

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

JULY 20, 2021

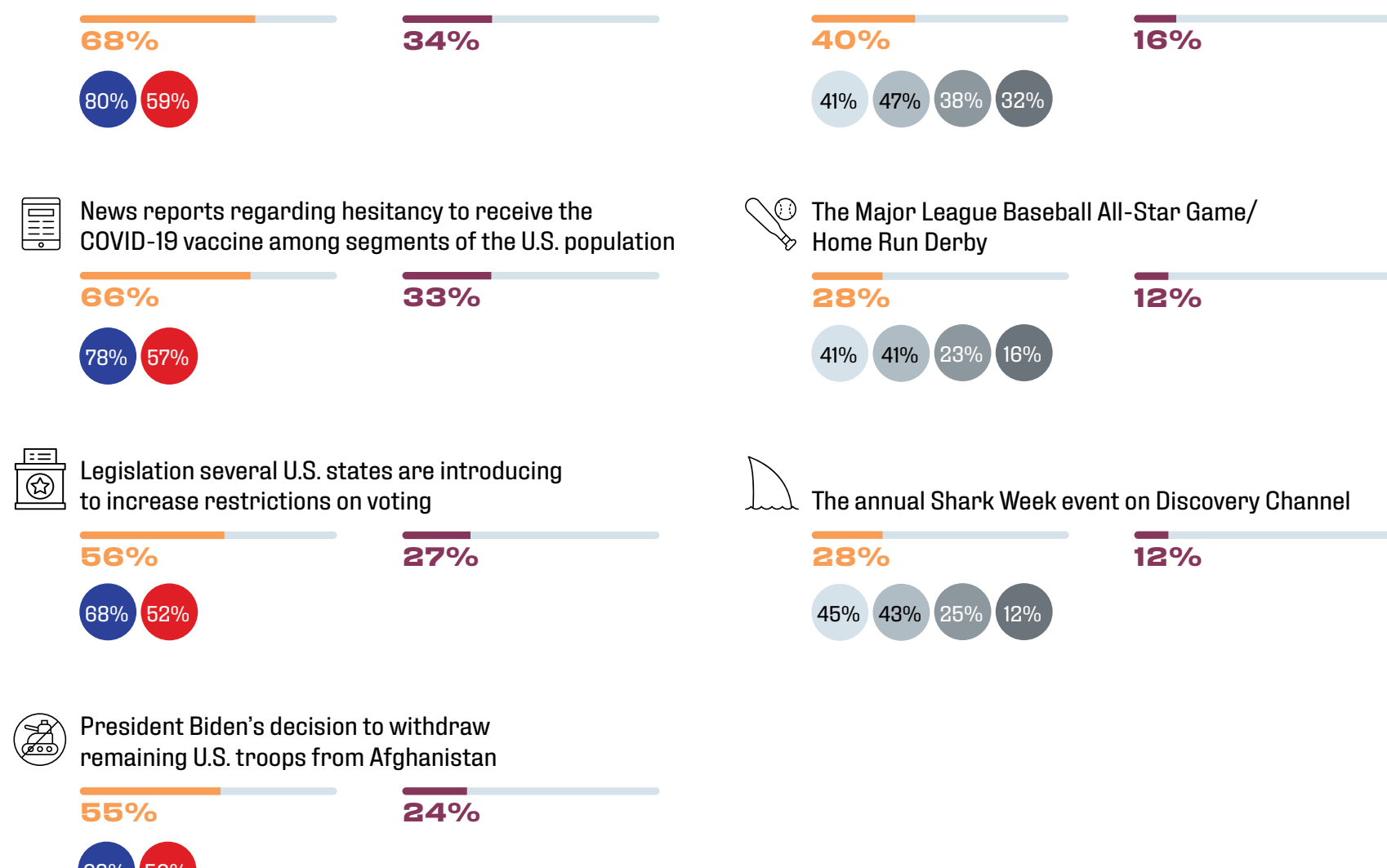
Summer vacation, severe weather, inflation, and billionaires in space are all on the minds of Americans this week.

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

How closely have you followed these recent events?

Closely (Net) Very Closely *Demographic differences are based on 'Closely (Net)'

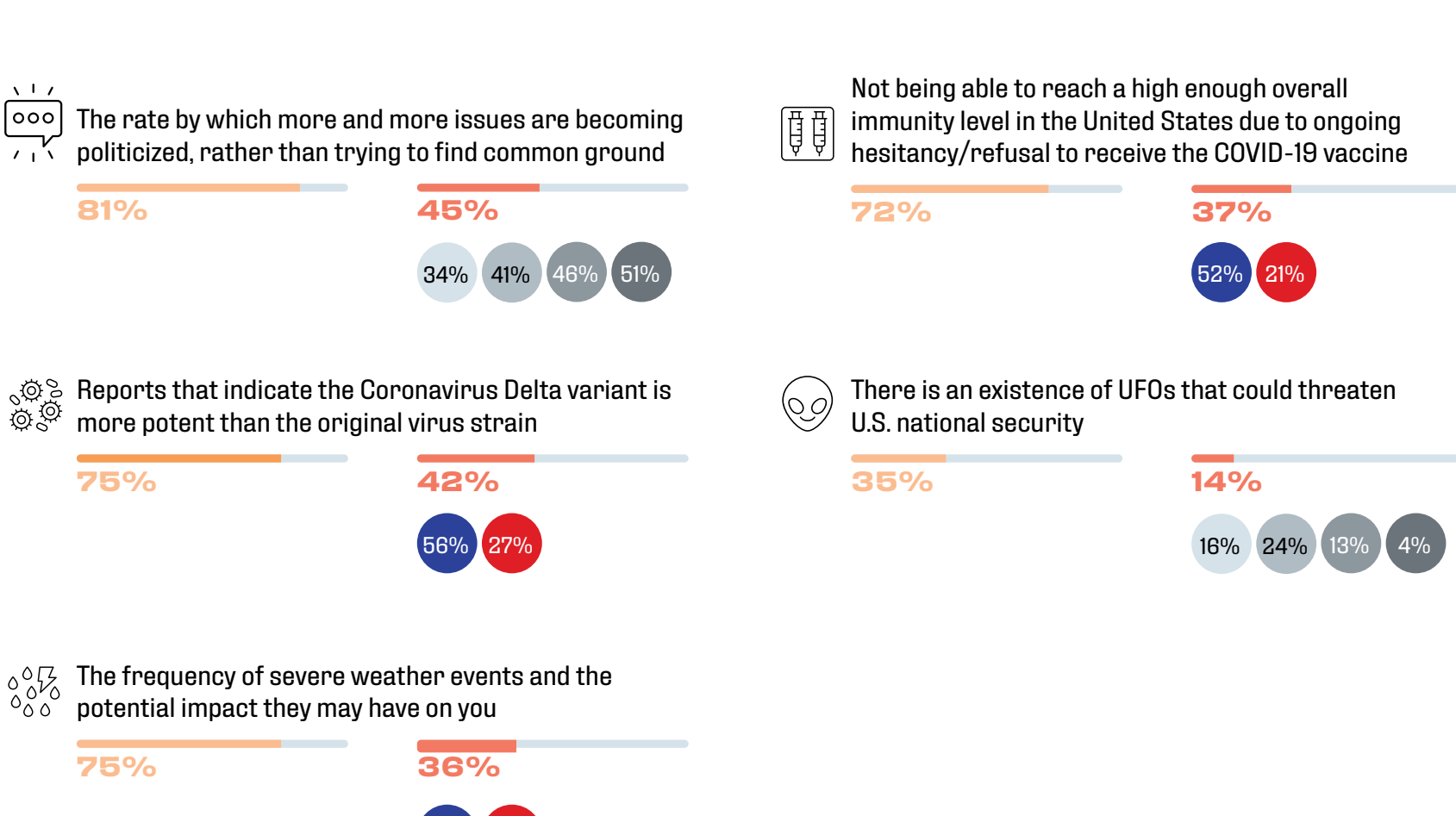
Gen Z Millennials Gen X Baby Boomers Democrats Republicans



How concerned are you about these issues?

Concerned (Net) Very Concerned *Demographic differences are based on 'Very Concerned'

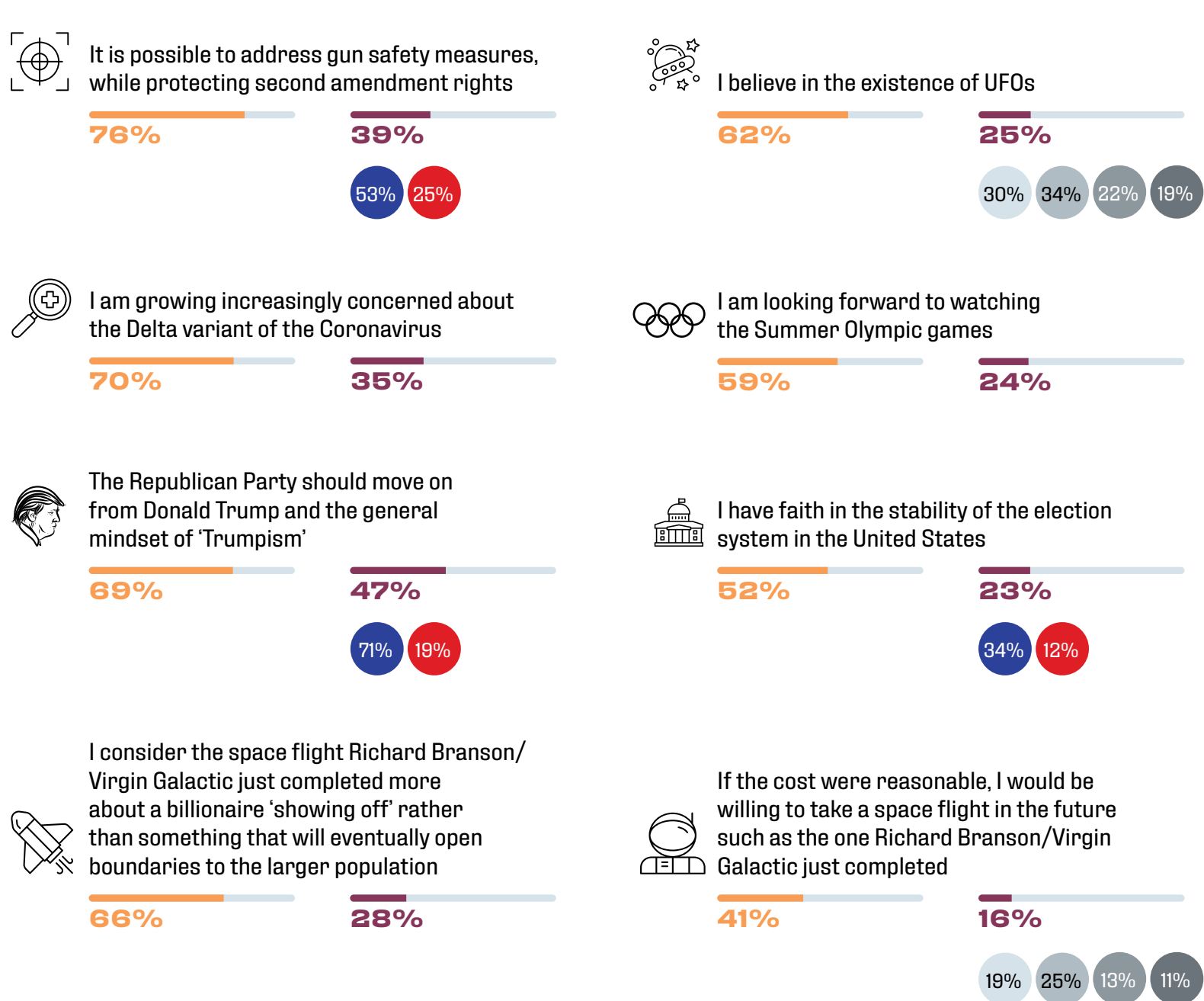
Gen Z Millennials Gen X Baby Boomers Democrats Republicans



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



Summer Vacation

52% of U.S. Adults have already taken, or plan to take a vacation this summer.

This is especially true among younger generations compared to their older counterparts:

Gen Z—69%
Millennials—63%
Gen X—47%
Boomers—44%

Among these vacationers, there have been a number of challenges experienced along the way, including:



An additional 48% of U.S. Adults have no plans to vacation this summer, citing the following reasons:



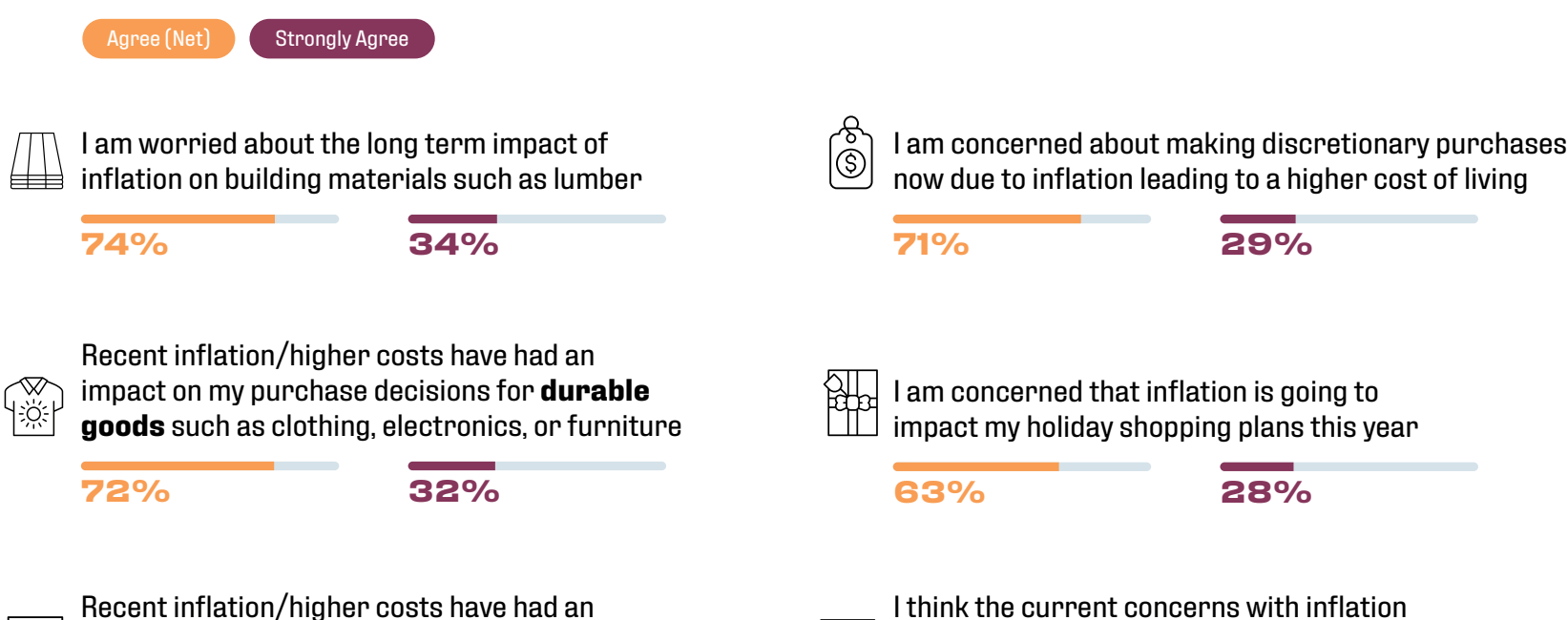
Inflation & The Economy

34% of U.S. Adults believe that the current inflation is primarily a natural by-product of coming out of the COVID pandemic as supply chain and labor markets adjust (50% of Democrats vs. 16% of Republicans),

while another 22% think it is primarily a by-product of excessive government stimulus and deficit spending (36% of Republicans vs. 14% of Democrats), 31% see both as having an equal influence, while 13% have no opinion.

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

Agree (Net) Strongly Agree



53% of U.S. Adults approve of the first monthly advance child tax credit payments that were distributed to qualified American households.

This sentiment was significantly higher among Democrats (72%) than Republicans (31%).

When asked about several statements regarding the child tax credits, U.S. Adults said:

Agree (Net) Strongly Agree *Demographic differences are based on 'Strongly Agree'

Democrats Republicans

