

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

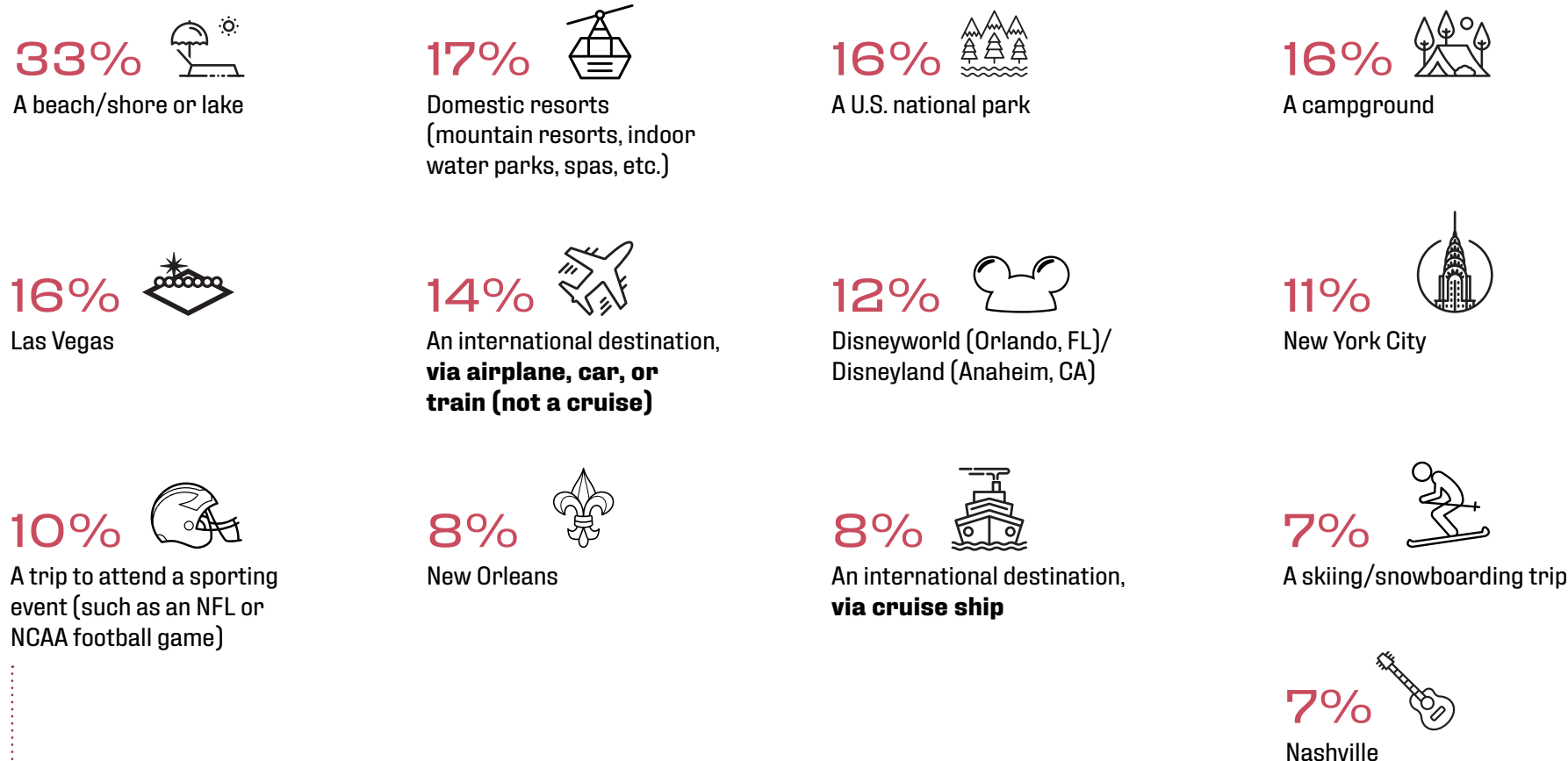
JANUARY 18, 2022

Going Places?

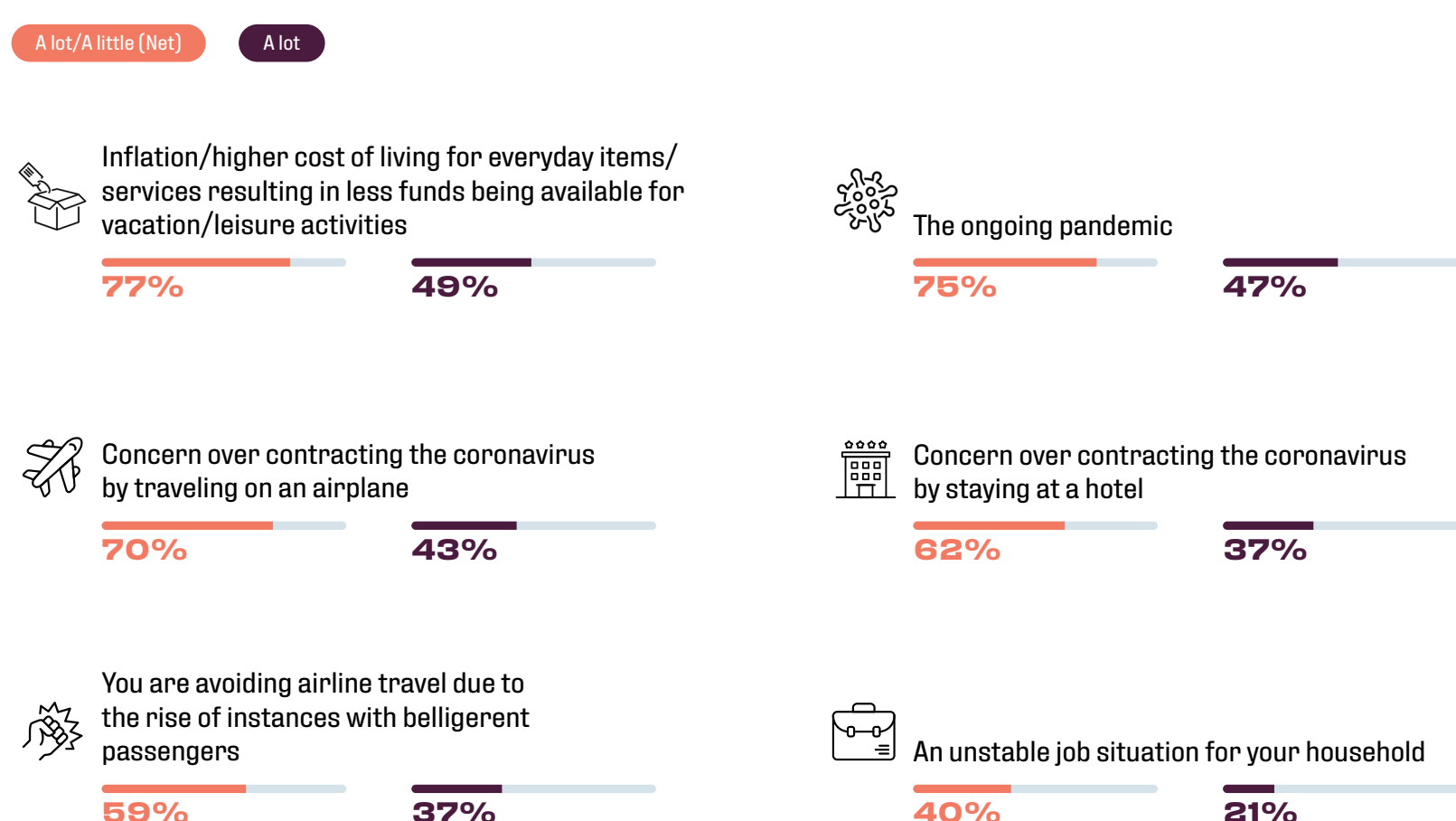
53% of U.S. Adults are likely to go away on vacation **between now and June 30, 2022**. This is driven more heavily by younger adults.

Gen Z - **61%** | Millennials - **64%** | Gen X - **54%** | Boomers - **43%**

Of those likely to vacation in the coming months, **the destinations include:**



Among those **unlikely** to go away on vacation at any point between now and June 30, 2022, these factors will play a role:

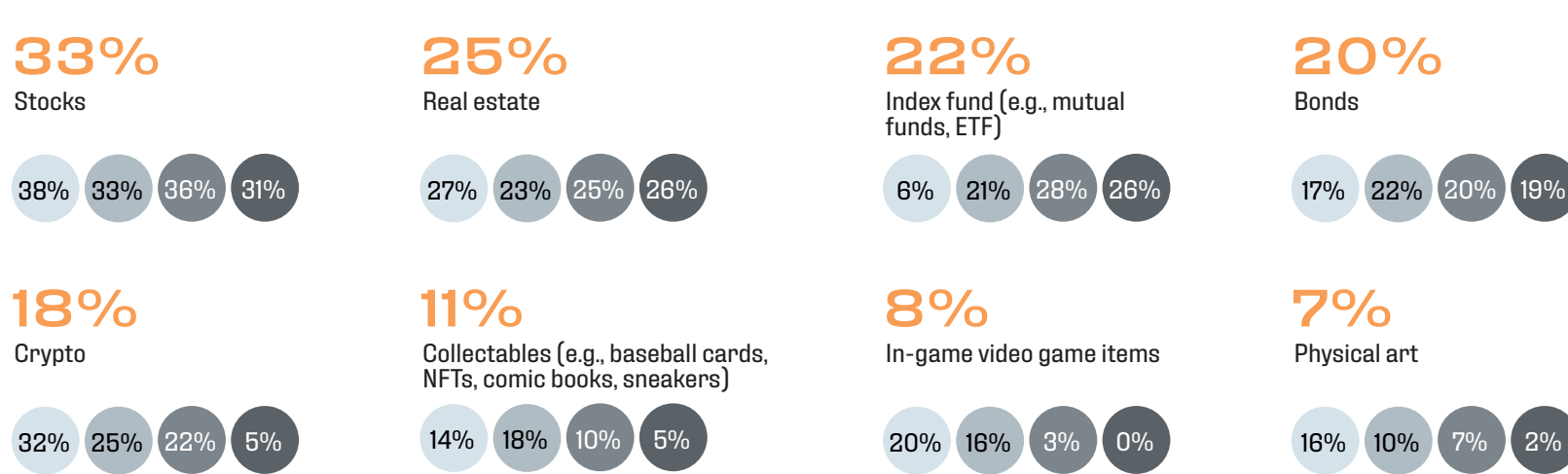


THE LATEST UPDATE ON INVESTING

34% of U.S. Adults believe they can become millionaires off crypto investments, driven heavily by young adults. **59% of Gen Z and 51% of Millennials believe they could become millionaires from crypto investments.**

Of the following investment instruments, which do you trust with your money?

● Gen Z ● Millennials ● Gen X ● Baby Boomers



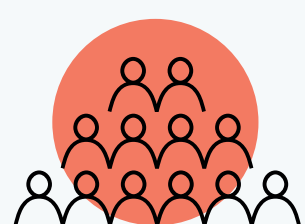
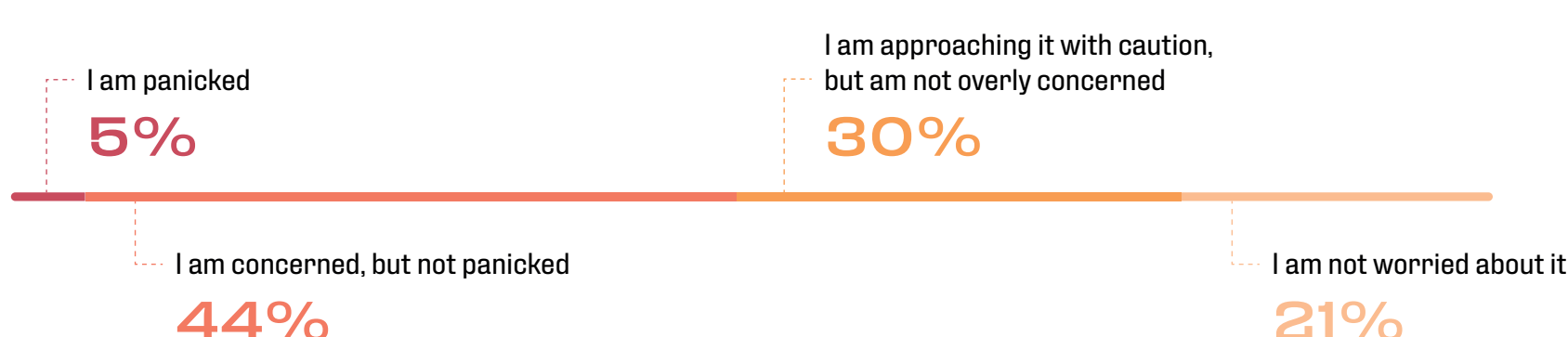
Suppose you have an extra \$2,000 to invest in the following options...which are you investing in?

● As 'long-term' investments ● As 'quick-buck' investments



A BRIEF COVID-19 UPDATE

Which of the following best describes your feelings regarding the recent news about the **omicron variant of the coronavirus?**



At what capacity level would YOU feel comfortable attending each of these types of venues today?

*Comparisons are made from December 3rd-5th, 2021



51% -5

An **outdoor** arena, such as a baseball, football, or soccer stadium



49% -6

An indoor restaurant/bar/club



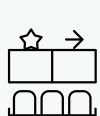
42% -8

An indoor recreational space, such as an arcade or bowling alley



42% -7

An **indoor** arena, such as those used for basketball, hockey, or concerts



41% -8

A movie theater



40% -8

A **smaller indoor** theater, such as those used for plays or comedy shows

This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of 1,013 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 January 14-16, 2022.

BIG VILLAGE

CARAVAN[®]

Omnibus Surveys