

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS OCTOBER 13, 2021

Social media's role in society and the political environment in the U.S. are just a few things on the minds of Americans this week.

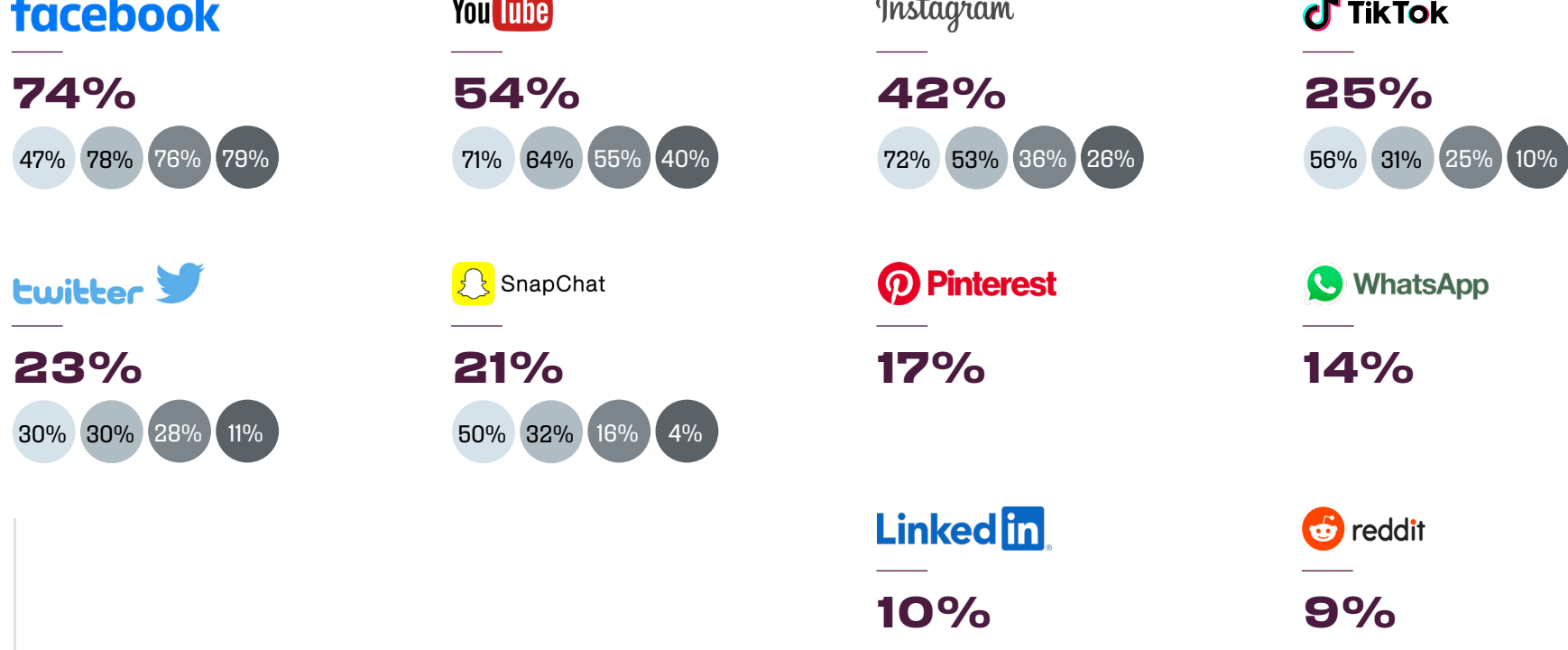
Gain insight on these issues and more in this week's The Pulse of the American Consumer.

Social Media Usage

Which if any of the following social media platforms have you used in the past 7 days?

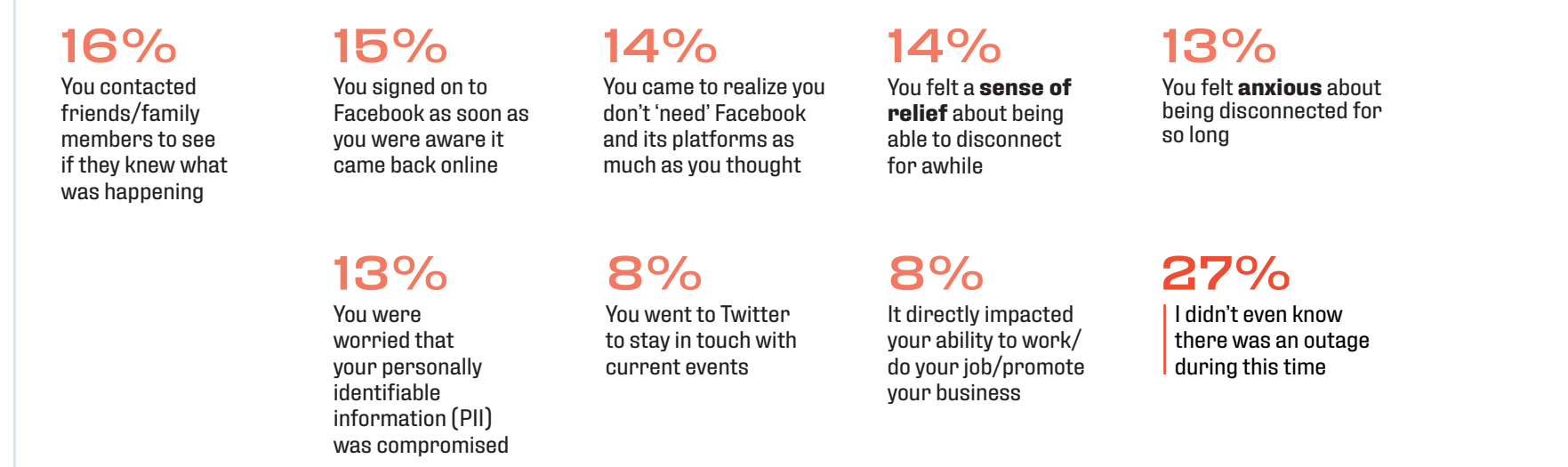
*Base = Have at least one active account for a social media platform

● Gen Z ● Millennials ● Gen X ● Baby Boomers



As you probably know, earlier this week Facebook and its associated platforms such as Instagram and WhatsApp experienced a service outage that lasted several hours. During this time, which of the following applied to you personally?

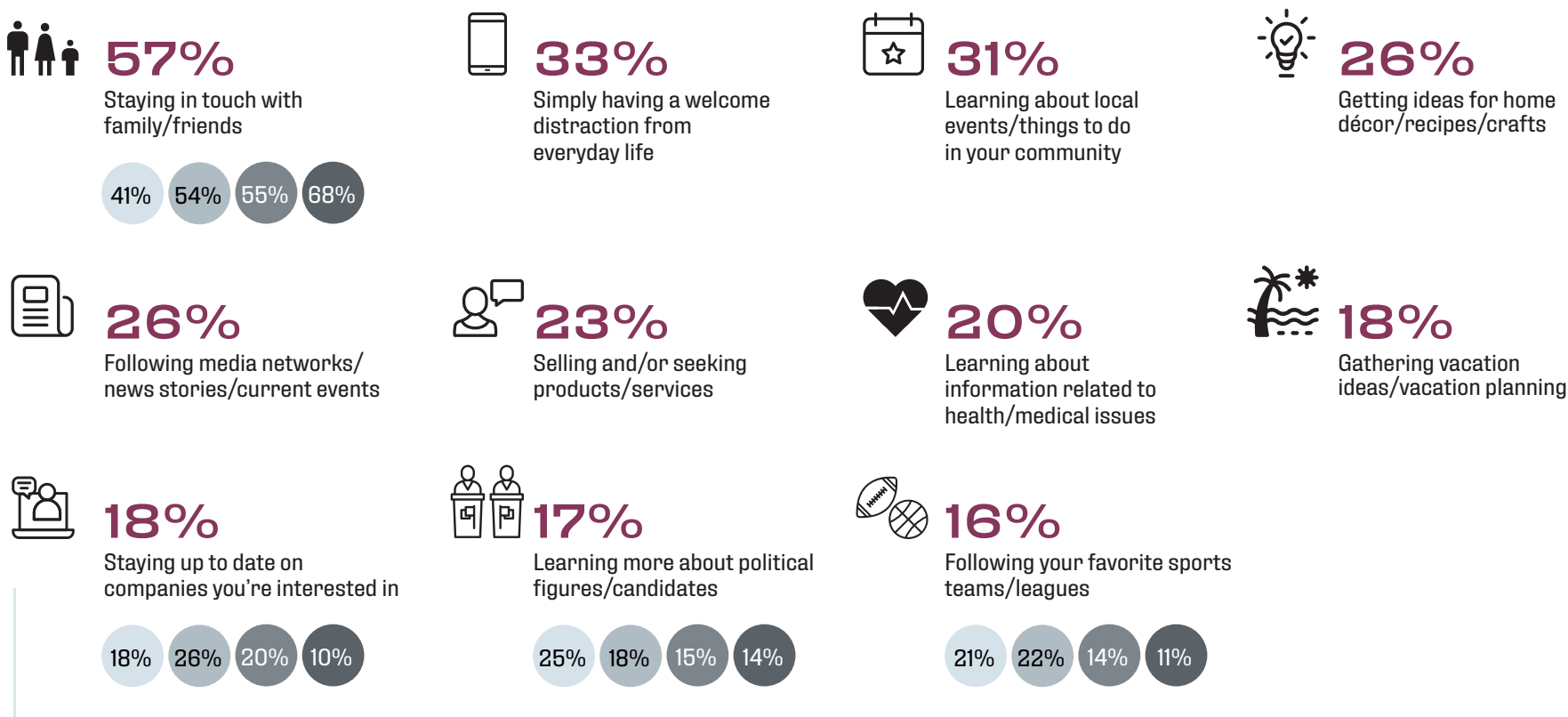
*Base = Have an active Facebook, Instagram, WhatsApp account and used any of them in the past 7 days



Which of the following do you consider essential functions that social media platforms do for you?

*Base = Have at least one active account for a social media platform

● Gen Z ● Millennials ● Gen X ● Baby Boomers

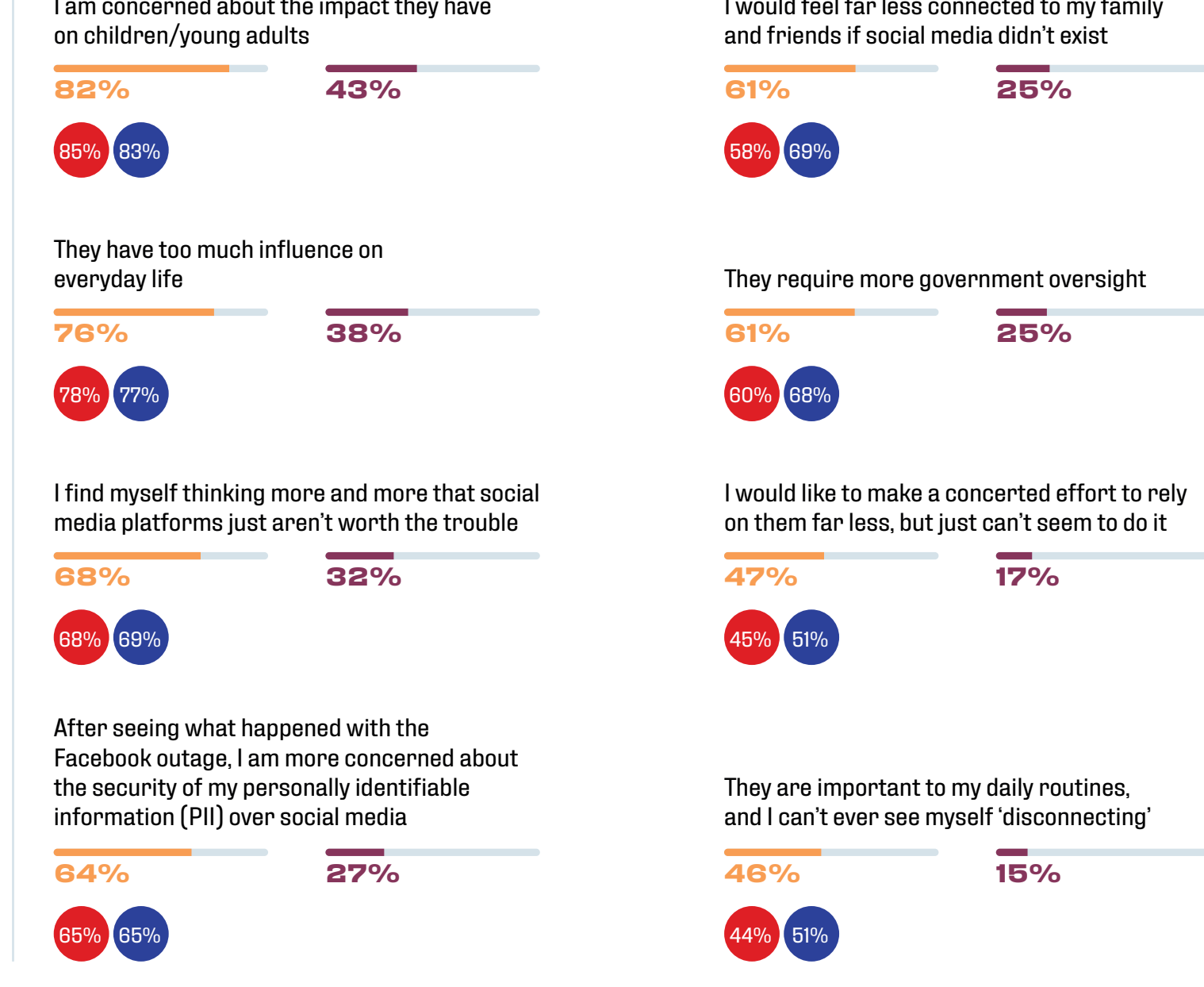


Despite extreme polarization on many issues today, Republicans and Democrats are largely aligned when it concerns most of these statements regarding social media platforms.

To what extent do you agree or disagree with these statements regarding the role of social media platforms in society?

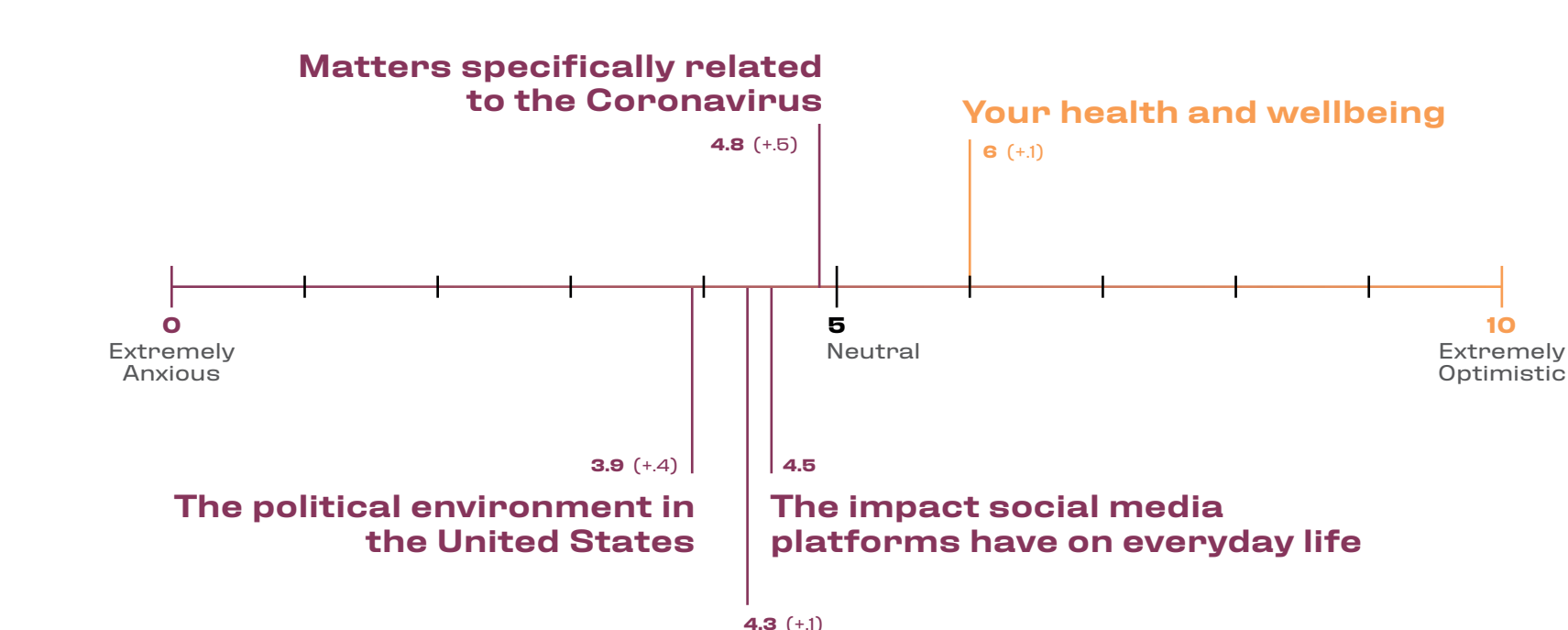
*Demographic differences are based on 'Agree (Net)'

● Agree (Net) ● Strongly Agree ● Republicans ● Democrats



How optimistic or anxious do each of the following make you at this moment in time?

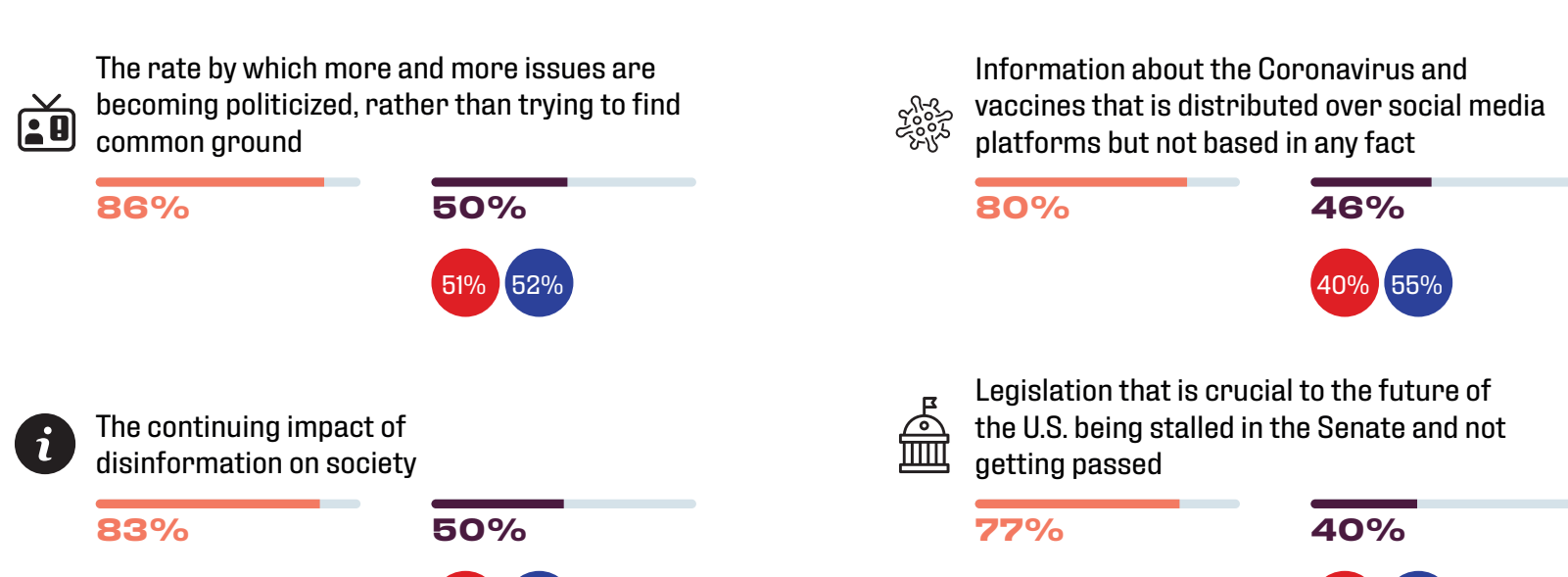
*Comparisons are made from September 4-6, 2021.



How concerned are you currently about these issues?

*Demographic differences are based on Very Concerned.

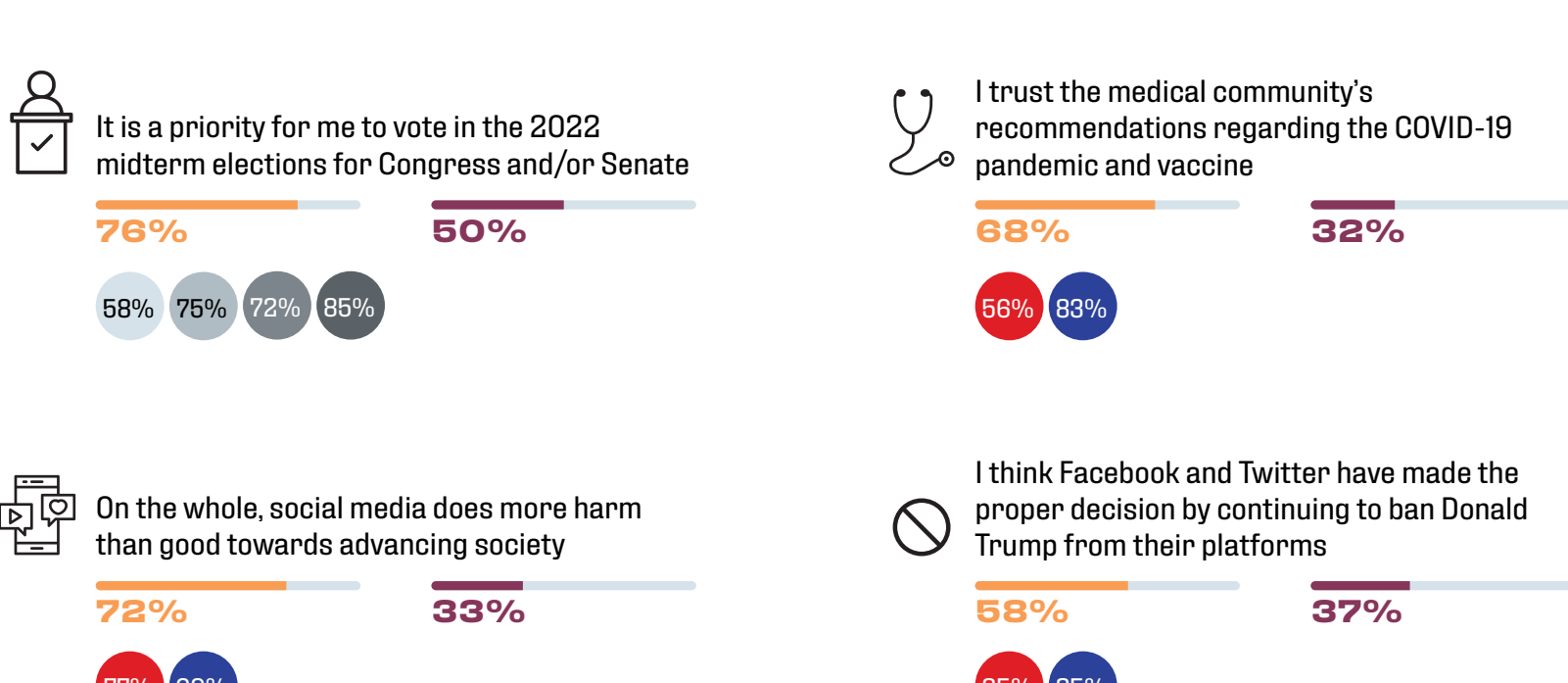
● Concerned (net) ● Very Concerned ● Republicans ● Democrats



To what extent do you agree or disagree with these statements?

*Demographic differences are based on Agree (Net)

● Agree (Net) ● Strongly Agree ● Gen Z ● Millennials ● Gen X ● Baby Boomers ● Republicans ● Democrats



45% of U.S. Adults are concerned that COVID-19 will prevent them from celebrating either Christmas/Hanukkah/Kwanzaa, Thanksgiving, or Halloween this year as they normally would (representing a 10% decrease since August 13th-15th, 2021).

This is much higher among vaccinated respondents (49%) than their unvaccinated counterparts (29%).