

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

JULY 27, 2021

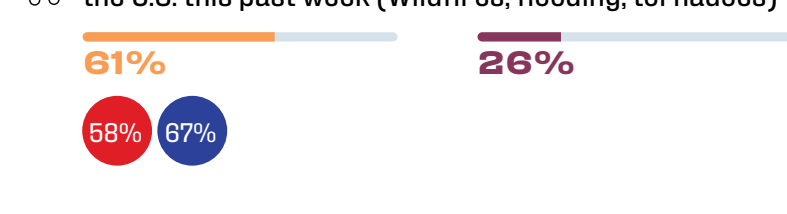
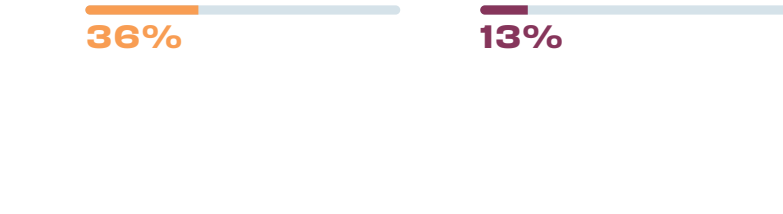
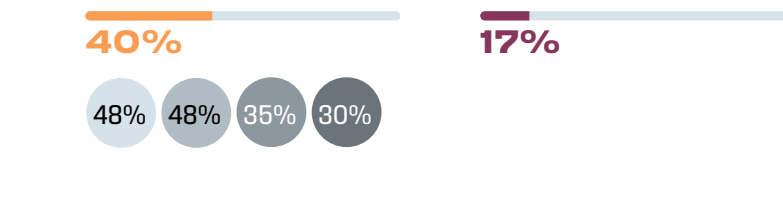
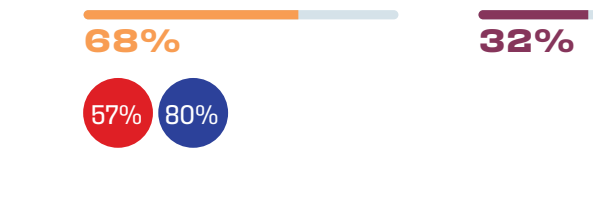
The Summer Olympics, COVID-19, extreme weather, and back to school shopping are all on the minds of Americans this week.

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)'

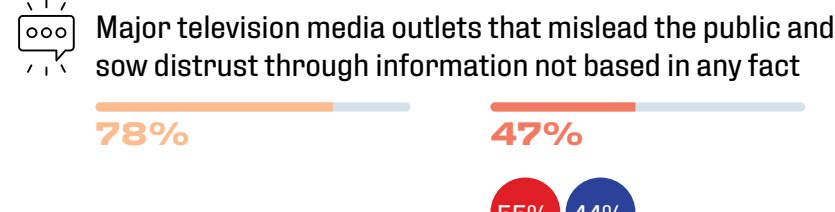
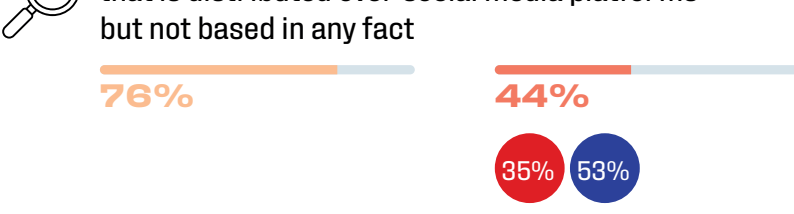
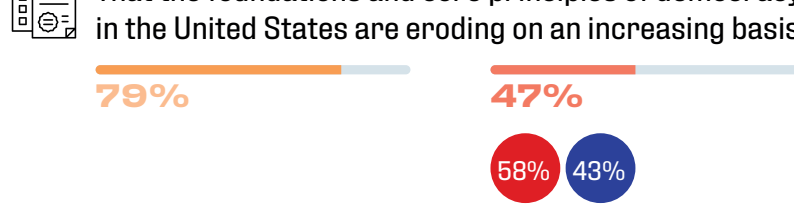
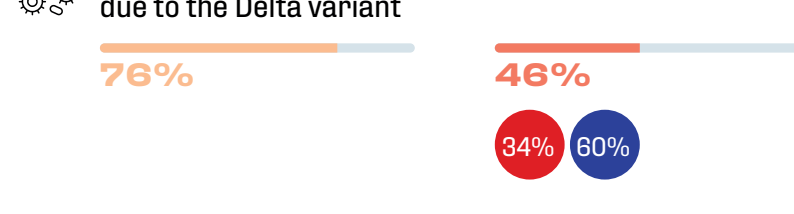
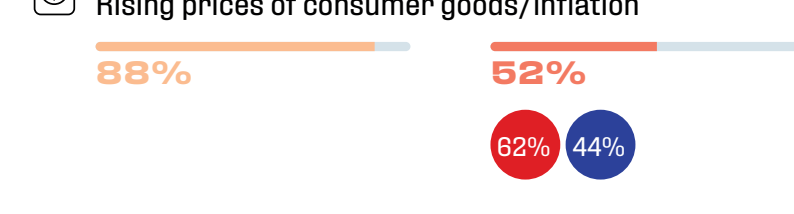
Gen Z Millennials Gen X Baby Boomers Republicans Democrats



How concerned are you about these issues?

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

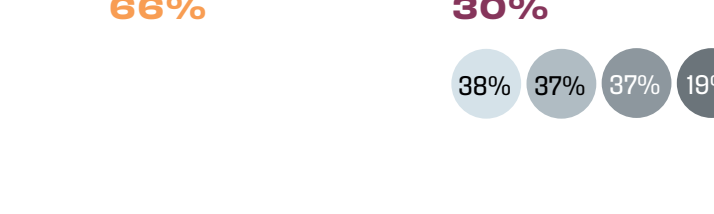
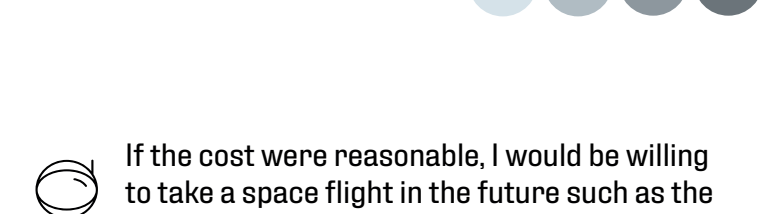
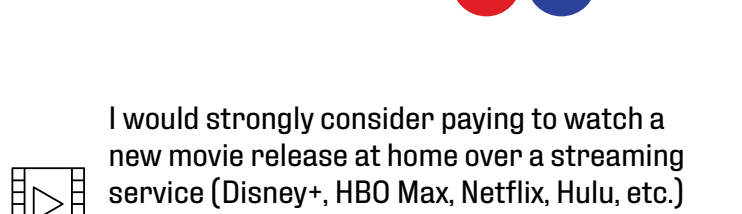
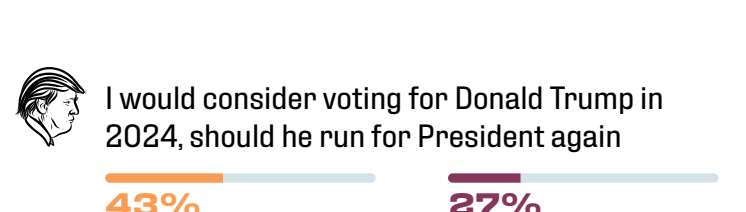
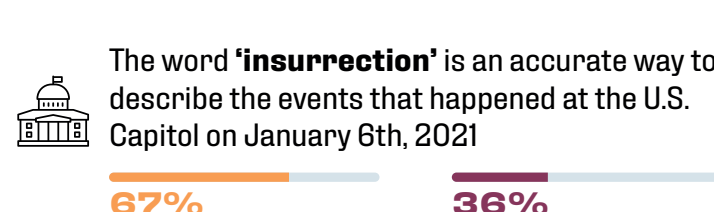
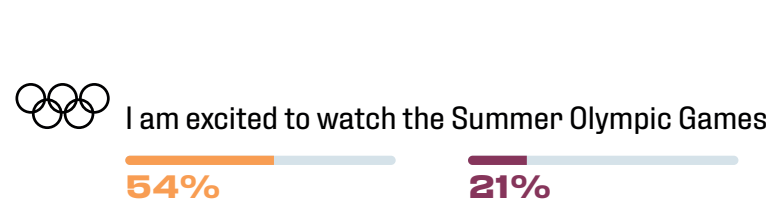
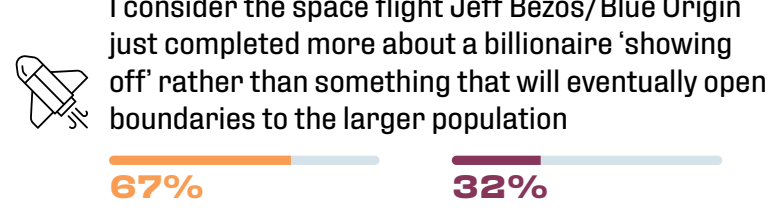
Republicans Democrats



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

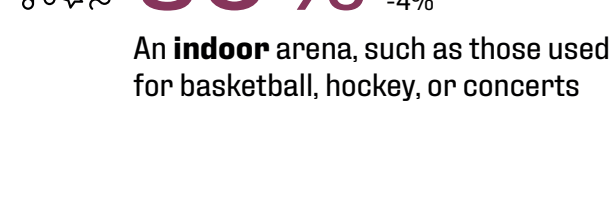
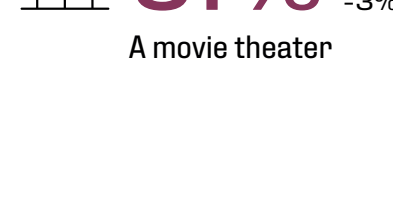
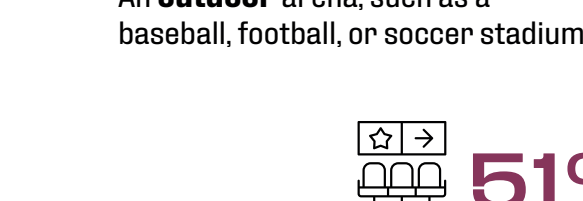
Agree (Net) Strongly Agree *Demographic differences are based on 'Strongly Agree'

Gen Z Millennials Gen X Baby Boomers Republicans Democrats



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

*Differences are noted from June 25th-27th, 2021



A COVID-19 UPDATE

88% of U.S. Adults that have received at least one dose of the COVID-19 vaccine are likely (65% very likely) to get a booster in the coming months, if it is recommended by the CDC/health community.

Gen Z adults are far less committed to receiving a booster dose than other age generations

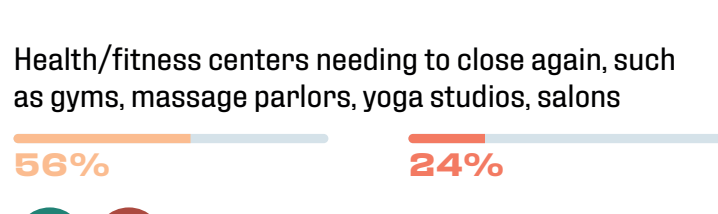
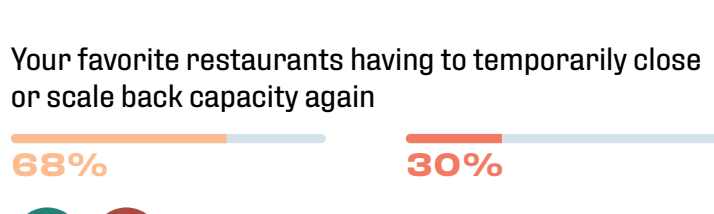
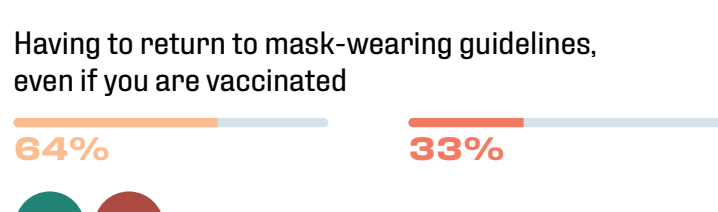
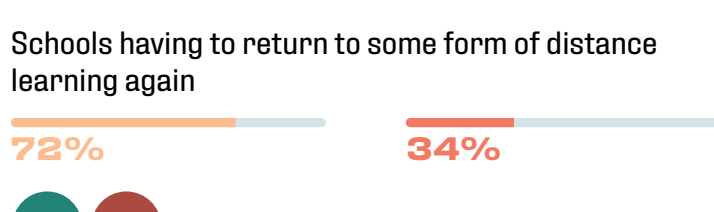
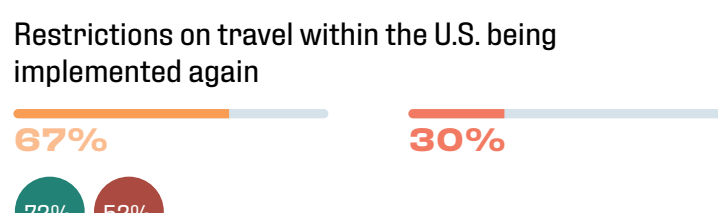
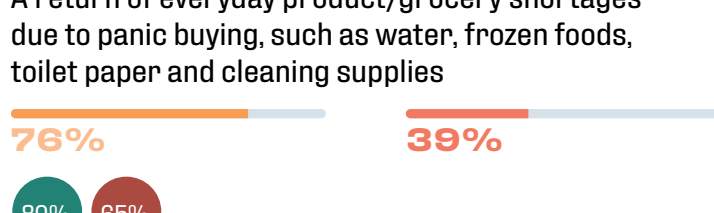
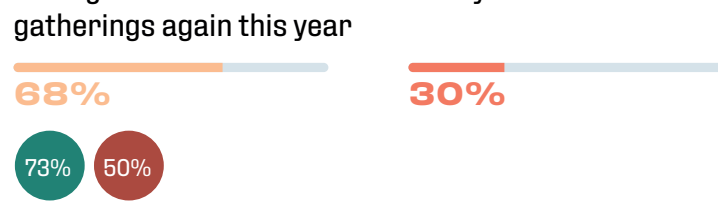
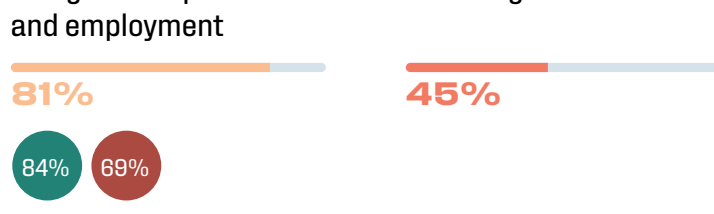
*Demographic differences are based on 'Very Likely'

Gen Z—37%
Millennials—63%
Gen X—62%
Baby Boomers—74%

Thinking about the current news regarding the Coronavirus Delta variant, how concerned are you about these potential scenarios realistically happening in the next 3-6 months?

(Differences are among those who have already received/plan to receive the COVID-19 vaccine vs. those who don't)

Concerned (Net) Very Concerned



Back to School Shopping

Data was collected July 21-25, 2021

76% of parents of school aged children have shopped/plan to shop for back-to-school items this year in-store, with another 55% shopping online. Among those who plan to do any shopping, the following brands were considered to have the best advertising.

24% Walmart

16% TARGET

7% Crayola

Additionally, 80% of back-to-school shopping parents find advertisements helpful, with the following factors being important in where they choose to shop:

62% Cost/Prices

50% Value

38% Overall selection of items/One-stop shopping

35% The proximity of the store/Shopping center to my home

34% The availability of popular brands

31% COVID-19 safety

28% The store having an easy-to-use website/The ability to avoid in-store shopping

27% Having the option to order online and pick up at the store

16% Layout of the store

In which of the following stores have you shopped/plan to shop for back-to-school items this year?

*Base = Parents of school aged children who plan on shopping in-store

78% Walmart

55% TARGET

31% OLD NAVY

26% KOHL'S

23% Foot Locker

20% macy's

20% TJ-maxx

19% Staples

17% Office DEPOT

16% Apple

16% BEST BUY

14% GAP

Which of the following websites have you shopped/plan to shop for back-to-school items this year?

*Base = Parents of school aged children who plan on shopping online

68% amazon

62% Walmart

44% TARGET

24% OLD NAVY

24% KOHL'S

19% macy's

18% BEST BUY

17% Foot Locker

16% Office DEPOT

15% Apple

15% TJ-maxx

15% Staples

12% GAP