

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

JULY 13, 2021

Mid-term elections, U.S. troops leaving Afghanistan, the Summer Olympics, and MLB All-Star festivities are all on the minds of Americans this week.

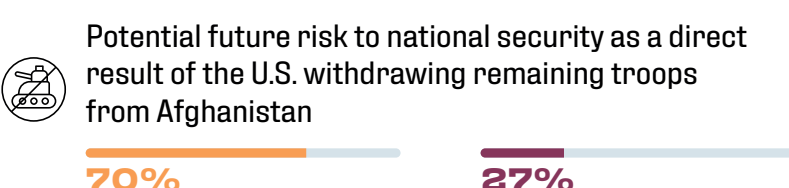
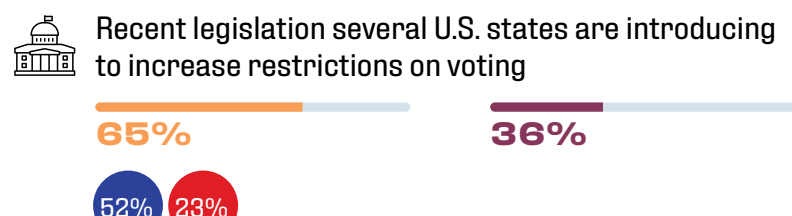
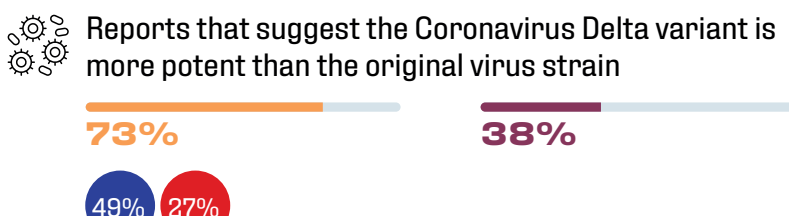
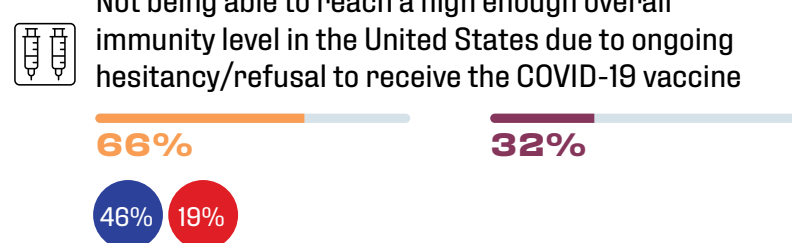
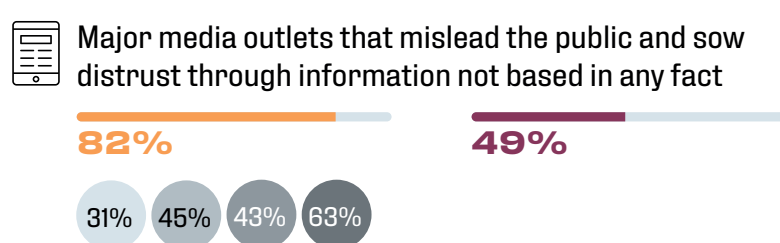
Gain insight on these issues and more in this week's The Pulse of the American Consumer.

How concerned are you about these issues?

Concerned (Net) Very Concerned

*Demographic differences are based on 'Very Concerned'

Gen Z Millennials Gen X Baby Boomers Democrats Republicans

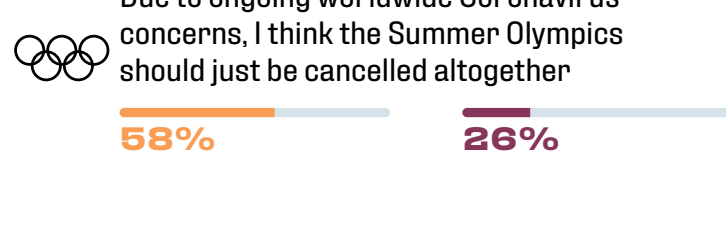
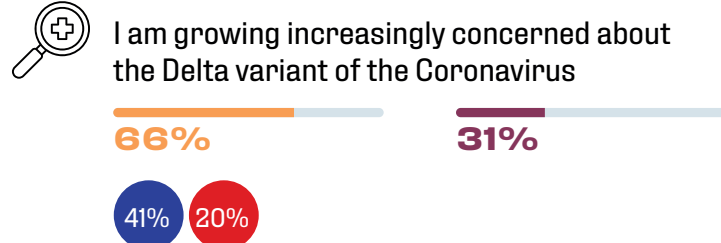
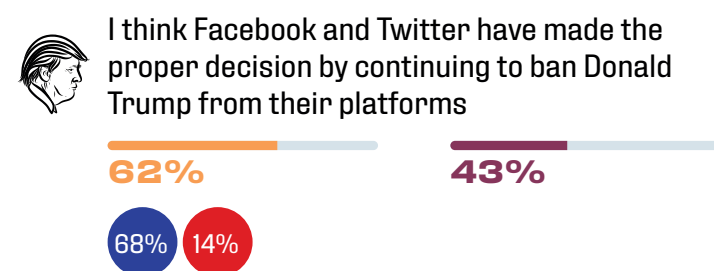
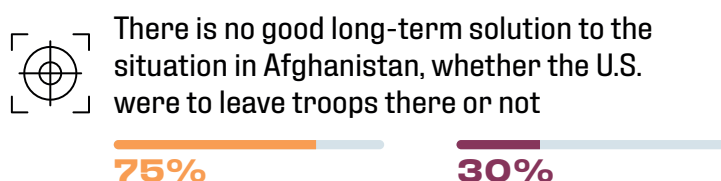
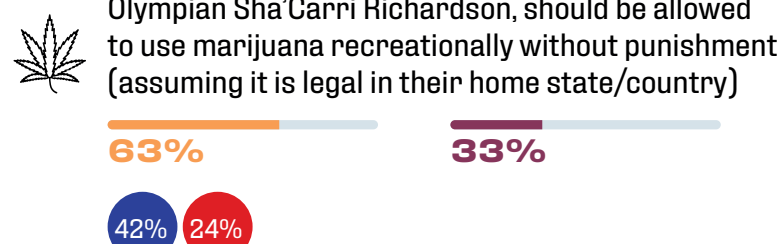
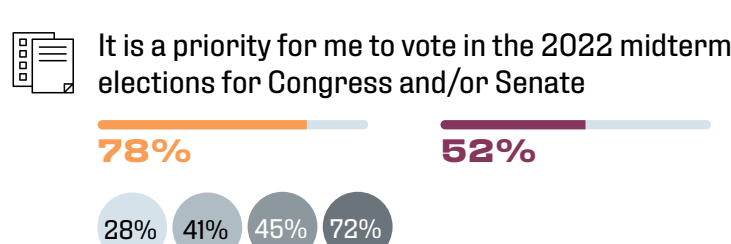


To what extent do you agree or disagree with each of these statements?

Agree (Net) Strongly Agree

*Demographic differences are based on 'Strongly Agree'

Gen Z Millennials Gen X Baby Boomers Democrats Republicans



Based on the current status of COVID-19 and vaccination levels in the U.S., how likely are you to wear a mask/face covering in these settings as part of your regular routine?

Mask wearing intention in at least one setting is higher among **Democrats (82%)** versus **Republicans (55%)**

*Very Likely Summary

53%

While using mass transportation (trains, subways, airplanes)

51%

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

40%

At a pharmacy

40%

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

40%

In a movie theater

40%

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

39%

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

39%

In a grocery store

38%

At a convenience store

37%

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

37%

While waiting to be seated at a restaurant

29%

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

The All-Star Game

40% of U.S. Adults are likely to watch any of the events related to the MLB All-Star Game this week. This includes not only the game itself, but other events such as the Home Run Derby or the Futures Game.

Younger adults are more likely to watch any All-Star Game events compared to older Americans

Gen Z—59%
Millennials—53%
Gen X—32%
Boomers—30%

Of those planning on watching, they are most looking forward to:

64%

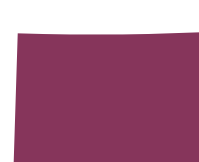
The game itself

36%

The Home Run Derby

A matching 40% indicate that MLB's decision earlier in the season to move the All-Star game from Atlanta to Denver had an impact on their likelihood to watch any of the events

Gen Z—63%
Millennials—51%
Gen X—34%
Boomers—26%



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

Democrats

Republicans

*Comparisons vs. June 18-20

Among U.S. Adults:

Approve (Net):

51% -7%

Neither approve nor disapprove:
16%

Disapprove (Net):

33%

Net Approval Rating:

+18%

+79% -56%

Among Registered Voters:

Approve (Net):

53% -8%

Neither approve nor disapprove:
13%

Disapprove (Net):

34%

Net Approval Rating:

+19%

+83% -59%