

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

AUGUST 10, 2021

## Increased Coronavirus cases, household finances, inflation, and mandatory vaccinations 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 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



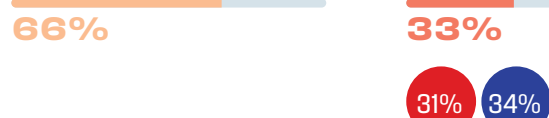
Relying on an 'honor system' and trusting those who are not fully vaccinated to wear a mask indoors, such as in a retail store



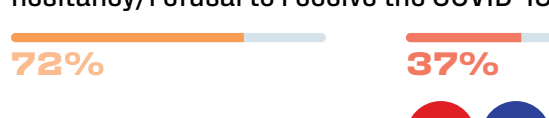
Information about the Coronavirus and vaccines that is distributed over social media platforms but not based in any fact



Your household's finances being negatively impacted as a result of the ongoing pandemic



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



## A VACCINE UPDATE

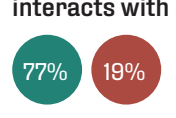
### Who, if any of the following do you think should be required to receive the COVID vaccine?

● Vaccinated ● Not planning to get vaccine

**87% of Democrats** believe that at least one group listed should be required to receive a vaccine, compared to just **58% of Republicans**

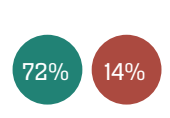
**60%**

Anyone working in a medical field who interacts with patients



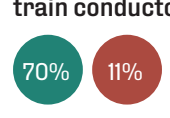
**55%**

Teachers/anyone who works in a school setting



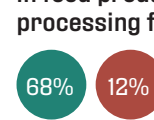
**53%**

Anyone employed in a public-transportation setting (bus drivers, taxi drivers, airline pilots, train conductors, etc.)



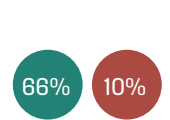
**51%**

Employees who work in food production/processing facilities



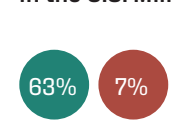
**49%**

Restaurant employees



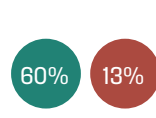
**46%**

Active-duty personnel in the U.S. Military



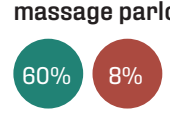
**45%**

Federal employees



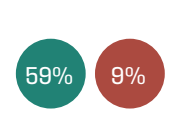
**44%**

Anyone employed at a gym/fitness center/salon/spa/massage parlor



**44%**

State employees



### As a consumer, which if any of the following settings do you think showing proof of having received the COVID vaccine should be required?

**84% of Democrats** believe that proof of vaccination should be required to attend at least one of the listed locations, compared to just **46% of Republicans**

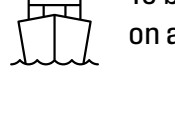
**50%**

To be a passenger on an airplane



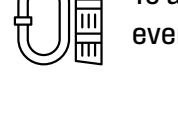
**50%**

To be a passenger on a cruise ship



**43%**

To attend a concert or sporting event in an **indoor** arena



**39%**

To use a gym or similar fitness center



**37%**

To dine at an **indoor** restaurant



**35%**

To attend a movie theater



**32%**

To attend an amusement park or water park



**30%**

To attend a concert, festival, or sporting event in an **outdoors** setting



**21%**

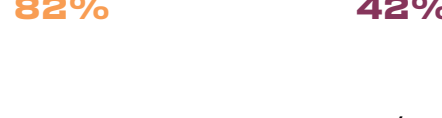
To dine at an **outdoor** restaurant



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

Concerned (Net) Very Concerned

A negative impact on recent economic gains and employment



Your favorite restaurants having to temporarily close or scale back capacity again



A return of everyday product/grocery shortages due to panic buying, such as water, frozen foods, toilet paper and cleaning supplies



Having to limit fall and winter holiday gatherings again this year



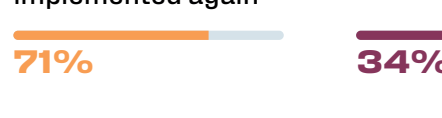
Schools having to return to some form of distance learning again



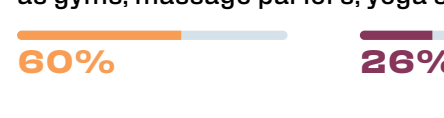
Having to return to mask-wearing guidelines, even if you are vaccinated



Restrictions on travel within the U.S. being implemented again



Health/fitness centers needing to close again, such as gyms, massage parlors, yoga studios, salons



## Consumer Concerns

**28% of U.S. Adults** think the current inflation is primarily a natural by-product of coming out of the COVID pandemic as supply chain and labor markets adjust. Another **24%** think the current inflation is primarily a by-product of excessive government stimulus and deficit spending under the Biden Administration.

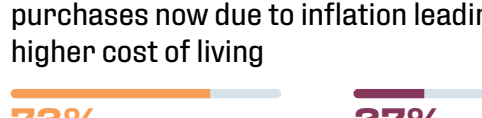
Meanwhile, an additional **13%** think the current inflation is primarily a by-product of excessive government stimulus and deficit spending during the Trump Administration. **19%** think all of these factors have an influence, while another **16%** don't feel they know enough to have an opinion.

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

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

● Gen Z ● Millennials ● Gen X ● Baby Boomers

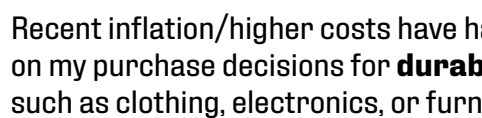
I am concerned about making discretionary purchases now due to inflation leading to a higher cost of living



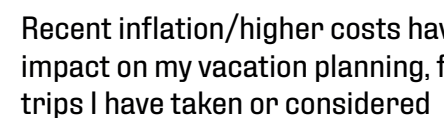
I am concerned that inflation is going to impact my holiday shopping plans this year



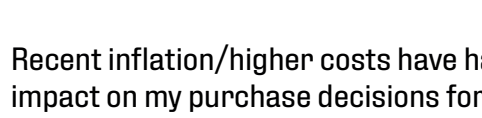
Recent inflation/higher costs have had an impact on my purchase decisions for **durable goods** such as clothing, electronics, or furniture



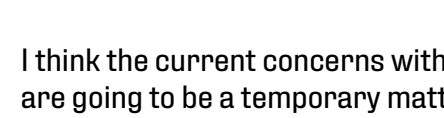
Recent inflation/higher costs have had an impact on my vacation planning, for recent trips I have taken or considered



Recent inflation/higher costs have had an impact on my purchase decisions for **everyday household products** such as groceries



I think the current concerns with inflation are going to be a temporary matter, and will adjust after just a few more months



## APPROVAL IN THE WHITE HOUSE

### How much do you approve or disapprove of the job President Biden is doing?

\*Comparisons made against July 9-11, 2021

#### Among U.S. Adults:

Approve (Net):

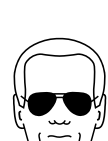
**44%** -7%

Disapprove (Net):

**36%** +3%

Net Approval Rating:

**+8%** -10%



#### Among Registered Voters:

Approve (Net):

**47%** -6%

Disapprove (Net):

**38%** +4%

Net Approval Rating:

**+9%** -10%

### How much do you approve or disapprove of the job Vice President Harris is doing?

#### Among U.S. Adults:

Approve (Net):

**37%**

Disapprove (Net):

**38%**

Net Approval Rating:

**-1%**



#### Among Registered Voters:

Approve (Net):

**40%**

Disapprove (Net):

**40%**

Net Approval Rating:

**0%**