

STATS THAT ARE CHANGING HOW WE APPROACH Business & Marketing

We ODEA-ites get to work with clients across a wide range of industries. So, we need to review a lot of diverse research regarding trends and buying behaviors. Here are six of the stats that are informing our thinking right now.

stat 1

70% OF GLOBAL GDP IS NOW UNDER NET ZERO TARGETS.

The concept of net zero has become mainstream. No matter if your venture is B2B or B2C, your consumers are demanding you treat the planet as well as you treat them. It is the most robust component of the ESG (Environmental, Social and Governance) framework that we see reshaping how consumers view companies and brands.

SOURCE: *Energy & Climate Intelligence Unit*
<https://eciu.net/analysis/infographics/net-zero-history>

stat 2

ON AVERAGE, MORE THAN ONE THIRD (34 %) OF THE POPULATION IS WILLING TO PAY MORE FOR SUSTAINABLE PRODUCTS OR SERVICES, AND THOSE WILLING TO PAY MORE WOULD ACCEPT A 25 PERCENT PREMIUM ON AVERAGE.

For decades there was a gap between consumers wanting greener products and wanting to pay more for them. However, that gap is now closing as buyers – led by Generation Z (39 %) and Millennials (42 %) – are willing to pay more for the products that align with their values.

SOURCE: *Simon-Kucher & Partners, Global Sustainability Study 2021* <https://www.simon-kucher.com/en>

stat 3

AS OF 2020, 62% OF AMERICANS SAID THEY HAVE USED SOME KIND OF VOICE ASSISTANCE TECHNOLOGY.

Even though the most popular uses for voice assistants like Amazon's Alexa, Apple's Siri or Google's No-Name Assistant are currently (1) asking about the weather and (2) playing music, the ease of voice for search and eventually more complex tasks like purchasing keeps us looking for ways to integrate to reach early adopters.

SOURCE: *Edison Research, The Infinite Dial 2020*
<https://www.edisonresearch.com/the-infinite-dial-2020/>

stat 4

AROUND 80% OF CONSUMERS WILL SEE THE WORLD AS ALL-DIGITAL, WITH NO DIVIDE.

As a result of the pandemic, 63% of American adults said they have done a new online activity and are not going back. Companies have an opportunity to now interact with consumers online in ways they would not engage before. But make it good! Consumers have high expectations for those experiences.

SOURCE: *Forrester, 2022 North American Predictions*
<https://www.forrester.com/predictions/predictions-2022/>

stat 5

IN 2021, ONLY 25% OF U.S. ADULTS COULD ACCURATELY DEFINE WHAT AN NFT IS.

NFTs (non-fungible tokens) are generating a lot of media coverage – and confusion. Their reliance on cryptocurrency and blockchain bring together all of the hot buzz words! Our interest is in how NFTs are evolving to represent brand and status in our increasingly digital world. And yes, an ODEA NFT is coming soon!

SOURCE: *Morning Consult, National Tracking Poll*
<https://morningconsult.com/>

stat 6

A MAJORITY OF THOSE WHO QUIT A JOB IN 2021 AND ARE NOT RETIRED SAY THEY ARE NOW EMPLOYED, EITHER FULL-TIME (55%) OR PART-TIME (23%).

The “Great Resignation” is really a misnomer. Most workers who are quitting their jobs are settling elsewhere, someplace they believe will treat them better. For many of our clients, attracting talent has eclipsed attracting customers as their top marketing goal.

SOURCE: *Pew Research Center 2022 Survey*
<https://www.pewresearch.org/>

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