

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

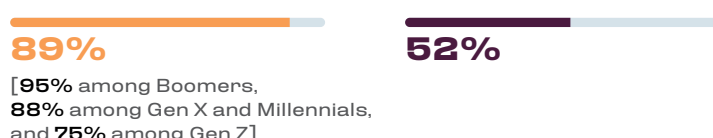
MAY 18, 2021

## How concerned are you about these issues?

Total Concerned Vary Concerned



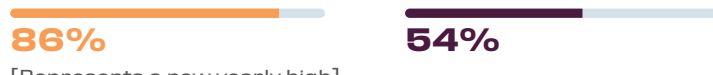
Rising prices of consumer goods/inflation



Future ransomware attacks on critical U.S. infrastructure/utilities, (e.g. Colonial Pipeline)



The continuing impact of disinformation on society



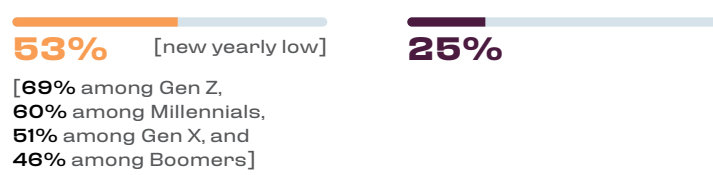
Increased conflict among Israelis and Palestinians this week



Increased gasoline prices



Contracting the Coronavirus



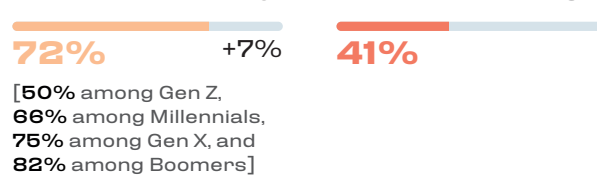
## To what extent do you agree or disagree with each statement related to these topics?

Strongly/Somewhat Agree Strongly Agree +/- = percentage change since last week

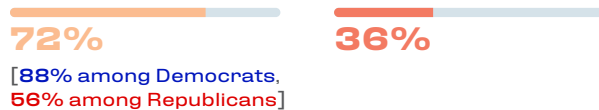
Improving/updating infrastructure is crucial to the future of the U.S., and corporate taxes should be increased to help fund it



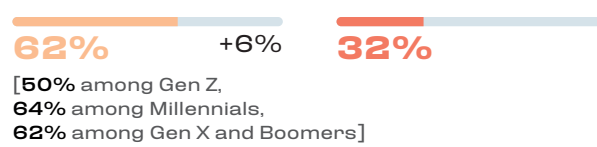
Once you are fully vaccinated against COVID-19, there should no longer be a need to wear a mask/face covering in an outdoors setting



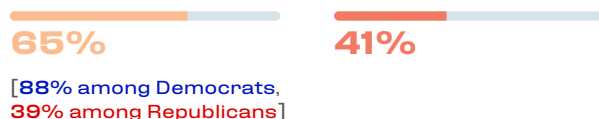
Congress did the right thing to establish a bipartisan commission to formally investigate the January 6, 2021 attack on the U.S. Capitol



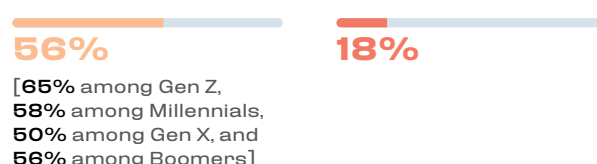
Once you are fully vaccinated against COVID-19, there should no longer be a need to wear a mask/face covering in an indoors setting



The Republican Party should move on from Donald Trump and the general mindset of 'Trumpism'



I am still nervous to get back out into the public and resume 'normal life', despite more and more cities and states fully reopening businesses



Liz Cheney better represents the values of the Republican Party, not Donald Trump



I would consider voting for Donald Trump in 2024, should he run for President again



## How much do you approve or disapprove of the job President Biden is doing?

U.S. Adults

51%

Approve

[Down from 57% on April 2-4]

15%

Neither approve nor disapprove

33%

Disapprove

+18%

Net approval rating  
[+86% among Democrats, -49% among Republicans]

Registered Voters

53%

Approve

[Down from 60% on April 2-4]

13%

Neither approve nor disapprove

35%

Disapprove

+18%

Net approval rating  
[+87% among Democrats, -52% among Republicans]

## A LOOK AT CONSUMER CONFIDENCE

Big Village Insights developed a proprietary 'Consumer Confidence Index' with the benchmark wave collected March 19-21, following passage of the American Rescue Plan Act of 2021. To date, our index has produced a high-water mark of 106, during the period of April 2-4, with the most recent index being the lowest at 100.

78%

Using our most current index, it becomes apparent that vaccine recipients/planned recipients (**78%** of the adult population) are much more optimistic than their non-vaccine counterparts (**22%**), on each of these measures:

	Vaccine/planned		Non-vaccine
Overall Consumer Confidence	105	vs	83
Current conditions	110	vs	95
Future expectations	102	vs	76

Contact us to learn more about our Consumer Confidence Methodology!

## Back to Work



Results are among those who are not already in the office and are planning to work in an office-setting as pandemic restrictions are lifted. Data was gathered between May 12-16th, 2021

## What are you most excited about when returning to the office?

37%

Getting out of the house

30%

Seeing my co-workers

27%

Separating work life from home life

23%

Resuming the daily routine I was used to

19%

Being more productive at the office

18%

Working more collaboratively

## What are you most anxious about when returning to the office?

30%

My daily commute

28%

Less flexibility for family time/obligations

27%

Contracting coronavirus

24%

Not enough social distancing

23%

Cleanliness and sanitation in the office

23%

Relying on others to wear a mask/wash their hands

## What safety measures do you think need to be in place for you to feel comfortable in the office?

50%

Hand sanitizer stations throughout the office



47%

Requiring co-workers to stay home when not feeling well or showing any potential symptoms of coronavirus



44%

Frequent cleaning of common areas (such as kitchens, cafeterias, bathrooms, meeting rooms, etc.)



43%

Having a cleaning crew to sanitize office spaces daily



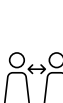
43%

Mandatory mask mandate



39%

Seating arrangements that require workers to be at least 6 feet apart



37%

Mandatory vaccinations



36%

Daily temperature checks

