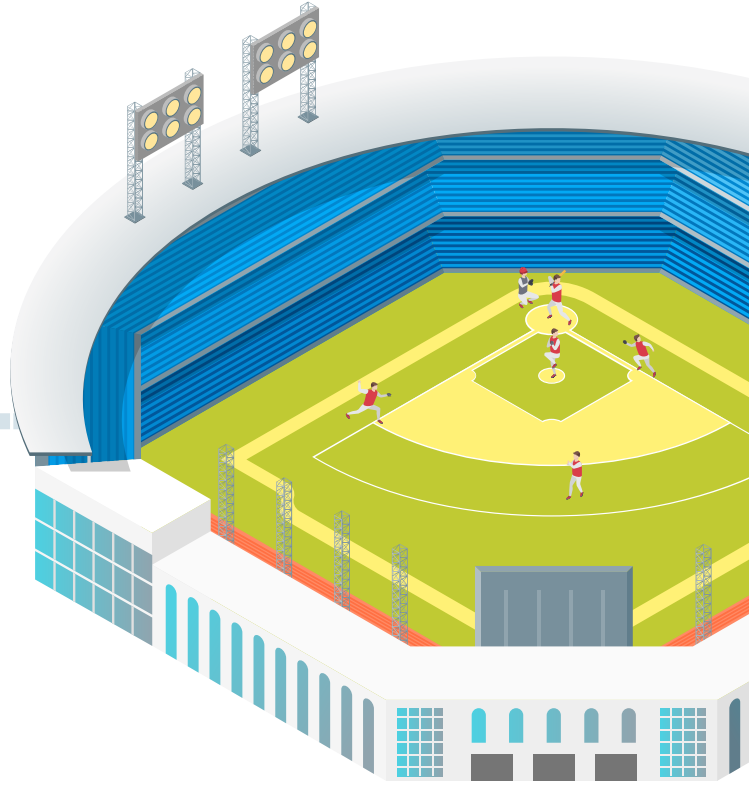


THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

CARAVAN[®]
Omnibus Surveys

Play Ball!



At long last, a new collective bargaining agreement between Major League Baseball owners and the players' union has been reached, ending the lockout that had been in place since December. The regular season will now begin April 7, and the full 162 game schedule will remain in place for the 2022 season.

How does the American public feel about this?

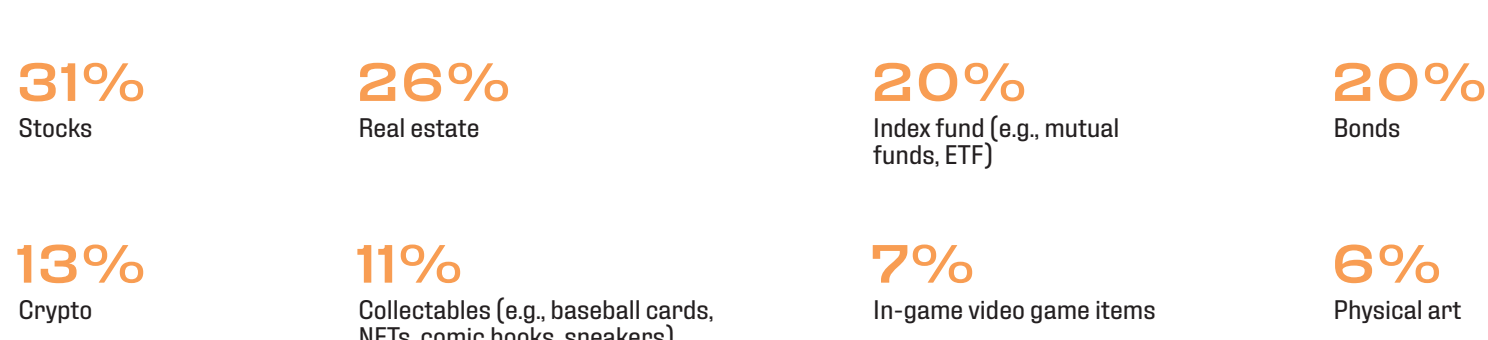
Among those who offer an opinion, here is how they feel:



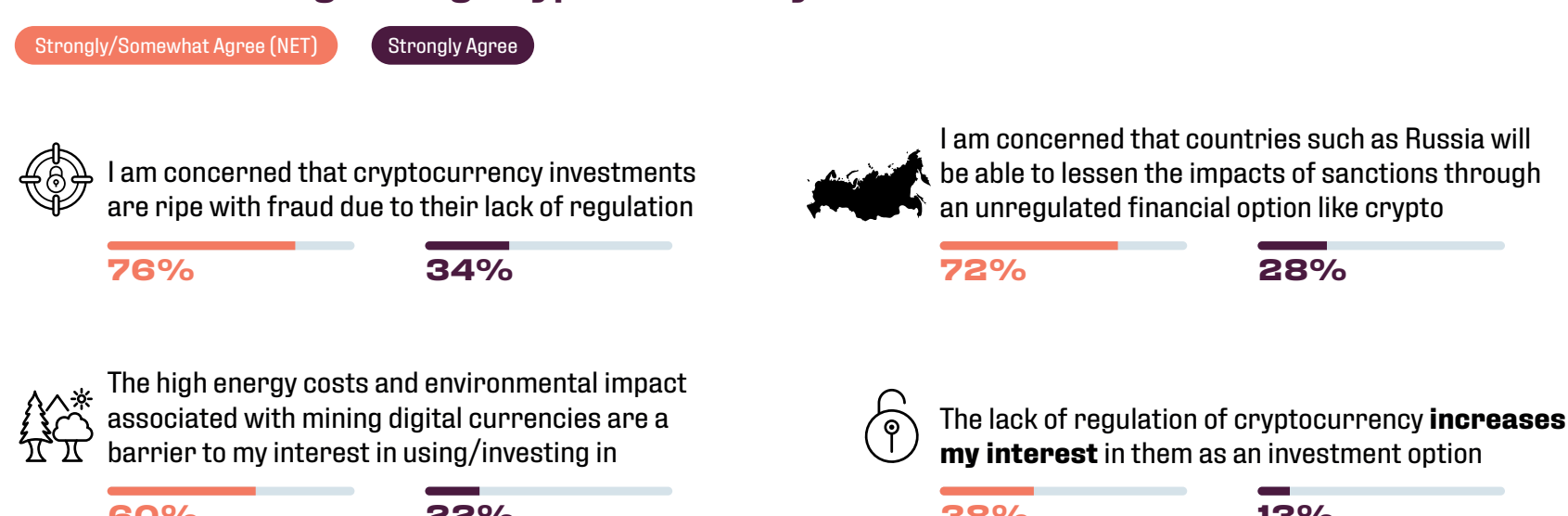
The Latest Update on Crypto

30% of U.S. Adults believe they can become millionaires off crypto investments, driven heavily by young adults. **60% of Gen Z** and **44% of Millennials** believe they could become millionaires from crypto investments.

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



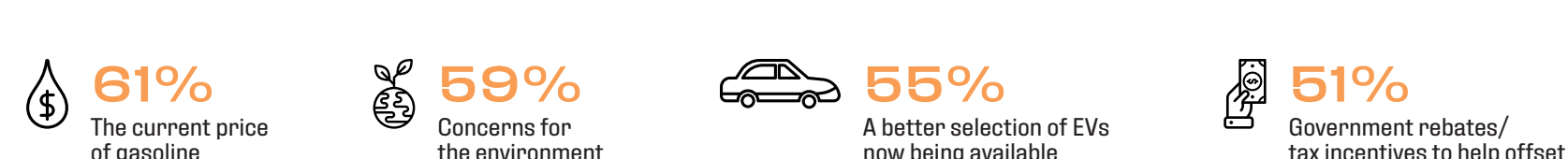
To what extent do you agree or disagree with these statements regarding cryptocurrency?



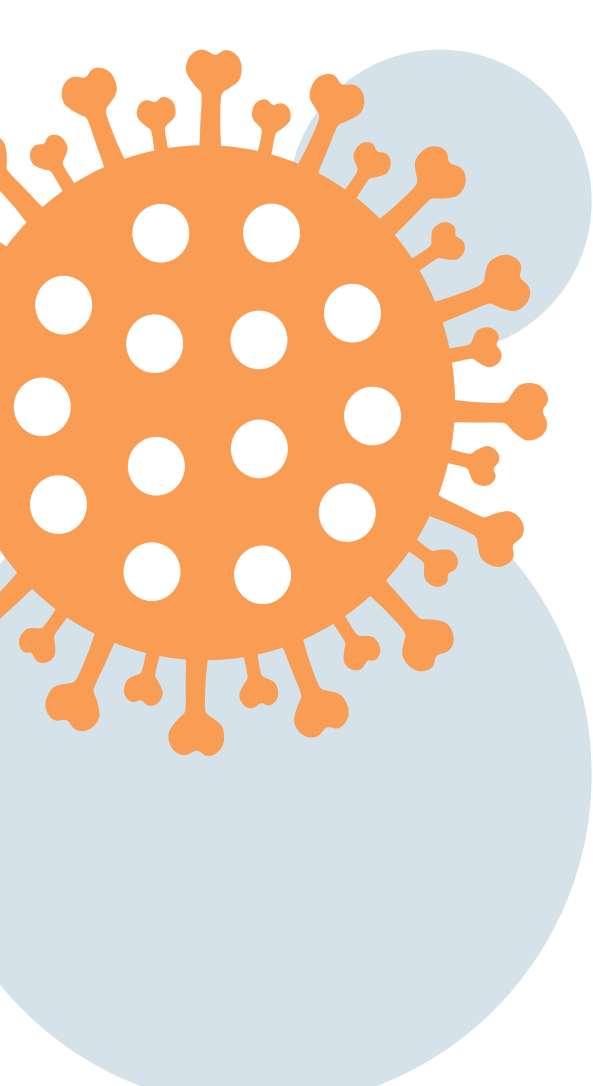
Is Electric the Solution to \$4 Gas Prices?

Among American adults likely to purchase/lease a new car or truck in the next 2 years, **54% are likely (22% very likely) to consider an all-electric (EV) vehicle for their next car/truck purchase.**

Among those likely to consider an EV, the following are expected to play a large role in their decision:

COVID-19
2 Years Later

Exactly 2 years ago, the world as we knew it changed in a dramatic way due to COVID-19, as full-scale lockdowns of businesses, schools and workplaces took place across the United States.



Where does the American public stand 2 years later, and where were they exactly one year ago (March 12 – 14, 2021)?

Despite the sharp decline in new cases, at this moment in time **59% of American adults remain concerned about the Coronavirus (22% very concerned)**. Just 15% of the population claims to be 'Not at all concerned' about it.

Looking back one year ago, **79% of the public was still concerned (37% very concerned)**, with just 7% not at all concerned.

When thinking back over the last 2 years (March 2020 to now)...

Overall, **78% of Americans think the nationwide concern over the Coronavirus was justified (50% very justified)**. Just 8% feel the concern was not justified at all.

One year ago, these views were mostly similar, as **84% felt our concerns were justified (52% very justified)**, with just 5% seeing the concerns being not justified at all.

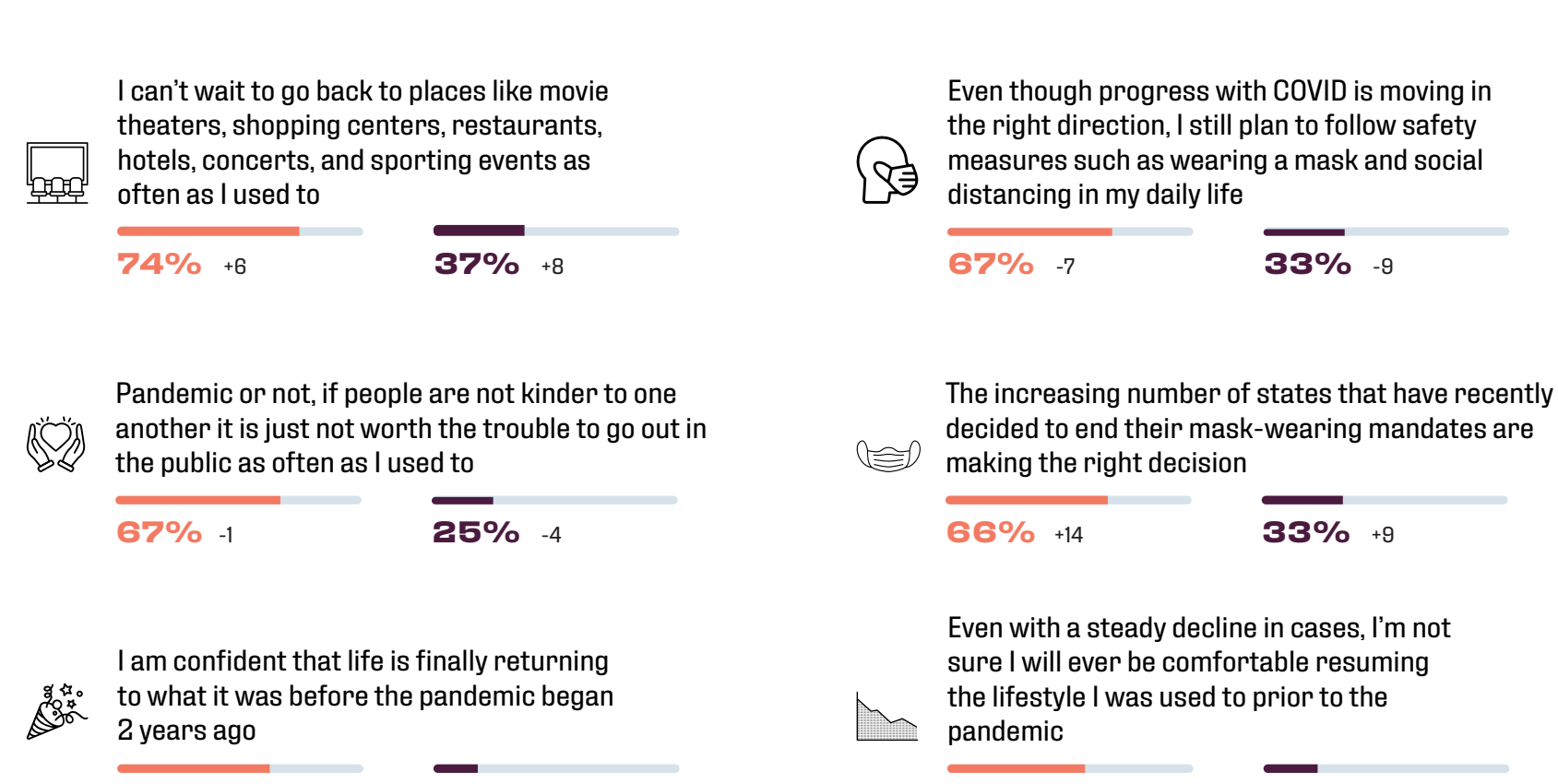
Americans think the nationwide response here in the U.S. to the Coronavirus was:

*Comparisons are made from March 12-14, 2021



Recent reports indicate that new COVID cases, hospitalizations and deaths continue to steadily decline across the country. Knowing this, to what extent do you agree or disagree with these statements?

Strongly/Somewhat Agree (Net) Strongly Agree *Comparisons are made from February 11-13, 2022



This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of 1,012 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 March 11-13, 2022.

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