

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

CARAVAN[®]
Omnibus Surveys

For this month's Pulse we addressed the economy with the American consumer, and how the current cost of living is impacting their daily lives.

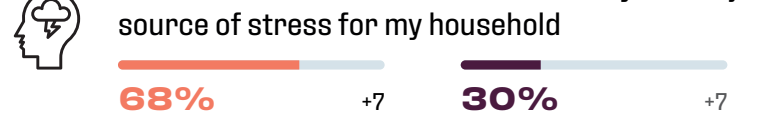
"It's the economy, stupid!"

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

Strongly/Somewhat Agree (NET)

Strongly Agree

*Comparisons are made from data collected April 8-10, 2022



Since the start of 2022, **78% OF AMERICANS** have done at least one of the following as a direct result of the increased cost of living Americans are currently experiencing:

44%

Purchased more lower-cost store brand/generic grocery items rather than the usual brands you use

32%

Stocked up on grocery items, fearing that prices will get even higher

29%

Cancelled plans for trips by car that weren't absolutely necessary

28%

Cancelled specific plans to dine out or order takeout

26%

Postponed the purchase of a discretionary item to have more funds on hand for everyday necessities

26%

Postponed a short trip/getaway to have more funds on hand for everyday items

20%

Eating less/went on an unplanned diet

17%

Postponed the purchase of a major home appliance

17%

Consumed more carbohydrate-focused meals than you prefer due to the increased costs of meats/proteins

9%

Adopted a far more plant-based diet due to the increased costs of meats/proteins

Since the start of 2022, **50% OF AMERICANS** have cancelled at least one of the following subscriptions/services as a direct result of the increased cost of living Americans are currently experiencing:

19%

Any TV streaming service

15%

Amazon Prime

13%

Cable TV service

11%

Premium cable TV channels

11%

Music/podcast apps

10%

Gym/fitness club membership

9%

Any magazine subscriptions

9%

Online gaming services

8%

Meal delivery kits

8%

Any fitness/health/wellness apps

6%

Clothing box subscription

5%

Warehouse club memberships

5%

Any massage/spa/tanning memberships

5%

Pet subscription box

5%

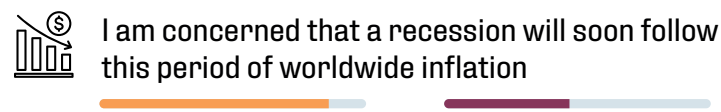
Credit or identity theft monitoring services

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

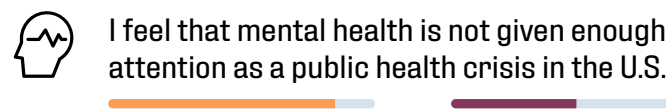
Agree (Net)

Strongly Agree

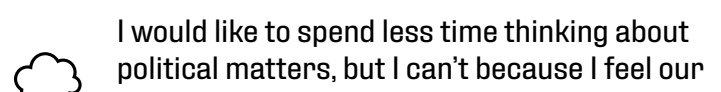
*Differences by party ID are based on Agree (Net)



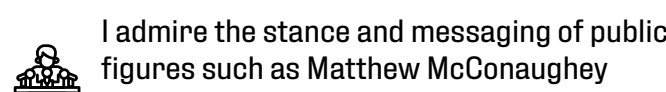
89% among Republicans
86% among Democrats
81% among Independents



82% among Republicans
89% among Democrats
83% among Independents



78% among Republicans
78% among Democrats
60% among Independents



69% among Republicans
69% among Democrats
65% among Independents



63% among Republicans
64% among Democrats
53% among Independents



61% among Republicans
63% among Democrats
53% among Independents



48% among Republicans
63% among Democrats
49% among Independents



57% among Republicans
57% among Democrats
44% among Independents



33% among Republicans
62% among Democrats
50% among Independents



80% among Republicans
20% among Democrats
39% among Independents

Juneteenth

52% of respondents became aware of the meaning of Juneteenth within the past year alone (vs. 60% last year).

Many believe that this should be celebrated in one way or another, with the following statements best matching the public opinion:

*Comparisons are made from data collected May 24-26, 2021

30%

+6

It should be recognized as a federal holiday across the United States

21%

-1

It should be recognized as a day of observance across the United States, but not as a federal holiday

6%

No Change

It should be recognized as a day of observance on a state-by-state level, but not across the United States

12%

No Change

It should be left up to individual companies and organizations to observe, but doesn't need to be at the formal state or federal level

10%

-3

Juneteenth should not be recognized as a holiday or day of observance in any fashion

21%

-2

I don't know enough about it to make a fair decision

A Quick Check-in on COVID

56% of American adults remain concerned about the Coronavirus (19% very concerned). Just 15% of the population claims to be 'Not at all concerned' about it.

These statistics show a **7% decrease** in overall concern compared to one month ago, with a **5% decrease** in being very concerned.

This CARAVAN survey was conducted by Big Village Insights among a sample of 1,009 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older.

This survey was live on June 10-12, 2022.

BIG VILLAGE

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