

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.

Domestic terrorism, conspiracy theories, student loan

Democrats

54%

38%

The Biden Administration signing legislation that over time has granted/will grant \$3 billion in student loan relief

There is an existence of UFOs that could potentially

threaten U.S. national security

27%

16%

I am looking forward to watching the Summer Olympic games

Due to ongoing worldwide coronavirus

concerns, I think the Summer Olympics

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

should just be cancelled altogether

23%

23%

27%

57%

52%

44%

How concerned are you about these issues?



Future threats of violent events in the U.S. caused by domestic terrorists

Very Concerned

80% 43%

CONSUMER INSIGHTS FOR BUSINESS

Elected officials of the United States government that have been known to support or promote conspiracy theories 72% 36%

¬♥№ Reports that suggest the Coronavirus Delta variant is

more potent than the original virus strain 72% 36%

To what extent do you agree or disagree

with each of these statements? Strongly Agree

Republicans Democrats

The U.S. needs to take a much stronger stance against foreign adversaries who initiate ransomware attacks/hacks on our critical utilities and infrastructure

88% **55%**

The word 'insurrection' is an accurate way to describe the events that happened at the U.S. Capitol on January 6th, 2021

70% 37% 86%

I am in favor of the formal bill to establish **Juneteenth** as a new federal holiday

34%

64%

I believe in the existence of UFOs

Females

60%

Amazon Prime Day

21-22 in at least one of these ways:

74% of U.S. Consumers are likely to take advantage of specific deals from the annual **Amazon Prime Day event taking place June**

37% 64% 55% 52% General merchandise/ An indulgence to Holiday gifts would Back-to-school items household goods for 'spoil' self/family normally wait until later everyday purposes for in the year to buy self/others

To what extent do you agree or disagree with

these statements related to Amazon Prime Day?

I would rather 'Shop Small' and support an annual event such as Small Business Saturday

69%

Agree (Net)

Now that the world is 'opening up', I'd rather go to a physical store to browse for sales and special deals

24%

Strongly Agree

25% 64%

CONSUMER CONFIDENCE

It is an event I look forward to each year

28%

22%

I plan to extensively browse for items of interest,

even if I don't ultimately purchase something

68%

52%

Big Village Insights developed a proprietary 'Consumer Confidence Index' with

108

Approve (Net):

Neither approve

nor disapprove:

61% +8%

92

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.

A LOOK AT

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

Using our most current index, it becomes apparent that

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

108 109 98

Expectations

Overall Consumer

Confidence

Current

Future

Conditions

Contact us to learn more about our Consumer Confidence Methodology!

*Comparisons vs. May 14-16, 2021

Approve (Net):

105

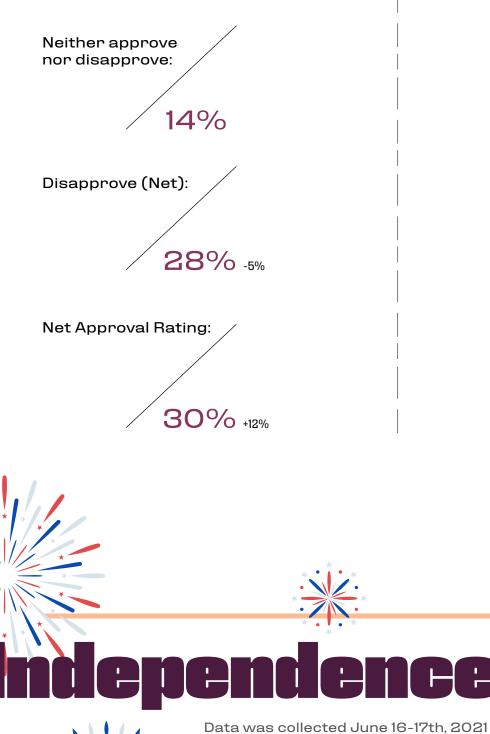
103 115 115 108 88

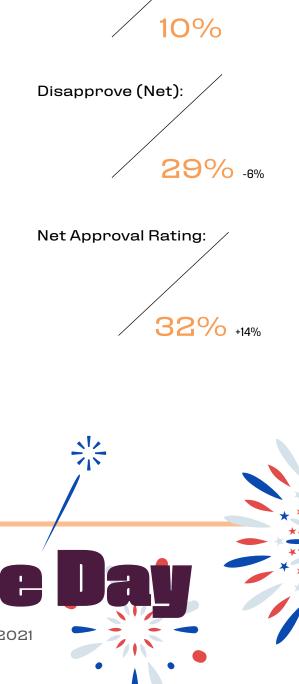
Among U.S. Adults: Among Registered Voters:

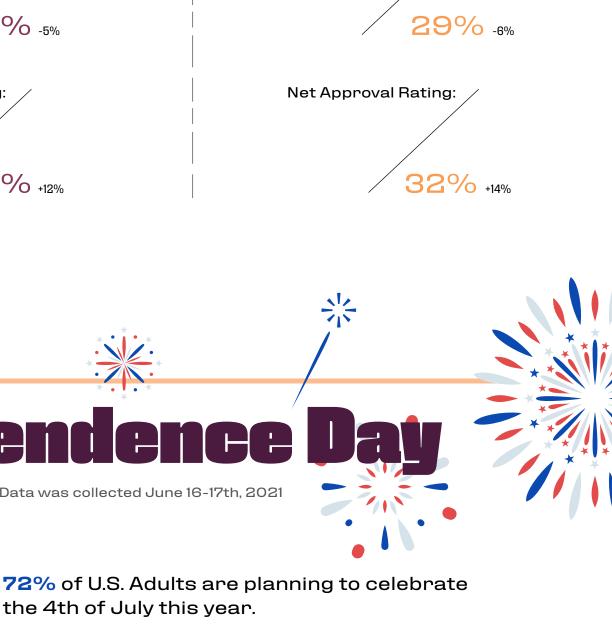
How much do you approve or disapprove

of the job President Biden is doing?

58% _{+7%}







Patriotic decorations Watching a patriotic Going out to eat

Watching fireworks

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?

7%

Wearing red.

white & blue

BBQ/Picnic

30% 20% Seeing family **BBQ/Picnics**

34% Watching fireworks and friends

(Among those planning to celebrate)

5% 4% Pool parties

All other responses

support for the 4th of July in their advertising or promotions. 81% feel patriotic about the United

TV program

States right now. This represents a

Playing patriotic music

61%

July 4th should be a day for all Americans to come together and put aside their political differences I am proud to be an American

After all the restrictions due to the coronavirus in 2020, I am looking forward to gathering with family and friends for July 4th more than usual this year

82% 48% I plan to display a flag outside my home on the 4th of July 70%

BIGVILLAGE CARAVAN

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.

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91%

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

Pool party



67% of U.S. Adults support

companies/brands that show their





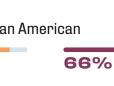
12% increase over this time last year.











47%

