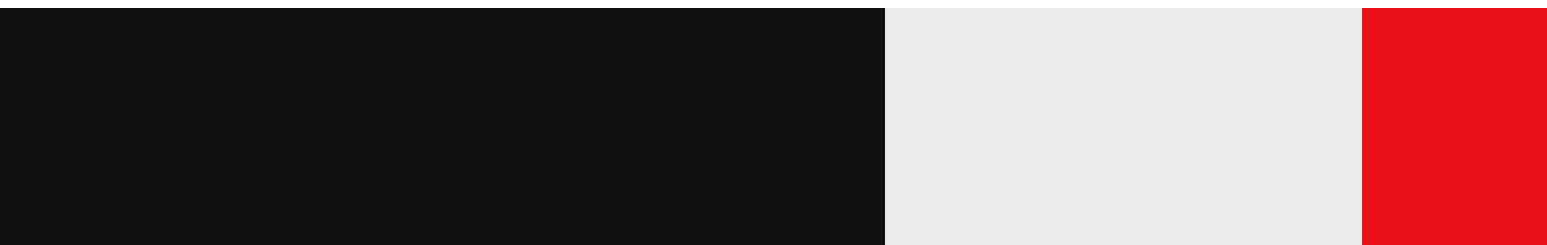


# The Weekly Listen: Will omicron change things, the threat of churn, and what folks click on

Audio



On today's episode, we discuss how the omicron variant might change consumer behavior, the significance of Tide refusing to air a Super Bowl 2022 commercial, the real threat of churn,

what people click on, how Americans share information with brands, how to solve working from home annoyances, what it's like in the coldest place on Earth, and more. Tune in to the discussion with eMarketer principal analyst Suzy Davidkhanian, director of forecasting Oscar Orozco, and senior forecasting analyst at Insider Intelligence Peter Vahle.

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**Coronavirus Impact: Expected Change in Shopping Behavior Among US Adults Due to the Delta Variant, Aug 2021**

% of respondents

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Source: Pitney Bowes, "BOXpoll" conducted by Morning Consult as cited in company blog, Sep 21, 2021

269797

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