

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

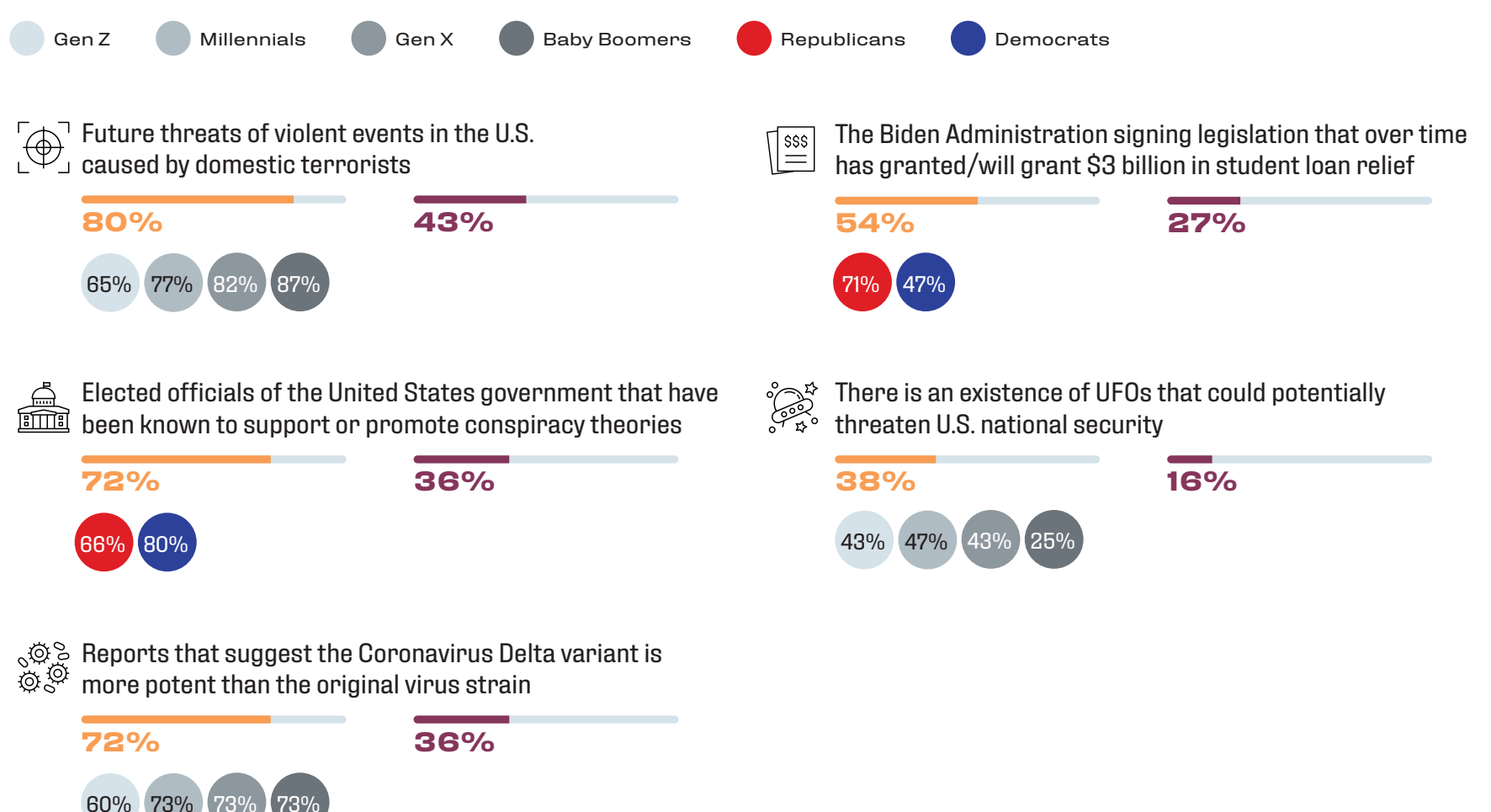
JUNE 22, 2021

CURRENT EVENTS

Domestic terrorism, conspiracy theories, student loan relief, the Summer Olympics, and unidentified flying objects are all on the minds of Americans this week.

Gain insight on these issues and more in this week's The Pulse of the American Consumer.

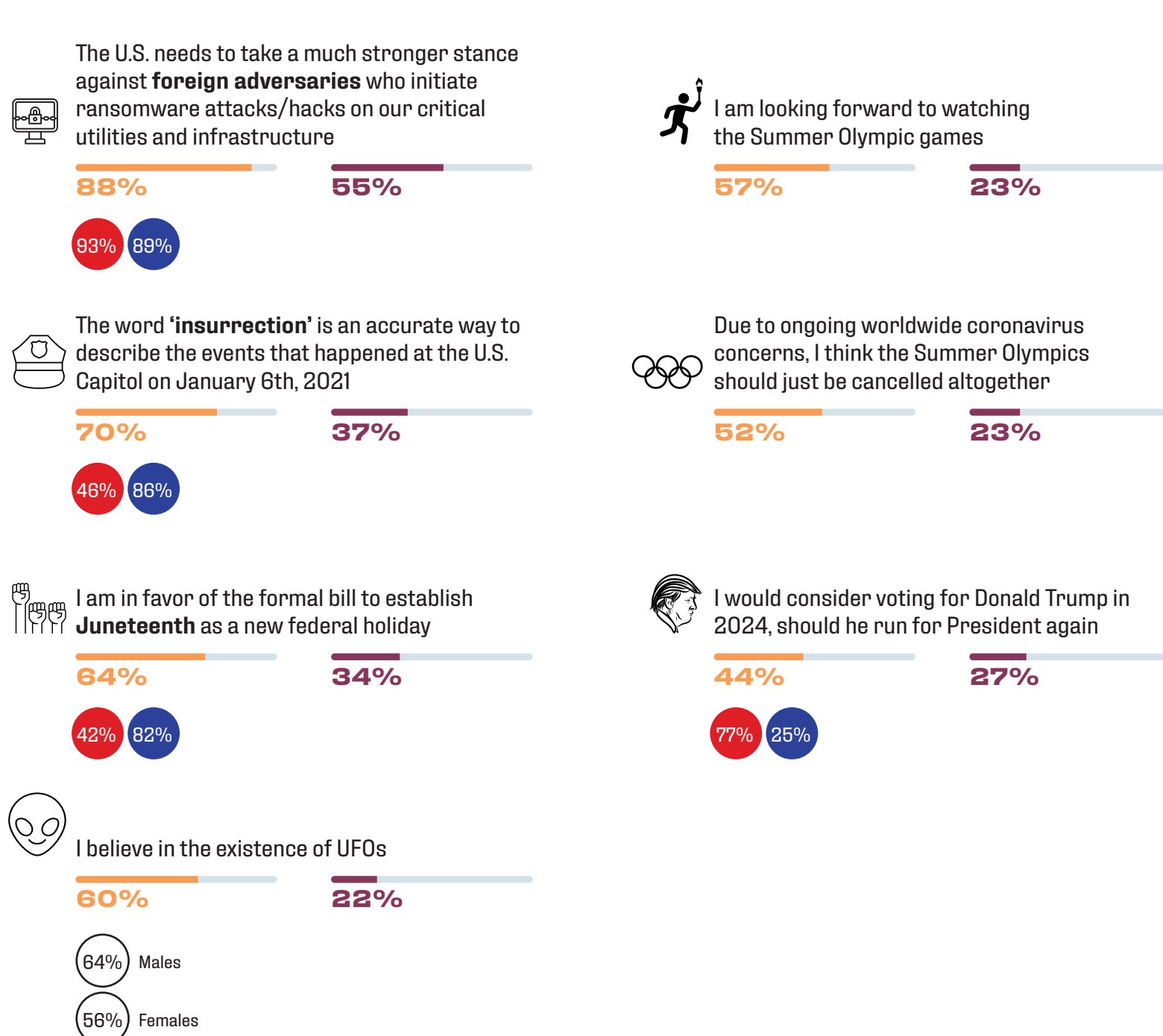
How concerned are you about these issues?



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

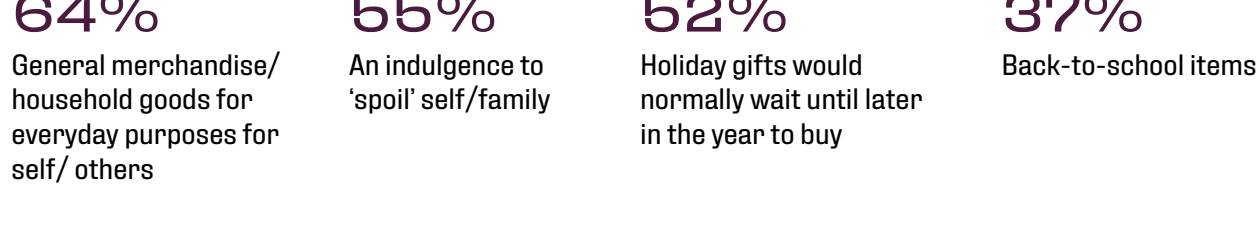
Agree (Net) Strongly Agree

Republicans Democrats



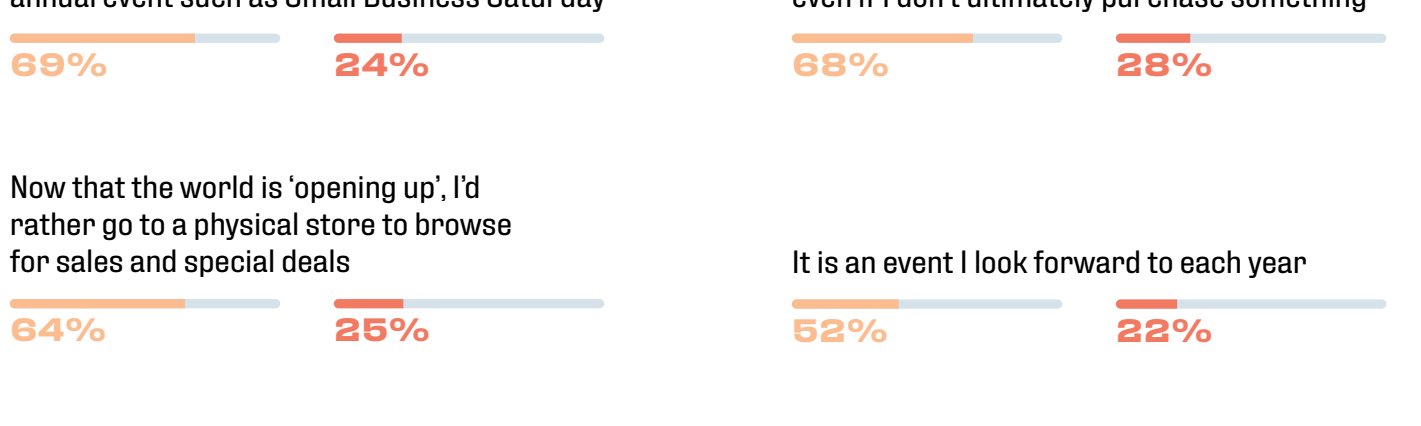
Amazon Prime Day

74% of U.S. Consumers are likely to take advantage of specific deals from the annual Amazon Prime Day event taking place June 21-22 in at least one of these ways:



To what extent do you agree or disagree with these statements related to Amazon Prime Day?

Agree (Net) Strongly Agree



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 registering at 105, a 4% increase compared with two weeks ago.

Using our most current index, it becomes apparent that younger generations of consumers are much more optimistic than their older counterparts, on each of these measures:

	U.S. Adults	Gen Z	Millennials	Gen X	Boomers
Overall Consumer Confidence	105	117	115	108	92
Current Conditions	108	121	117	109	98
Future Expectations	103	115	115	108	88

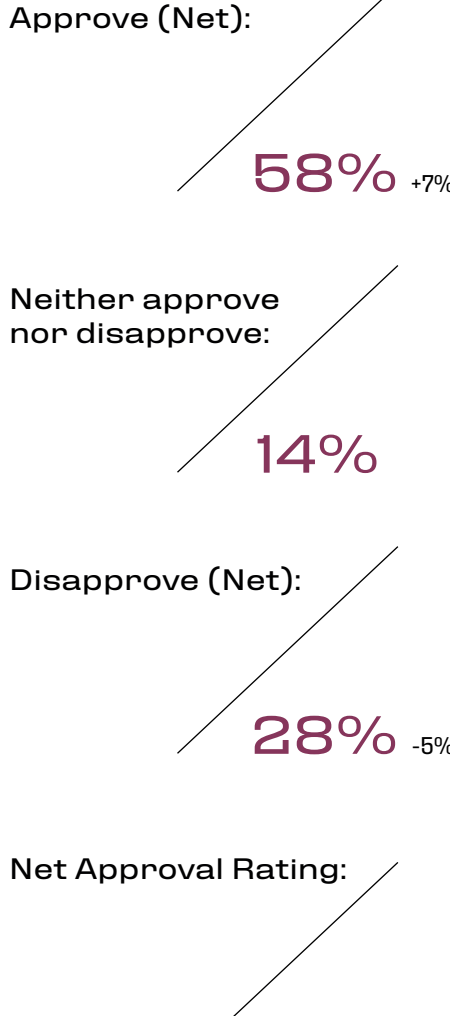
Contact us to learn more about our Consumer Confidence Methodology!

THE PRESIDENCY

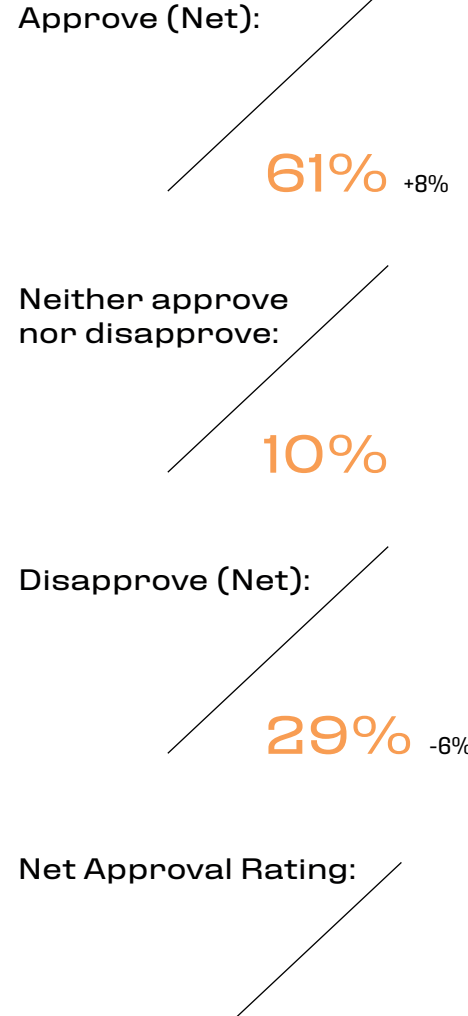
How much do you approve or disapprove of the job President Biden is doing?

*Comparisons vs. May 14-16, 2021

Among U.S. Adults:



Among Registered Voters:

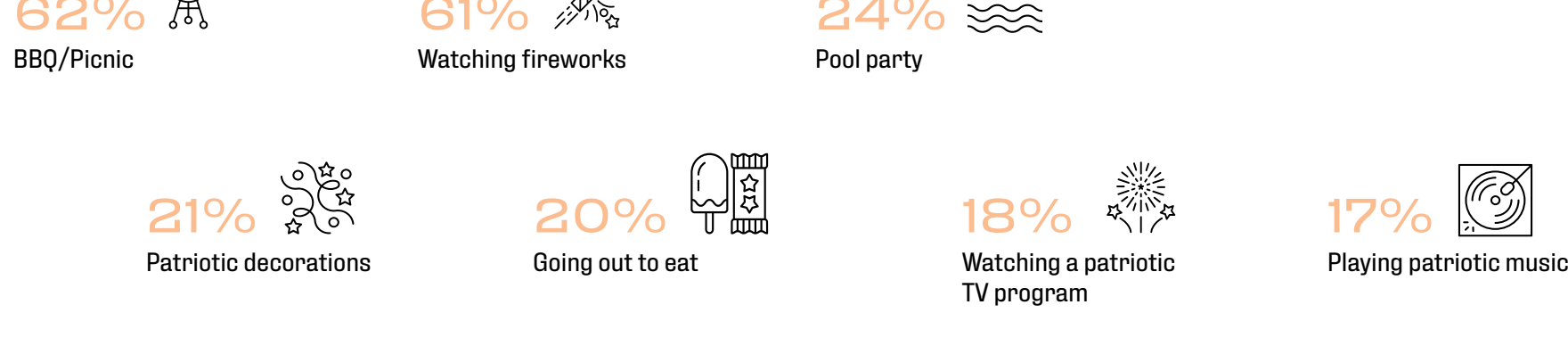


Independence Day

Data was collected June 16-17th, 2021

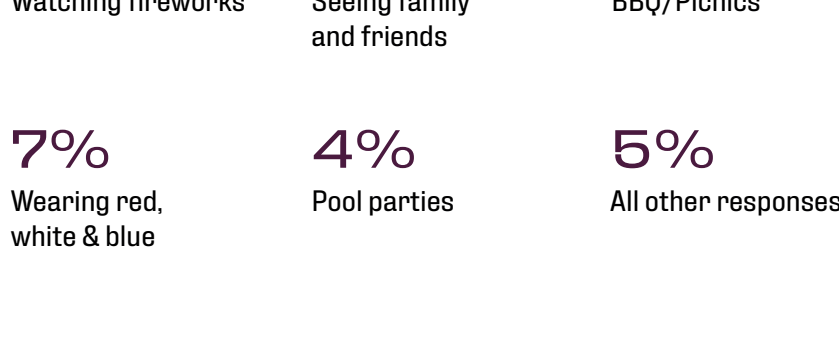
72% of U.S. Adults are planning to celebrate the 4th of July this year.

The availability of the COVID vaccine has made 68% of those celebrating July 4th more likely to celebrate with friends/family this year. Their plans for the day include:

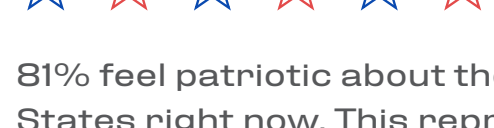


What is your favorite thing about the 4th of July?

(Among those planning to celebrate)



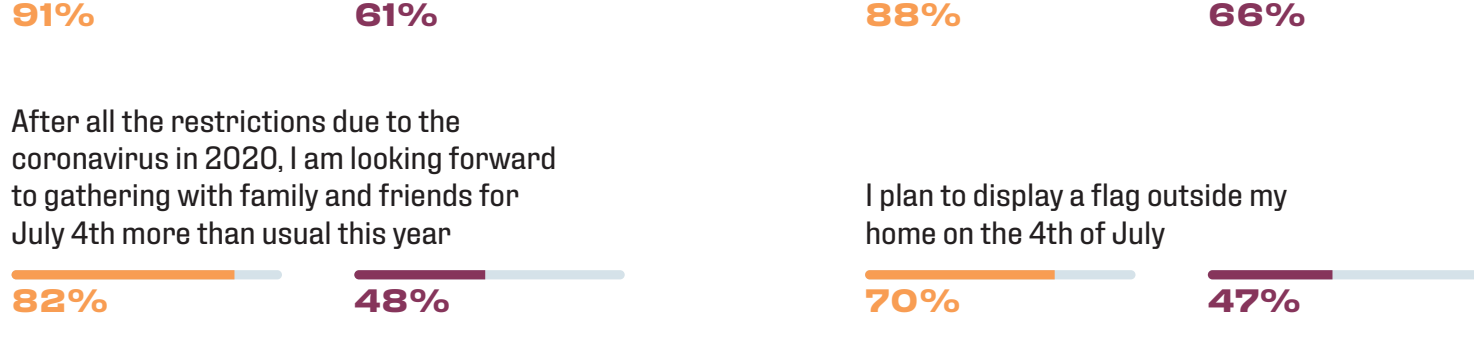
67% of U.S. Adults support companies/brands that show their support for the 4th of July in their advertising or promotions.



81% feel patriotic about the United States right now. This represents a **12% increase** over this time last year.

How much do you agree or disagree with each of the following statements?

Agree (Net) Strongly Agree



This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of 1,004 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 older. This survey was live on June 18-20, 2021.

BIGVILLAGE **CARAVAN[™]**
Omnibus Surveys

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