

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.

The Summer Olympics, COVID-19, extreme

How closely have you followed these recent events?

Very Concerned

78%

That the foundations and core principles of democracy

in the United States are eroding on an increasing basis

Strongly Agree

Millennials

The word 'insurrection' is an accurate way to describe the events that happened at the U.S.

new movie release at home over a streaming

service (Disney+, HBO Max, Netflix, Hulu, etc.)

Once you are fully vaccinated against COVID-19, there should no longer be a need to wear a

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

Gen Z adults are far less committed to receiving

a booster dose than other age generations

realistically happening in the next 3-6 months?

*Demographic differences are based on 'Very Likely'

30%

rather than going to a movie theater

Capitol on January 6th, 2021

Gen Z

67%

66%

58% -5%

A COVID-19 UPDATE

Gen Z—37%

Gen X-62%

and employment

81%

Millennials-63%

Baby Boomers—74%

A negative impact on recent economic gains

Schools having to return to some form of distance

Your favorite restaurants having to temporarily close

30%

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

or scale back capacity again

62% Cost/Prices

78%

17%

Office DEPOT

24%

68%

An **outdoor** arena, such as a

baseball, football, or soccer stadium

Very Closely

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

The latest developments concerning COVID-19 infections in the United States The start of the Summer Olympic Games in Tokyo

40% 68% 32%

48% 48% News reports regarding hesitancy to receive the Jeff Bezos/Blue Origin's launch to the edge of space COVID-19 vaccine among segments of the U.S. population

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

17%

Information about the Coronavirus and vaccines

that is distributed over social media platforms

but not based in any fact

29% 13% 65% 36%

 ${}_{\circ}{}_{\circ}{}_{\circ}{}_{\circ}{}_{\circ}$ Extreme weather situations that have occurred across the U.S. this past week (Wildfires, flooding, tornadoes) 61% 26%

How concerned are you about these issues?

Republicans Democrats The increase in Coronavirus cases across the U.S. Rising prices of consumer goods/inflation due to the Delta variant 88% **52%** 76% 46%

*Demographic differences are based on 'Very Concerned'

79% 47% 76% 44% Major television media outlets that mislead the public and sow distrust through information not based in any fact

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

Gen X

I consider the space flight Jeff Bezos/Blue Origin just completed more about a billionaire 'showing off' rather than something that will eventually open boundaries to the larger population I am excited to watch the Summer Olympic Games

Baby Boomers

*Demographic differences are based on 'Strongly Agree'

54%

38%

An indoor restaurant/bar/club

Having to limit fall and winter holiday

Having to return to mask-wearing guidelines,

Health/fitness centers needing to close again, such

24%

Data was collected July 21-25, 2021

7%

as gyms, massage parlors, yoga studios, salons

24% 16%

30%

gatherings again this year

68%

56%

Republicans

Democrats

21%

I would consider voting for Donald Trump in

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

15%

for basketball, hockey, or concerts

one Jeff Bezos/Blue Origin just completed

2024, should he run for President again

25% 26%

67% 43% 27% 36% 17% 25% I would strongly consider paying to watch a

mask/face covering in an indoors setting 59%

At what capacity level would YOU feel comfortable

attending each of these types of venues today?

A movie theater An **indoor** arena, such as those used

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.

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

Thinking about the current news regarding the Coronavirus Delta variant, how concerned are you about these potential scenarios

A return of everyday product/grocery shortages

45%

due to panic buying, such as water, frozen foods, Restrictions on travel within the U.S. being toilet paper and cleaning supplies implemented again **76**% 39% 67% 30%

learning again even if you are vaccinated 72% 64% 34% 33%

Backto School Shopping

Walmart : Crayola **O** TARGET have the best advertising. Additionally, 80% of back-to-school shopping parents

factors being important in where they choose to shop:

find advertisements helpful, with the following

easy-to-use website/

The ability to avoid

in-store shopping

55%

16%

34% **35**% **31%** The proximity of The availability of COVID-19 safety the store/Shopping popular brands center to my home **16**% The store having an Having the option to Layout of the store

38%

One-stop shopping

order online and pick

26%

KOHĽS

14%

17%

☐ Staples.

12%

G A P

G A P

up at the store

Overall selection of items/

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

Walmart 💢 **O** TARGET. OLD NAVY 23% 20% 20% 19% ☐ Staples T-J-MQDX® **★**macy's Foot Locker

31%

16%

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

18%

T-J-MODX*

68% 62% 24% 44% amazon Walmart 💢 **O** TARGET. OLD NAVY

19%

KOHĽS BEST BUY **★**macy's Foot Locker 16% 15% 15% 15%

Office DEPOT