

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

AUGUST 17, 2021

CARAVAN[®]
Omnibus Surveys

Mask wearing in schools, the situation in Afghanistan, mental health concerns, and the new *Jeopardy!* hosts 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

*Timeline comparisons are based on 'very concerned'



Rising prices of consumer goods/inflation

91%

59%

+7% (7/23 - 7/25)



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

83%

56%

+8% (8/6 - 8/8)



Recent disagreements over mask wearing in schools that have taken on what seems to be a politically motivated stance

81%

48%



Potential future risk to national security as a direct result of the U.S. withdrawing remaining troops from Afghanistan

73%

35%

+8% (7/9 - 7/11)

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



Mental health concerns need to be given higher priority as a public health crisis in the U.S.

92%

52%

59%

58%

48%

45%



Police 'reform' is needed in the U.S., not 'defunding'

84%

45%

35%

39%

47%

50%



I am disgusted that this country can't seem to come together and find common ground to overcome the coronavirus

89%

56%

55%

62%



There is no good long-term solution to the situation in Afghanistan, whether the U.S. were to leave troops there or not

75%

30%

16%

27%

29%

38%



The minimum wage in the United States should be increased to at least \$15 an hour

73%

46%

27%

63%



I would consider voting for Donald Trump in 2024, should he run for President again

43%

29%

11%

25%

35%

33%



I would consider voting for current Florida Governor Ron DeSantis for President in 2024

37%

16%

11%

16%

20%

12%

A COVID-19 UPDATE

84% of U.S. Adults that have received at least one dose of the COVID-19 vaccine are likely (55% very likely) to get a booster in the coming months.



Based on the current status of COVID-19 and vaccination levels in the U.S., how likely are you to wear a mask/face covering in these settings as part of your regular routine?

*Very likely summary. Differences are noted from July 9th-11th 2021

64% +11%

While using mass transportation (trains, subways, airplanes)

64% +13%

While in the waiting area of your doctor's/dentist's office

56% +16%

At a pharmacy

56% +16%

In a mass merchant/big box store (Walmart, Target, Home Depot, Best Buy, etc.)

56% +17%

In a grocery store

54% +14%

In a movie theater

54% +14%

In an **indoor** arena, such as those used for basketball, hockey, or concerts

54% +15%

In a smaller indoor theater, such as those used for plays or comedy shows

53% +15%

At a convenience store

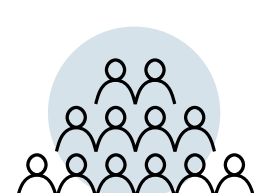
52% +15%

While placing/waiting for an order in a coffee shop or similar quick serve restaurant (Starbucks, Dunkin', McDonald's, Chick-fil-A, etc.)

52% +15%

While waiting to be seated at a restaurant

36% +7%

At an **outdoor** arena, such as a baseball, football, or soccer stadium

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

*Mean summary. Differences are noted from July 23rd-25th, 2021



51%

-7%

An **outdoor** arena, such as a baseball, football, or soccer stadium

50%

-8%

An indoor restaurant/bar/club



43%

-8%

A movie theater



43%

-7%

An **indoor** arena, such as those used for basketball, hockey, or concerts

This is Jeopardy!

33% of the U.S. adult population watches *Jeopardy!* at least one night in a typical week, with an average viewership of three shows during the Monday – Friday weekly time period.

In this past week it was announced that permanent Jeopardy! hosting duties will be split between executive producer Mike Richards and actress Mayim Bialik, two of the guest hosts since the passing of Alex Trebek.

If given their own choice of **two** permanent hosts among the complete list of guest hosts since the passing of Alex Trebek, Jeopardy! viewers selected:

34%

Mayim Bialik

21%

Ken Jennings

19%

Aaron Rodgers

18%

Anderson Cooper

17%

Mike Richards

16%

LeVar Burton

13%

Robin Roberts

10%

Savannah Guthrie

9%

Buzzy Cohen

8%

Katie Couric

8%

Dr. Mehmet Oz

6%

Dr. Sanjay Gupta

6%

Bill Whitaker

5%

David Faber

5%

George Stephanopoulos

5%

Joe Buck



78% of *Jeopardy!* viewers support the decision to name Mike Richards and Mayim Bialik the permanent hosts of the show

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 August 13-15, 2021.

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