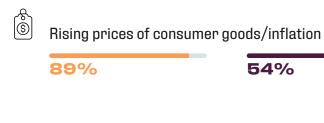


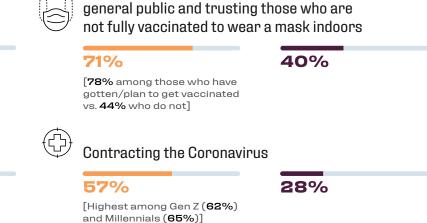
CONSUMER INSIGHTS FOR BUSINESS



The price of gasoline

85%





Relying on an 'honor system' among the

Strongly Agree I think there should be a commission to formally investigate the January 6, 2021 I would consider an all-electric (EV) vehicle for my NEXT car/truck purchase

each statement related to these topics?

52%

To what extent do you agree or disagree with

attack on the U.S. Capitol 42% 72% [92% among Democrats, 49% among Republicans] 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 42% [64% among Democrats, 82% among Republicans]

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 **58%** 31% [47% among Democrats, 72% among Republicans]

I am still nervous to get back out into the public and resume 'normal life', despite the new mask guidelines issued by the CDC for fully vaccinated people 57% 21% [78% among Democrats, 36% among Republicans

At what capacity level would YOU feel comfortable attending each of these types of venues today? +/- = Comparisons are made against data from April 2-4, 2021

[**56**% among Gen Z, 62% among Millennials, 49% among Gen X, and 31% among Boomers]

48%

17%

I consider virtual currency (Bitcoin, Dogecoin, etc.) 'real currency' that should be accepted as a standard form of payment 38% 16% [55% among Gen Z,

60% among Millennials, 37% among Gen X, and 17% among Boomers]

Comfort in attending all venues has reached a new yearly high: 0% +12 An indoor restaurant/ An **outdoor** arena, such

as a baseball, football, bar/club or soccer stadium

48% ...

A smaller indoor theater,

such as those used for plays or comedy shows

those used for basketball, hockey, or concerts 48% ... A movie theatre

An indoor arena, such as

+5

interested in traveling to will be

open this summer

50% +12

+6 You just need to 'get away' after

being stuck at home for so long

+/- = percentage change since April 16-18 You have received the vaccine Vacation spots you are

62% of U.S. Adults are likely to go away

this is just 4% higher than the reading

collected April 16-18. The main reasons

consumers want to travel include:

on vacation this summer - interestingly,

by the summer

for COVID-19/expect to receive it

after a year of living with safety measures (e.g. social distancing, wearing a mask) +7

You no longer have concerns

about staying at a hotel and

contracting COVID-19 from

You are more comfortable with it

other guests

44%

28%

other passengers

Current conditions

Future expectations

You still have concerns about

traveling on an airplane and

contracting COVID-19 from

mask/face covering

You no longer have concerns

about traveling on an airplane

and contracting COVID-19 from

Having to no longer worry

about the need to wear a

other passengers Still, 38% of U.S. Adults are not likely to

go away on vacation this summer - this

is especially true among Boomers (47%).

The main reasons consumers are unlikely

Financial situation is the You are just not comfortable with same/worse vs. last year it yet, despite a year of living with safety measures such as social

+/- = percentage change since April 16-18

to travel include:

and contracting COVID-19 from other guests

24% -8

You still have concerns

about staying at a hotel

distancing and wearing a mask

Big Village Insights developed a proprietary 'Consumer Confidence Index'

Using our most current index, it becomes apparent that younger consumers are much more optimistic than their

20% You are still planning to stay at home until coronavirus cases

are almost completely gone

28%

are not vaccinated

You are concerned about

being around others who

Boomers

91

96

The news

A program

through work

A healthy diet/exercise regimen

health treatment that works for each individual

The stigma

surrounding

mental health being a sign of 'weakness'

18%

32%

41%

41%

7%

25%

A program through school

(self/family member)

A LOOK AT CONSUMER CONFIDENCE

> Gen Z Millennials Gen X **Overall Consumer Confidence** 107 108 99

older counterparts, on each of these measures:

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 holding steady with last week at 100.

106 106 100 88 Contact us to learn more about our Consumer Confidence Methodology!

109

Mental Health Awareness Month Data was gathered between May 17-21st, 2021

47% of U.S. Adults are either suffering from a mental illness

61%

themselves, or have someone in their immediate family suffering from one. 74% of this group state the condition

has been diagnosed or treated by a doctor.

The most impacted groups include:

Millennials Parents with children in the house

awareness has stark

Having someone to talk to about

both the good and bad things

happening in your life

Owning a pet or visiting

other pets

The current

political climate in

the United States

Gen Z

Millennials

It has had no impact on my mental health

Base = Employed

Offering better health

insurance that covers mental health issues

Offering better health

insurance that covers physical health issues Gen X

Females

49% of U.S. Adults Of those who are aware, are aware that May they learned about it from: is Mental Health Awareness Month -

differences by age Social media generation (Gen Z- 64%, Millennials-60%, A family member/friend Gen X- 47%, Boomers-37%).

A medical professional

How important do you believe each of the following activities are to contributing to 'good' mental health for society as a whole? All activities were at least 78% important overall, with 'very important' ratings being:

How much do you believe each of the following negatively impacts the mental health of society as a whole?

Work/life balance

An active social life

A lot A lot/ Somewhat Lack of social life/ Social media/ The difficulty of human contact finding a mental Too much

screen time

A bad diet/

exercise regimen

43%

31%

32%

42% 40%

How has the COVID-19 pandemic impacted YOUR mental health?

Baby Boomers

46%

My mental health is significantly/ somewhat better 36% 69% **33**% 49%

28%

39%

Women are notably more likely than men My mental health is to say this (36% vs. 24%) significantly/somewhat worse In which of the following ways, if any, do you believe your employer currently contributes - or could

Better Health Insurance (Net) Offering more paid time-off Offering a more flexible specifically for mental health work schedule

contribute - to improving your mental health?

40%

33%

wellness/rest days

Offering counseling through a Offering reimbursements on company sponsored program gym/fitness club memberships

Creating a program designed to Planning presentations to teach better diet/exercise habits discuss mental health with the entire company

This Online CARAVAN® omnibus survey was conducted May 21-23, 2021 amongst approximately 1,000 US adults selected from opt-in panels. The results are also

weighted to U.S. Census data to be demographically representative.

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