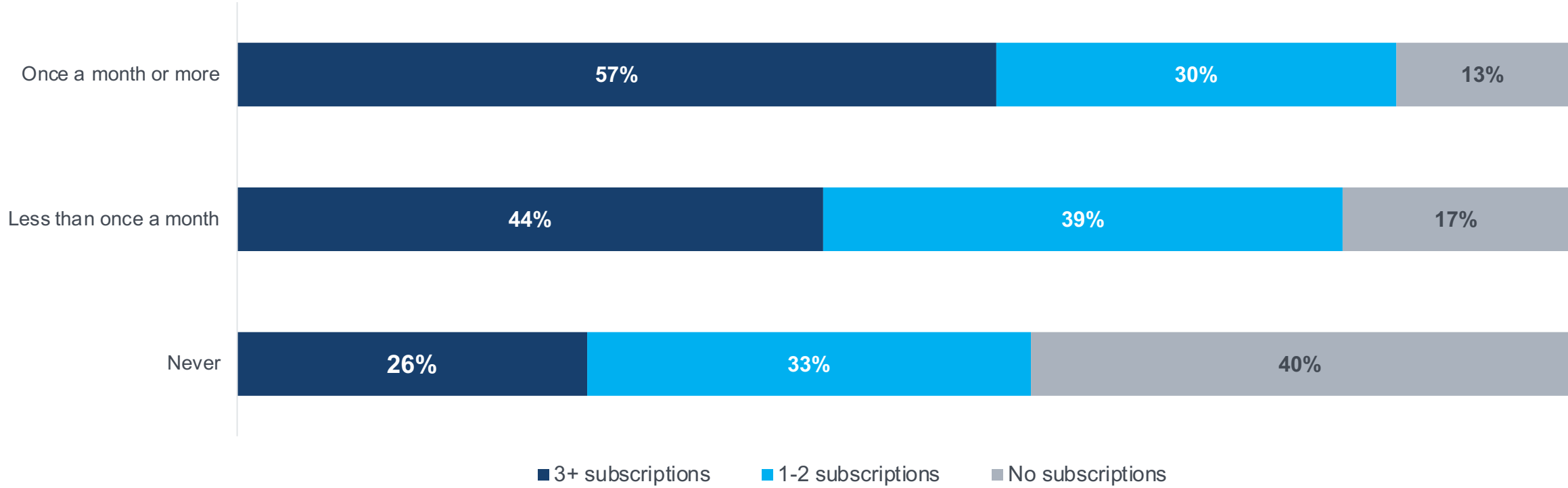
Younger adults (18 to 34 years old) are significantly less likely than older adults to support ending daylight savings time.

To what broad age group do you belong? *compared with* Do you support or oppose permanent daylight savings time, which would eliminate the practice of changing clocks twice a year?



Consumers who go to the movies at least once a month also tend to have more video streaming service subscriptions on average. With movie ticket prices rising, will some frequent movie-goers opt to watch something at home instead?

How often do you go to the movies? *compared with* How many subscription video-on-demand services (like Netflix or Hulu) do you currently have?



CivicScience Published Studies – Week of 3/5/2023

[“Top Gun: Maverick” and “Elvis” Are America’s Favorite Best Picture Nominees](#)

[3 Things to Know: AI Apps Are Most Popular Among Young Adults, the Latest on COVID-19 and Its Effects Three Years Later](#)

[Grocery Self-Checkout Reaches Its Lowest Favorability in Two Years](#)

[Key Trends ‘Shaping Up’ the Botox Industry](#)

[Top Cereal Insights for National Cereal Day](#)

[March Madness Tournament Interest Recedes from 2022 Levels](#)

[5 Things You Didn’t Know About Aldi Shoppers](#)

[Infographic: A Look Back at Three Years of the COVID-19 Pandemic](#)

[Infographic: The State of the Travel Industry](#)

[Less Financial Security, More Stress – the Pandemic’s Unwanted Effects on Women Persist](#)

[Infographic: Most Americans Want to Ditch Changing the Clocks \(Plus More Daylight Saving Time Stats\)](#)

The CivicScience Intelligent Polling Platform & Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.



OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.



OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.



OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.



OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.