

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

JUNE 29, 2021

Democracy, nervousness about returning to “normal life,” all-electric vehicles, and the Coronavirus Delta variant 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?

Concerned (Net) Very Concerned +/- compares to results collected last week (6/18 - 6/20)

● Republicans ● Democrats

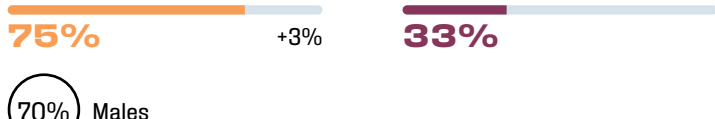
That the foundations and core principles of democracy in the United States are eroding on an increasing basis



Not being able to reach a high enough overall immunity level in the United States due to ongoing hesitancy/refusal to receive the COVID-19 vaccine



Reports that suggest the Coronavirus Delta variant is more potent than the original virus strain



Potential future risk to national security as a direct result of the U.S. withdrawing remaining troops from Afghanistan



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

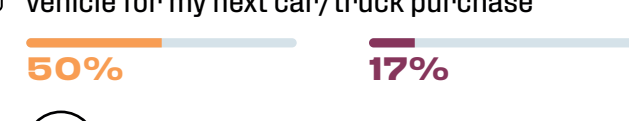
Agree (Net) Strongly Agree

● Gen Z ● Millennials ● Gen X ● Baby Boomers ● Republicans ● Democrats

I am concerned that companies are increasingly **overcompensating** on issues related to equality, and it will have the **opposite impact** than intended



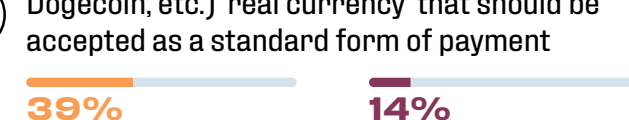
I would consider an all-electric (EV) vehicle for my next car/truck purchase



I expect prominent brands to speak out on matters related to protecting all American citizens' right to vote



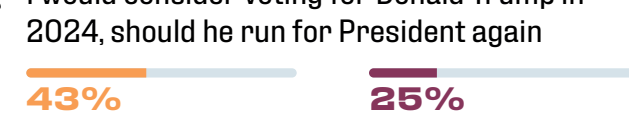
I consider virtual currency (Bitcoin, Dogecoin, etc.) 'real currency' that should be accepted as a standard form of payment



I have faith in the stability of the election system in the United States



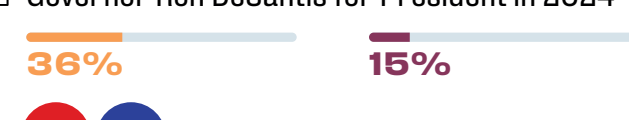
I would consider voting for Donald Trump in 2024, should he run for President again



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



I would consider voting for current Florida Governor Ron DeSantis for President in 2024



THE LATEST ON CONSUMER CONFIDENCE



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

+/- compares to results collected 8 weeks ago, between April 30th – May 2nd, 2021

63% +8%



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

60% +10%



An indoor restaurant/bar/club

55% +9%



An indoor recreational space, such as an arcade/bowling alley

54% +10%



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

54% +11%



A movie theatre

52% +10%



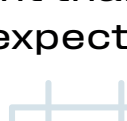
A smaller indoor theater, such as those used for plays or comedy shows

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.

Our most recent index registers at 102, a 3% decrease compared to last week (June 18 – 20).



Using our most current index, men are notably more confident than women on both present conditions and future expectations.



In addition, American adults who have already received at least one dose of the COVID-19 vaccine are far more confident than those who do not plan to receive it.

	U.S. Adults	Males	Females	Received Vaccine	Do Not Plan to Receive Vaccine
Overall Consumer Confidence	102	106	98	106	86
Current Conditions	106	111	102	110	94
Future Expectations	99	103	96	104	82

Contact us to learn more about our Consumer Confidence Methodology!

Amazon Prime Day Recap

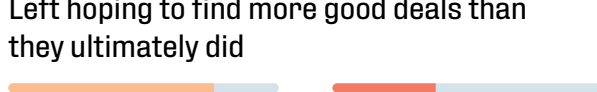
45% of U.S. Consumers searched for deals during the annual **Amazon Prime Day** event that took place last Monday & Tuesday (June 21-22). Among those who searched for any deals, **61%** made at least one purchase (**27%** of the entire adult population)



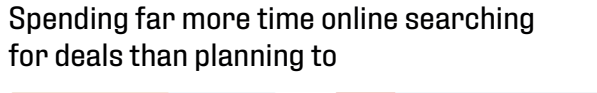
Reactions among those who searched for any deals include:

Agree (Net) Strongly Agree

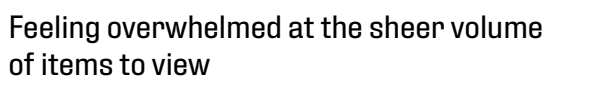
Left hoping to find more good deals than they ultimately did



Spending far more time online searching for deals than planning to



Feeling overwhelmed at the sheer volume of items to view



Among those who made purchases:

Made at least one indulgence purchase to 'spoil' self/family

73%

Got an early start on 2021 winter holiday shopping by making at least one purchase intended as a gift

50%

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 25-27, 2021.

BIG VILLAGE **CARAVAN[®]**
Omnibus Surveys

609-452-5400 | CARAVANinfo@big-village.com