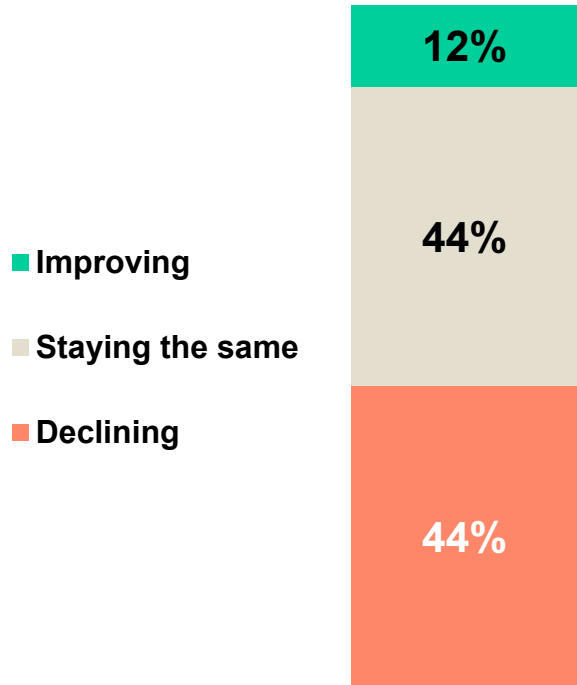


# Winter Is Coming: Consumers Blame Corporations For High Prices

Would you say your overall opinion of companies in America has recently been...

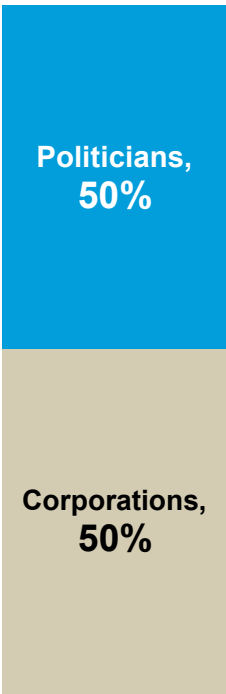


Which of the following best describes why your opinion of companies in America has been declining? Please select one.

*Among those with a declining opinion*

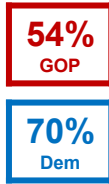


Who do you blame more for higher prices of goods and services?



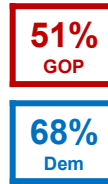
# Risky Business: Today, Companies Face A Multi-Front Culture War

## Return To Office



Remote work helps  
equalize office inequities

Bloomberg-HP (2024)



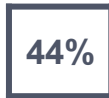
It's unfair to require in-person  
for jobs that can be remote

Bloomberg-HP (2024)

## Bloomberg

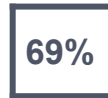
Return-to-Work Policies Devolve Into  
a Toxic Cultural Flashpoint

## Tariffs



Believe additional tariffs  
will hurt the economy

Bloomberg-HP (2025)



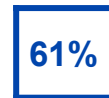
Think tariffs will  
cause higher prices

The Guardian-HP (2025)

## The Guardian

Two-thirds of Americans think Trump  
tariffs will lead to higher prices, poll says

## DEI Policies



Say diversity positively  
impacts organizations

Axios-HP Vibes (2025)



Say DEI policies are  
mostly symbolic

Axios-HP Vibes (2025)

## AXIOS

Americans are fine with corporate  
DEI

## Artificial Intelligence



Brands using generative AI in  
advertising

AdAge-Harris Poll (2024)

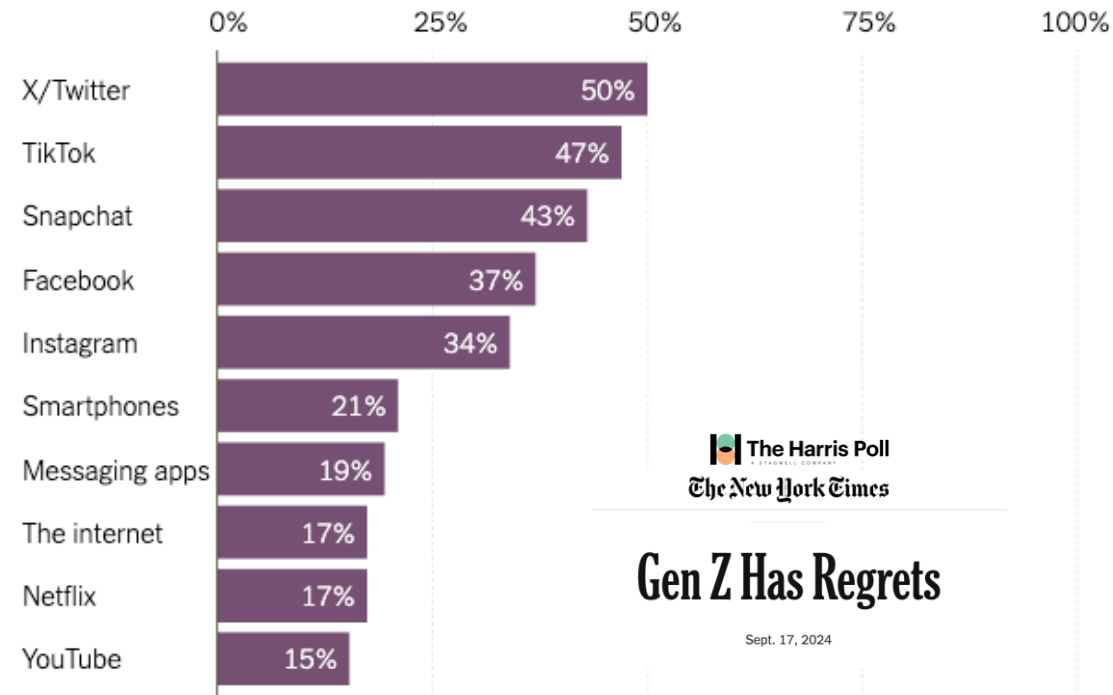
## AdAge

AI IN ADS DIVIDES CONSUMERS—  
WHAT BRANDS CAN LEARN FROM  
NEW DATA REVEALING THE  
TENSION

## Values System Reboot: Regret Free Realms

### Almost half of Gen Z wishes social media platforms like X and TikTok didn't exist

Percentage of Gen Z respondents who agree with the statement "I wish \_\_\_ had never been invented"



Source: Harris Poll/Zach Rausch

# 80%

Gen Z say

**I want to maximize my life today, not wait  
for some future moment**

# 79%

Gen Z say

**It's a goal of mine to be able to interact  
with people more in the real-world**

Source: NYT-Harris Poll (2024); Forbes CMO Summit-Harris Poll (2024)

# Signals: Hands-On Happiness

**82%** Gen Z

Want to feel **more comfortable** expressing themselves and being with others **IRL**

**79%** Gen Z

Say, "It's a goal of mine to be able to interact with people more in the real-world"