

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

AUGUST 3, 2021

## Rising Coronavirus cases, vaccine hesitancy, the Olympic Games, and mental health are all on the minds of Americans this week.

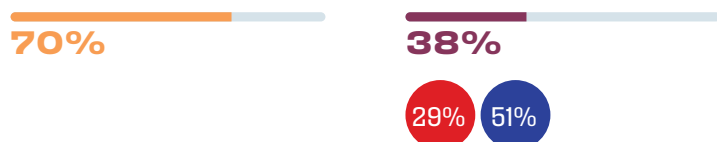
Gain insight on these issues and more, including our updated Consumer Confidence Index, in this week's The Pulse of the American Consumer.

### How closely have you followed these recent events?

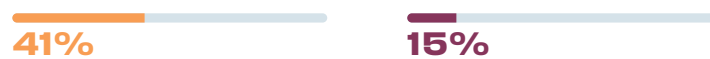
Closely (Net) Very Closely \*Demographic differences are based on 'Closely (Net)'

● Republicans ● Democrats

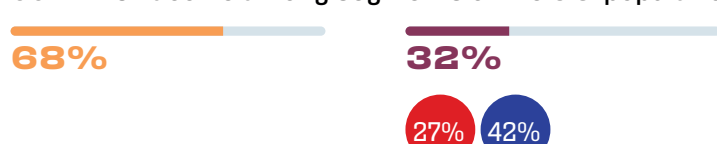
The latest developments concerning COVID-19 infections in the United States



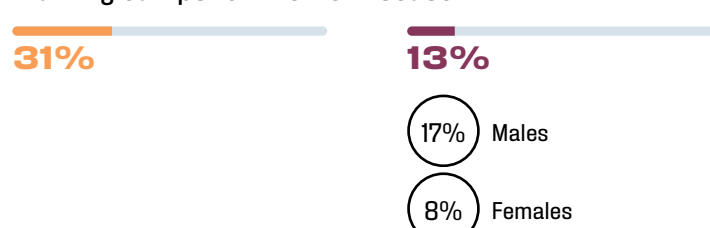
The Summer Olympic Games in Tokyo



News reports regarding hesitancy to receive the COVID-19 vaccine among segments of the U.S. population



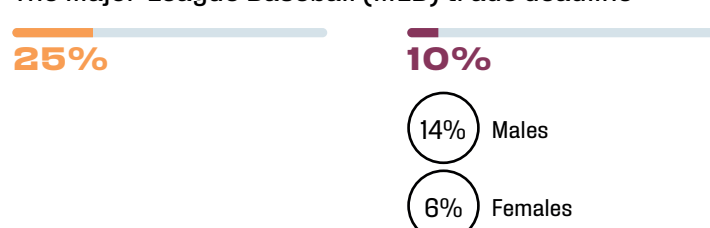
The beginning of National Football League (NFL) training camps for the 2021 season



The testimony of 4 police officers regarding the riots at the U.S. Capitol Building on January 6, 2021



The Major League Baseball (MLB) trade deadline

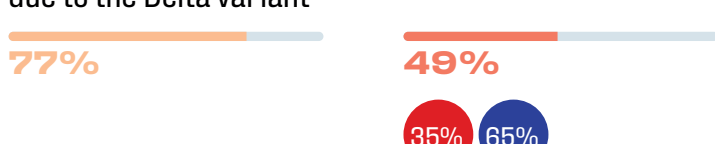


### How concerned are you about these issues?

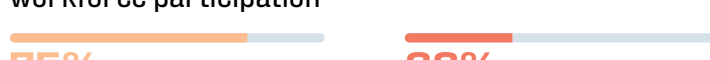
Concerned (Net) Very Concerned \*Demographic differences are based on 'Very Concerned'

● Republicans ● Democrats

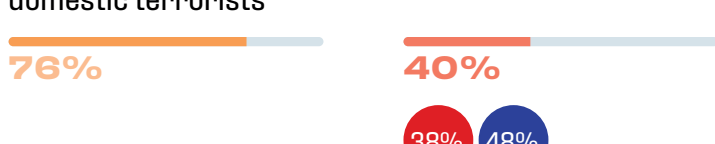
The increase in Coronavirus cases across the U.S. due to the Delta variant



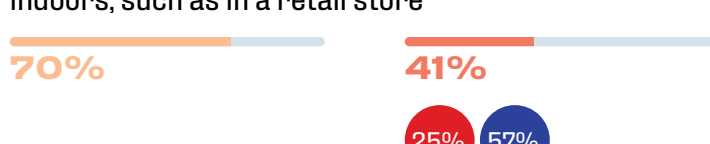
Labor shortages in the U.S./decreased workforce participation



Future threats of violent events in the U.S. caused by domestic terrorists



Relying on an 'honor system' and trusting those who are not fully vaccinated to wear a mask indoors, such as in a retail store



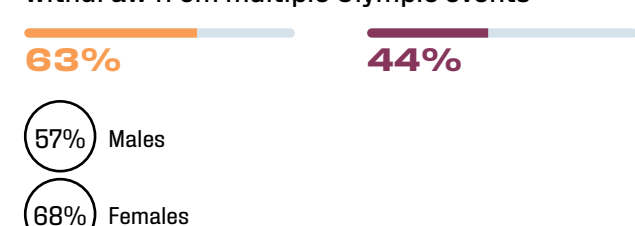
## A Glance at the Olympics

### To what extent do you agree or disagree with these statements regarding the Summer Olympic Games in Tokyo?

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

● Gen Z ● Millennials ● Gen X ● Baby Boomers

I admire Simone Biles in admitting that mental health challenges are behind her decision to withdraw from multiple Olympic events



My interest in these Olympic Games just isn't there due to all the disruptions caused by COVID-19 going back to last year



I think it was a good decision to add events such as Skateboarding, Surfing, and Sport Climbing to the Olympic Games



My interest in the Games has been significantly reduced after Simone Biles withdrew from several events



### A VACCINE UPDATE

90%

of U.S. Adults that have already received at least one dose of the COVID-19 vaccine are likely to get a booster shot in the coming months should the CDC/health community recommend it.

This sentiment is far higher among Democrats (95%) than Republicans (83%).

Alternatively, of those U.S. Adults who have not yet committed to get the vaccine, 62% say that a formal approval from the FDA would make a difference in their likelihood to receive the shot. 27% would be more likely to receive it, with an additional 36% continuing to be hesitant, but more receptive to the idea.

The remaining 38% (12% of the overall adult population) would be unmoved in their stance to not get vaccinated.

### THE LATEST ON CONSUMER CONFIDENCE

\*Comparisons against data collected 4 weeks ago, between June 25th – 27th, 2021

Big Village Insights developed a proprietary 'Consumer Confidence Index' with the benchmark wave collected March 19-21, following passage of the American Rescue Plan Act of 2021. To date, our index has produced a high-water mark of 106, during the period of April 2-4.

Our most recent index registers at 95, an all-time low in consumer confidence since our benchmark wave.

Using our most current index, young adults are notably more confident than their adults counterparts on both present conditions and future expectations.

	U.S. Adults	Gen Z	Millennials	Gen X	Boomers
Overall Consumer Confidence	95 (-7)	106	102	93	87
Current Conditions	100 (-6)	114	107	97	93
Future Expectations	92 (-7)	102	100	90	83

Contact us to learn more about our Consumer Confidence Methodology!

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 week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on July 30-August 1, 2021.

BIG VILLAGE

CARAVAN<sup>®</sup>  
Omnibus Surveys

609-452-5400 | [CARAVANinfo@big-village.com](mailto:CARAVANinfo@big-village.com)