



Georgia-Pacific

CONSUMER PERCEPTION OF SOCIETY

People behaving badly, changes in perspectives and behaviors post-COVID

October 2023

PRO-23-1003

BACKGROUND AND METHOD

After countless news reports of people behaving poorly in public – airplane passengers threatening flight attendants, fast food customers berating cashiers, retail customers physically fighting over a product -- GP PRO commissioned a gen pop consumer survey (age 18-65) to find out how Americans feel about their and others' behavior. The survey was conducted in late September 2023 (n=1025).

InnovateMR provided sample, programming, and field services for the project. Key findings are presented here.

Thinking about the last 2-3 years compared to the 2-3 years before COVID hit the US, do you feel people in general are...



Demonstrating more good behavior 26%	Neutral / unchanged 30%	Demonstrating more bad behavior 44%
More respectful of others 31%	Neutral / unchanged 26%	Less respectful of others 43%
More reserved in their actions 29%	Neutral / unchanged 35%	More boisterous 36%
More respectful of public property 24%	Neutral / unchanged 35%	Less respectful of public property 41%
More respectful of authority 20%	Neutral / unchanged 30%	Less respectful of authority 50%

- Positive
- Negative
- Notable (Neither +/-)

n=1025 gen pop consumers

In the last 90 days...

59%

Have witnessed someone acting out or displaying bad or inconsiderate behavior in a public setting



75%	Yelling / abusive language
72%	Someone being disrespectful through words or actions
54%	Road rage
37%	Public drunkenness
34%	Inappropriate dress
27%	Damaging property
17%	Physical abuse

n=1025 gen pop consumers

All types

Damaging property

Where did you witness bad behavior in the last 90 days?

47%	Public street or sidewalk	39%
43%	Grocery store	35%
40%	Street or roadway (in a vehicle)	39%
36%	Retail store	38%
26%	Restaurant	38%
23%	Public recreational space like a beach, park, etc.	46%
17%	On public transportation	52%
15%	Bar / nightclub	41%
13%	Work environment	40%
12%	Event venue (Sports / entertainment)	36%
7%	Airplane / airport	44%
7%	Public restroom	67%
6%	Gym / workout center	46%



n=601 gen pop consumers

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How are you personally feeling, or finding yourself, in general, over the last 2-3 years compared to the 2-3 years before COVID hit the US?

More patient 40%	Neutral / unchanged 40%	Less patient 19%
More anxious 42%	Neutral / unchanged 38%	More easy going 20%
More materialistic 12%	Neutral / unchanged 51%	Less materialistic 37%
More ambitious 32%	Neutral / unchanged 50%	More complacent 18%
More health-conscious 57%	Neutral / unchanged 34%	Less health-conscious 9%
More hygiene-conscious 59%	Neutral / unchanged 33%	Less hygiene-conscious 9%
More outgoing 23%	Neutral / unchanged 46%	More closed-off 31%
More empathetic toward others 45%	Neutral / unchanged 42%	Less empathetic toward others 13%

- Positive
- Negative
- Notable (Neither +/-)

n=1025 gen pop consumers

How are you personally feeling, or finding yourself, in general, over the last 2-3 years compared to the 2-3 years before COVID hit the US?

More entitled 11%	Neutral / unchanged 55%	Less entitled 33%
Caring more about others 48%	Neutral / unchanged 41%	Caring less about others 11%
More materialistic 12%	Neutral / unchanged 51%	Less materialistic 37%
More independent 47%	Neutral / unchanged 41%	More reliant on others 9%
More indignant 21%	Neutral / unchanged 63%	More willing to conform 17%
More adventurous 28%	Neutral / unchanged 42%	More cautious 30%
More accepting of bad service 18%	Neutral / unchanged 50%	Less accepting of bad service 32%
More aggressive 17%	Neutral / unchanged 42%	More passive 28%
More opinionated 35%	Neutral / unchanged 50%	More indifferent 15%

- Positive
- Negative
- Notable (Neither +/-)

n=1025 gen pop consumers

Consumer Perception of How Society is Doing | PUBLIC BEHAVIOR



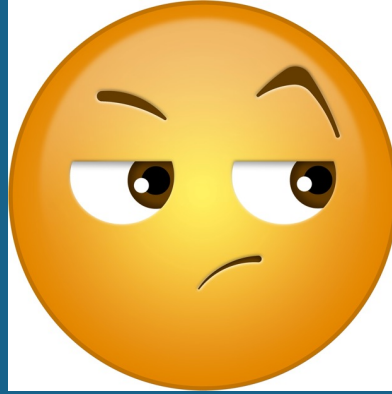
7%

Mom would be proud



15%

Pretty good, a few slip ups



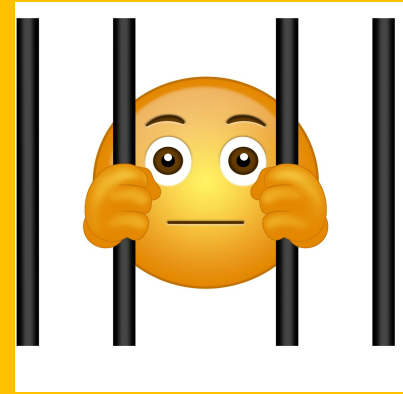
40%

People are definitely less considerate of others these days



24%

I'm embarrassed for society



14%

I'm surprised more aren't in jail

n=1025 gen pop consumers

In one sentence or less, how would you describe the state of society today?

(Open end responses summarized by AI – Koch EverLearn Chat)

The responses collected reflect a diverse range of perspectives on the current state of society. **A significant number of respondents expressed dissatisfaction, describing society as chaotic, disrespectful, and selfish.** They noted an increase in aggression, judgment, recklessness, and a perceived rise in crime, violence, and racism. Many respondents attributed these issues to a lack of empathy, respect, and critical thinking skills among individuals.

Political division was a recurring theme, with respondents expressing frustration over the lack of cooperation and civil disagreement. Some respondents pointed out the negative impact of social media, suggesting it has amplified public reporting of incidents and fostered a culture of self-interest. High inflation, including gas and grocery prices, was also mentioned as a concern.

While there were some positive perceptions among the responses, a common thread emerged in **the call for increased respect, empathy, and cooperation among individuals.** Some respondents also expressed concern about the impact of political division and the role of social media in shaping societal attitudes and behaviors. Despite these concerns, some respondents remain hopeful for the future and believe that society can improve.

n=1025 gen pop consumers