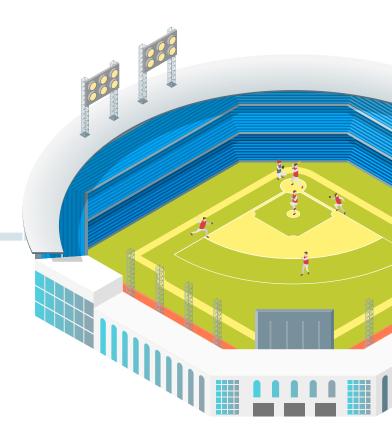
THE PULSE OF THE AMERICAN CONSUMER **CONSUMER INSIGHTS FOR BUSINESS**



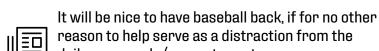
between Major League Baseball owners and the players' union has been reached, ending the lockout that had been in place since December. The regular season will now begin April 7, and the full 162 game schedule will remain in place for the 2022 season. How does the American public feel about this?

At long last, a new collective bargaining agreement

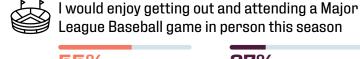


Strongly agree

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



reason to help serve as a distraction from the daily news cycle/current events 29% 70%



League Baseball game in person this season 27% **55%**



The time it took to end this lockout has left me feeling disinterested in Major League Baseball



55% 26%

on Crypto



54% 25%

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.

The Latest Update

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

31%

13%

Crypto

26%

statements regarding cryptocurrency?

NFTs, comic books, sneakers)

Collectables (e.g., baseball cards,

Index fund (e.g., mutual funds, ETF)

7%

20%

In-game video game items

6%

20%

Physical art

Strongly/Somewhat Agree (NET) Strongly Agree I am concerned that countries such as Russia will

To what extent do you agree or disagree with these

76%

I am concerned that cryptocurrency investments are ripe with fraud due to their lack of regulation

34%



The high energy costs and environmental impact associated with mining digital currencies are a barrier to my interest in using/investing in

60%

22%



72% 28%

The lack of regulation of cryptocurrency increases

13%

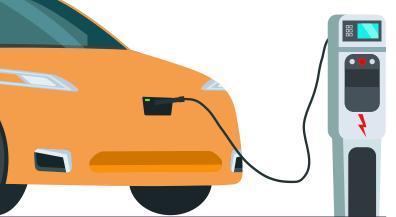
be able to lessen the impacts of sanctions through

an unregulated financial option like crypto

my interest in them as an investment option

to \$4 Gas Prices?

38%



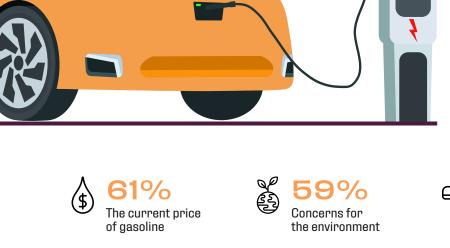
Among American adults likely to purchase/ lease a new car or truck in the next 2 years, 54% are likely (22% very likely) to consider

an all-electric (EV) vehicle for their next car/

Is Electric the Solution

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

now being available tax incentives to help offset the purchase price



2 Years Later





truck purchase.

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)?

When thinking back over the last 2 years

(March 2020 to now)...

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.

Coronavirus (22% very concerned). Just 15% of the population

Despite the sharp decline in new cases, at this moment in time

59% of American adults remain concerned about the

feel the concern was not justified at all. One year ago, these views were mostly similar, as 84% felt our

seeing the concerns being not justified at all.

concerns were justified (52% very justified), with just 5%

Overall, 78% of Americans think the nationwide concern over the Coronavirus was justified (50% very justified). Just 8%

Americans think the nationwide response here in the U.S. to the Coronavirus was: Comparisons are made from March 12-14, 2021

Too much 28% +9

Recent reports indicate that new COVID cases, hospitalizations and deaths continue to steadily decline across the country. Knowing this, to what extent

Not enough

34% -13

*Comparisons are made from February 11-13, 2022 Strongly Agree I can't wait to go back to places like movie

25% -4

18% +4

do you agree or disagree with these statements?

theaters, shopping centers, restaurants, hotels, concerts, and sporting events as often as I used to

74% +6

67% -1

62% +13

older. This survey was live on March 11-13, 2022.

37% +8

Just enough

38% +4

the right direction, I still plan to follow safety measures such as wearing a mask and social distancing in my daily life

making the right decision

Even though progress with COVID is moving in

67% -7 **33%** -9 Pandemic or not, if people are not kinder to one The increasing number of states that have recently decided to end their mask-wearing mandates are another it is just not worth the trouble to go out in

66% +14

I am confident that life is finally returning to what it was before the pandemic began 2 years ago

the public as often as I used to

56% -4

sure I will ever be comfortable resuming the lifestyle I was used to prior to the pandemic

Even with a steady decline in cases. I'm not

33% +9

22% -1

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

609-452-5400 | CARAVANinfo@big-village.com