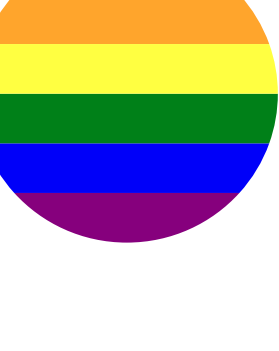


# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

JUNE 8, 2021



## Pride Month

Data was collected June 2-4, 2021

# 69%

**69% of U.S. Adults think the LGBTQ+ community will gain more rights or be closer to achieving equal rights under the Biden/Harris Administration.**

**21% of U.S. Adults are planning to celebrate Pride Month, with younger generations most likely to celebrate:**

# 38%

Gen Z

# 32%

Millennials

# 17%

Gen X

# 9%

Boomers

**Of those planning to celebrate, there are several ways they are honoring the month, including:**

Watching TV programs/movies/documentaries being aired for Pride Month

# 42%

Updating social media profile images

# 36%

Streaming LGBTQ+ content (Gen Z - 49%, Millennials - 37%, Gen X - 24%, Boomers - 7%).

# 33%

Displaying a rainbow flag or sticker outside their home

# 32%

Pride-themed gathering with family/friends

# 27%

Participating in Pride parades/marches

# 25%

Donating to LGBTQ+ organizations

# 22%

Participating in virtual events

# 19%

**How much do you agree or disagree with these statements?** (Among all adults)

Total Agree Strongly Agree

LGBTQ+ culture is adequately represented in the **mainstream media**

# 55%

# 15%

LGBTQ+ culture is accurately portrayed in **advertising**

# 51%

# 11%

LGBTQ+ culture is accurately portrayed in the **media**

# 50%

# 12%

I expect brands to take a stance on issues impacting the LGBTQ+ community

# 45%

# 12%

(Gen Z - 55%, Millennials - 52%, Gen X - 45%, Boomers - 33%)

I am more likely to **BOYCOTT** a brand based on its stand on issues impacting the LGBTQ+ community

# 39%

# 16%

(Gen Z - 54%, Millennials - 46%, Gen X - 38%, Boomers - 29%)

I am more likely to **PURCHASE** a brand based on its stand on issues impacting the LGBTQ+ community

# 37%

# 11%

(Gen Z - 48%, Millennials - 46%, Gen X - 34%, Boomers - 29%)

**Which, if any, of these brands do you think show authenticity when supporting Pride Month?**

# 30%

**NETFLIX**

# 25%

**amazon**

# 23%

**STARBUCKS**

# 22%

**TARGET**

# 18%

**Apple**

# 18%

**hulu**

# 17%

**Disney**

# 11%

**GAP**

# 6%

**SAATCHI & SAATCHI**

**Americans feel that a brand could show authentic support for Pride Month through:**

# 39%

Supporting additional LGBTQ initiatives throughout the year/ not just in June

(Gen Z - 50%, Millennials - 44%, Gen X - 38%, Boomers - 36%)

# 30%

Making donations to LGBTQ associations and causes

(Gen Z - 46%, Millennials - 39%, Gen X - 26%, Boomers - 20%)

# 30%

Taking a public stance on issues

# 30%

Employee policies

# 26%

Social media campaigns

(Gen Z - 35%, Millennials - 36%, Gen X - 25%, Boomers - 14%)

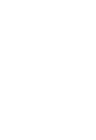
# 21%

Messaging portrayed in advertisements

# 19%

Influencers/spokespeople they work with

(Gen Z - 25%, Millennials - 25%, Gen X - 15%, Boomers - 14%)



# 33%

**of U.S. Adults believe NETFLIX is the streaming platform which has the best programming for LGBTQ+ content.**

## Consumer Pulse Data

**How concerned are you about these issues?**

Total Concerned Very Concerned +/- compares to results collected from April 30 - May 2, 2021

Rising prices of consumer goods/inflation

# 89%

(Republicans - 94%, Democrats - 87%)

# 56%

Recent legislation several U.S. states are introducing to increase restrictions on voting

# 65%

(Republicans - 48%, Democrats - 84%)

# 40%

That your basic rights of freedom, expression and liberty as a United States citizen are increasingly being taken away

# 76%

(Republicans - 88%, Democrats - 68%)

# 48%

Contracting the Coronavirus

# 55%

# 28%

Relying on an 'honor system' among the general public and trusting those who are not fully vaccinated to wear a mask indoors, such as in a retail store

# 67%

# 34%

**To what extent do you agree or disagree with each of these statements?**

Total Agree Strongly Agree +/- compares to results collected from May 30-April 2, 2021

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**

# 73%

+7%

# 45%

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

# 68%

(Republicans - 46%, Democrats - 88%)

# 46%

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**

# 63%

+13%

# 34%

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

# 44%

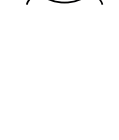
(Republicans - 82%, Democrats - 17%)

# 27%

I am still nervous to get back out into the public and resume 'normal life'

# 54%

# 20%



## MASKS, EVENT CAPACITY AND COMFORTABILITY

Please think ahead to the coming months when stores, restaurants, and other public settings no longer require reduced capacity or masks/face coverings, and most of the population is vaccinated. **How likely are you to continue wearing a mask/face covering in these settings as part of your regular routine?**

Total Likely Very Likely

While in the waiting area of your doctor's/dentist's office

# 70%

# 39%

In a movie theater

# 60%

# 34%

While using mass transportation (trains, subways, airplanes)

# 68%

# 42%

In an **indoor** arena, such as those used for basketball, hockey, or concerts

# 60%

# 32%

At a pharmacy

# 63%

(Gen Z - 72%, Millennials - 67%, Gen X - 61%, Boomers - 56%)

# 35%

While waiting to be seated at a restaurant

# 60%

# 30%

In a grocery store

# 62%

# 36%

At a convenience store

# 59%

(Gen Z - 65%, Millennials - 62%, Gen X - 56%, Boomers - 54%)

# 33%

In a mass merchant/big box store (Walmart, Target, Home Depot, Best Buy, etc.)

# 61%

# 35%

While placing/waiting for an order in a coffee shop or similar quick serve restaurant (Starbucks, Dunkin, McDonald's, Chick-fil-A, etc.)

# 58%

# 30%

In a smaller indoor theater, such as those used for plays or comedy shows

# 61%

# 34%

At an **outdoor** arena, such as a baseball, football, or soccer stadium

# 46%

# 24%

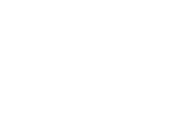
(Gen Z - 55%, Millennials - 52%, Gen X - 45%, Boomers - 40%)

In nearly all settings, urban residents are far more likely than all others to continue wearing masks



**At what capacity level would YOU feel comfortable attending each of these types of venues today?**

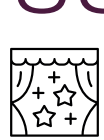
+/- compares to results collected from April 30-May 2, 2021



An **outdoor** arena, such as a baseball, football, or soccer stadium

# 64%

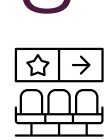
+9



An indoor restaurant/bar/club

# 59%

+9



An **indoor** arena, such as those used for basketball, hockey, or concerts

# 56%

+11



A smaller indoor theater, such as those used for plays or comedy shows

# 55%

+13



A movie theatre

# 54%

+11



## 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 showing a slight increase from two weeks ago at 101 (+1).

**Using our most current index, it becomes apparent that self-identifying Democrat consumers are much more optimistic than their Republican counterparts, on each of these measures:**

	U.S. Adults	Republicans	Democrats
Overall Consumer Confidence	101	90	112
Current conditions	105	102	110
Future expectations	99	83	113

Contact us to learn more about our Consumer Confidence Methodology!