

# THE PULSE OF THE AMERICAN CONSUMER

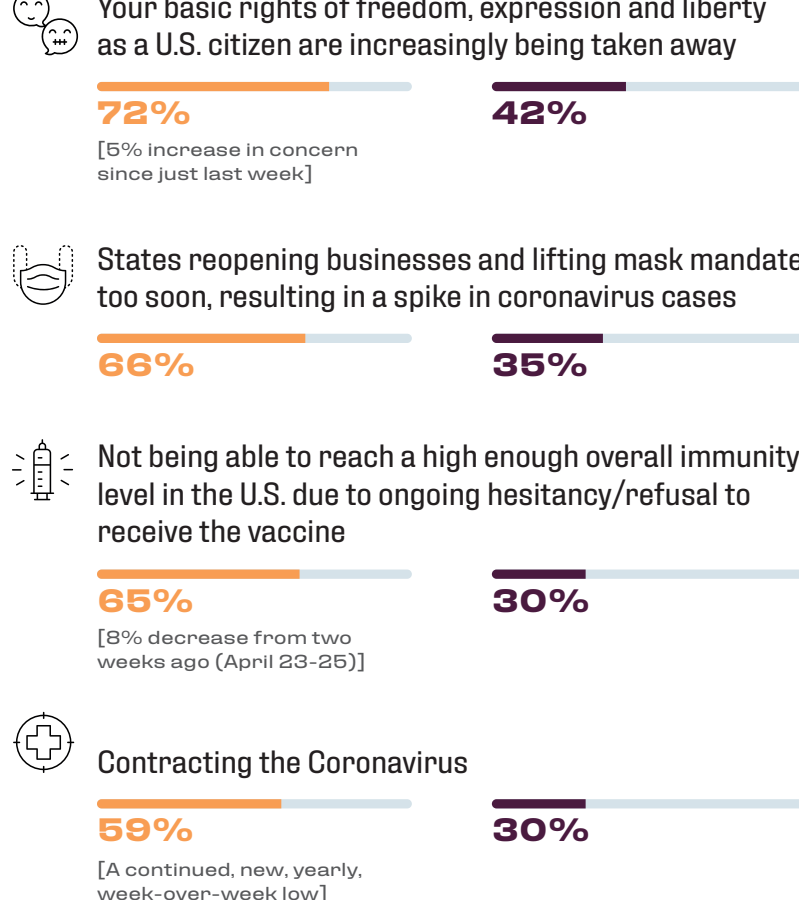
CONSUMER INSIGHTS FOR BUSINESS

MAY 11, 2021

## CURRENT EVENTS

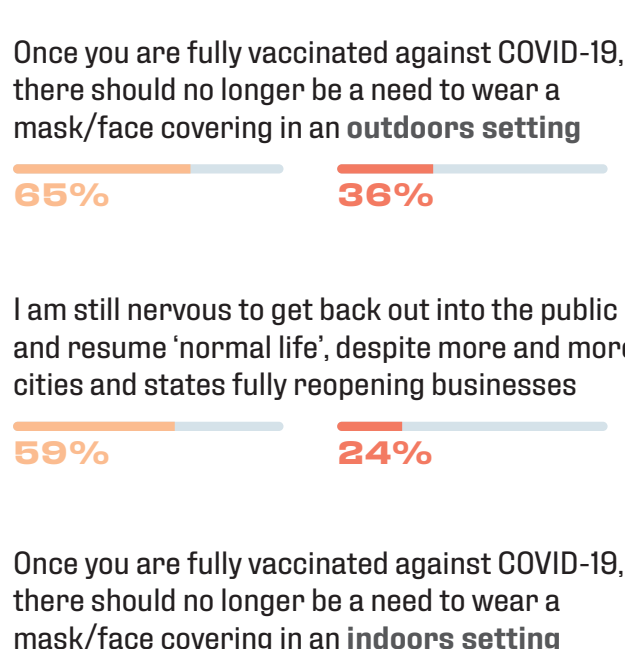
### How concerned are you about these issues?

Total Concerned   Very Concerned



### To what extent do you agree or disagree with each statement below?

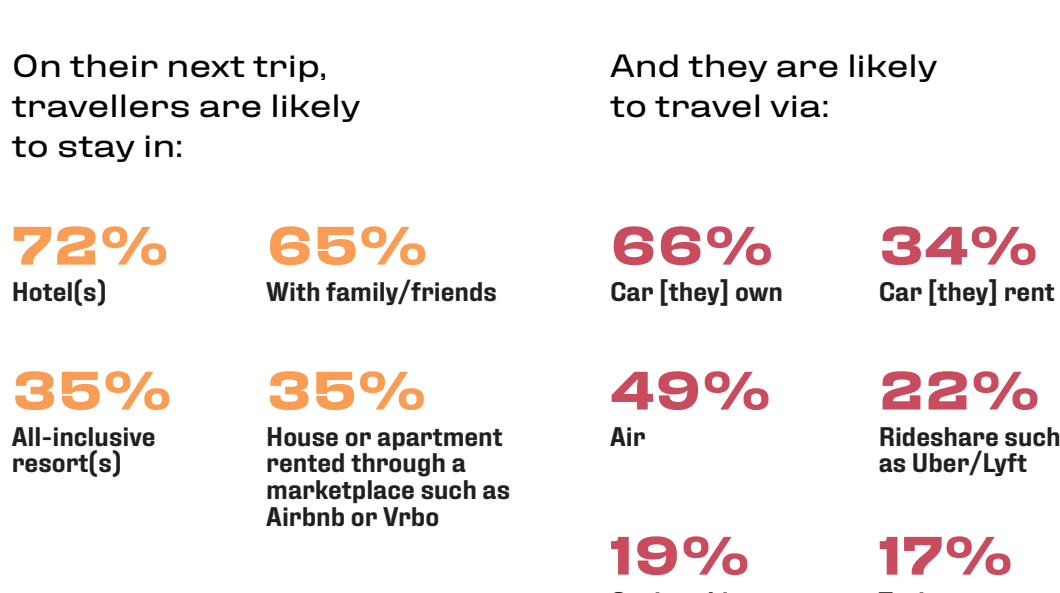
Strongly/Somewhat Agree   Strongly Agree



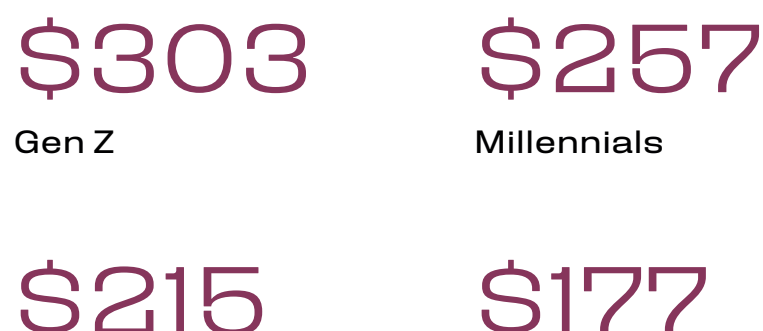
## WANNA GET AWAY?



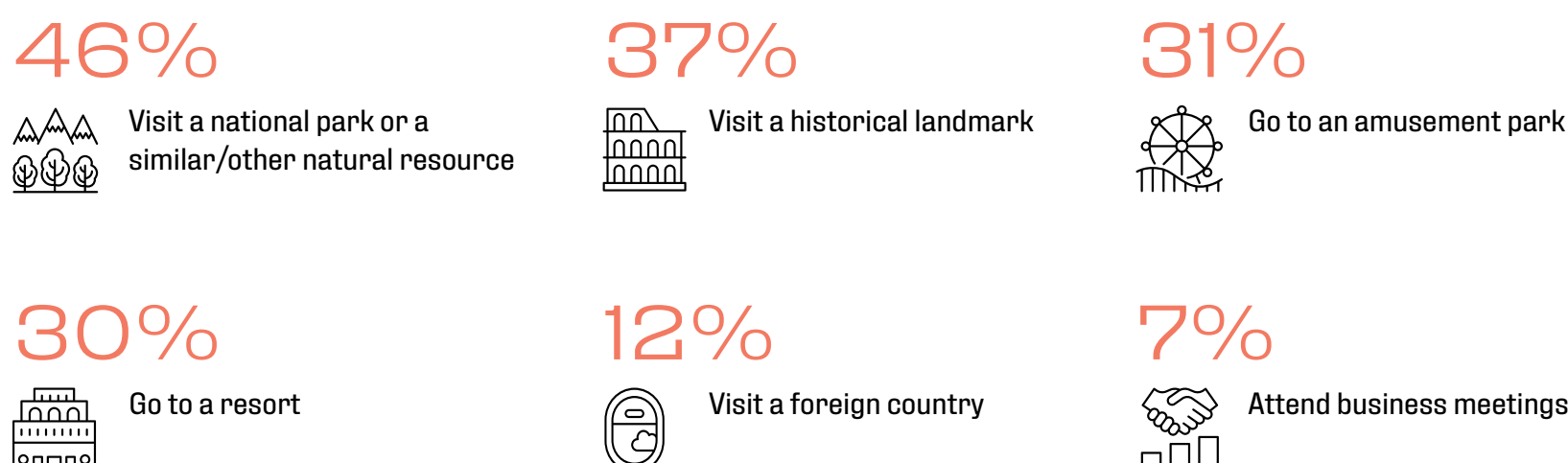
**76% of U.S. Adults plan on taking some kind of trip in the next 12 months, whether that's for business or pleasure (64% within the next 6 months, 43% within the next 3). Of the respondents that will travel within the next 12 months:**



**The average expected spending among these adults per night is \$225, with younger travellers more likely to spend at a higher rate:**



**And for their next trip, U.S. Adults are intending to:**



**56%** of U.S. Adults say that being able to travel plays a factor into their decision to get vaccinated.

**Which of the following, if any, are true for you?**



**New Majority Ready™**

**New Majority Ready are Multicultural Marketing experts.**

This data was collected among 3,014 respondents through three waves of ENGINE's CARAVAN Omnibus between May 3<sup>rd</sup> - 9<sup>th</sup>.

**While multicultural/diverse households feel less represented in all programming genres, they tend to see themselves portrayed on relatively higher level in Scripted Comedy and Sports Programming compared to other media programs, as seen below.**

**Please consider the following types of media programming below. Which, if any, do you feel that you and your family are adequately/sufficiently represented today from a racial/ethnic standpoint?**

	Non-Hispanic White	Non-Hispanic Black/African-American	Hispanic/Latinx/Spanish	Asian-American/Pacific Islander
Scripted comedy television series	45%	33%	36%	29%
Scripted dramatic television series	45%	30%	37%	28%
Documentaries	43%	30%	35%	33%
Game Shows	42%	30%	31%	25%
News Programming	43%	27%	31%	24%
Sports Programming	39%	34%	30%	27%
How-to Videos	36%	22%	25%	21%

**Does the ethnic makeup of your household have an impact on any of the following?**

	Non-Hispanic White	Non-Hispanic Black/African-American	Hispanic/Latinx/Spanish	Asian-American/Pacific Islander
Concerns about your safety in the community	15%	34%	24%	29%
Fear of law enforcement	8%	35%	21%	11%

**Among this list, what are the top 3 priorities in your life right now:**

+/- = percentage change from last month

\*The top several priorities showed little variation by racial or ethnic makeup of the household\*

