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.

CONSUMER INSIGHTS FOR BUSINESS



How closely have you followed these recent events?

Republicans The latest developments concerning Richard Branson/Virgin Galactic's launch to the edge of space COVID-19 infections in the United States 40%

68% 34%

66% 33%

News reports regarding hesitancy to receive the

COVID-19 vaccine among segments of the U.S. population

Legislation several U.S. states are introducing

to increase restrictions on voting 27% 56%

President Biden's decision to withdraw

remaining U.S. troops from Afghanistan **55%** 

How concerned are you about these issues? Very Concerned Gen Z

\*Demographic differences are based on 'Very Concerned' **Baby Boomers** Democrats

The rate by which more and more issues are becoming politicized, rather than trying to find common ground 45% 81% 34%

ුම් වූ Reports that indicate the Coronavirus Delta variant is more potent than the original virus strain 75% 42%

75%

The frequency of severe weather events and the potential impact they may have on your

Millennials **Baby Boomers** Gen Z Gen X It is possible to address gun safety measures,

with each of these statements?

while protecting second amendment rights 76% 39%

Strongly Agree

I am growing increasingly concerned about the Delta variant of the Coronavirus 70% 35%

69% 47%

mindset of 'Trumpism'

The Republican Party should move on from Donald Trump and the general

I consider the space flight Richard Branson/ Virgin Galactic just completed more about a billionaire 'showing off' rather than something that will eventually open

boundaries to the larger population

66% 28%

🕠 The Major League Baseball All-Star Game/ **Home Run Derby** 

16%

28% 12%

28% 12%

The annual Shark Week event on Discovery Channel

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 72% 37%

Republicans

There is an existence of UFOs that could threaten U.S. national security 35% 14%

16%

Republicans

24%

I believe in the existence of UFOs

To what extent do you agree or disagree

62% 25% 30% 34% I am looking forward to watching

**59%** 

\*Demographic differences are based on 'Strongly Agree'

Democrats

I have faith in the stability of the election system in the United States **52%** 23%

the Summer Olympic games

16% 41% 19% 25%

Galactic just completed

If the cost were reasonable, I would be willing to take a space flight in the future

such as the one Richard Branson/Virgin

## or plan to take a vacation this summer. This is especially true among younger generations compared to their older counterparts:

Summer Vacation

**52%** of U.S. Adults have already taken,

Boomers-44% Among these vacationers, there have been a number of challenges experienced along the way, including:

**37**% 33% Travel costs (gas, rental Costs for destinations/ cars, airline tickets) hotels being much higher being too high than previously experienced

Gen Z-69%

Gen X-47%

Millennials-63%

Preferred destinations Concerns over having to leave pets at home/finding being fully booked and a capable pet sitter

**36**%

27%

Still having concerns

The costs to go away/

expensive this summer

travel have become far too

then having to settle on a different destination

travel not being available An additional 48% of U.S. Adults have no plans to vacation this summer, citing the following reasons:

25%

17%

Having to consider safety

measures such as the

ability to social distance

Preferred week/time to

29% Just not being comfortable Concern about being with it yet, despite a year of around others who are

not vaccinated

10%

about going away

Other members of family

still have safety concerns

24%

14%

Trying to avoid locations/

currently have a higher rate of the coronavirus present/ low vaccination rates

Waiting to go away until self/

family members are vaccinated

geographic areas that

about staying at a hotel traveling on an airplane and home until coronavirus and contracting COVID-19 contracting COVID-19 from cases are almost other passengers completely gone

Have not received the

vaccine for COVID-19/do

not expect to receive it

Still having concerns about

36%

27%

**7**%

Inflation #

34% of U.S. Adults believe that the current inflation

COVID pandemic as supply chain and labor markets

is primarily a natural by-product of coming out of the

The Economy

Financial situation is the

compared to last year

same or worse than it was

from other guests 8% Vacation spots that are

interested in traveling to

still may not be open/ have

limited amenities

**30**%

23%

5%

living with safety measures

such as social distancing and wearing a mask

Still planning to stay at

Lack of availability at the

destinations/hotels like to go to

I am concerned about making discretionary purchases

28%

18%

24%

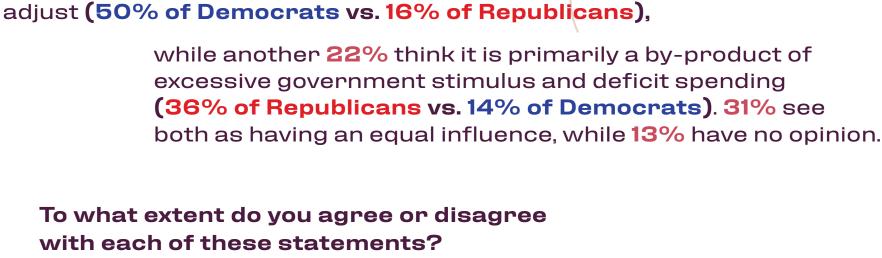
23%

I think the current concerns with inflation

are going to be a temporary matter, and

will adjust after just a few more months

now due to inflation leading to a higher cost of living



Strongly Agree

I am worried about the long term impact of inflation on building materials such as lumber

Recent inflation/higher costs have had an

household products such as groceries

impact on my purchase decisions for everyday

32%

33%

74%

72%

71%

34% 71% 29% Recent inflation/higher costs have had an impact on my purchase decisions for durable I am concerned that inflation is going to goods such as clothing, electronics, or furniture impact my holiday shopping plans this year

63%

**54%** 

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

When asked about several statements

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

Strongly Agree \*Demographic differences are based on 'Strongly Agree' Democrats Republicans

regarding the child tax credits, U.S. Adults said:

They will be beneficial for helping children living in poverty They will be good for boosting the U.S. economy **77**% 38% 64%

The funding should instead be put towards They will not have any impact on my hard infrastructure improvements (roads, household one way or another bridges, railways, water pipes, etc.) 72% 46% 54%

It is too soon to tell if they will have an They are yet another example of wasteful overall positive or negative impact government spending 24% 69% 23% **51%** 

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

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It is going to discourage some capable adults

29%

from seeking employment

age and older. This survey was live on July 16-18, 2021.

64%

week among a demographically representative U.S. sample of 1,000 adults 18 years of

BIGVILLAGE CARAVAN Omnibus Surveys