AUGUST 24, 2021

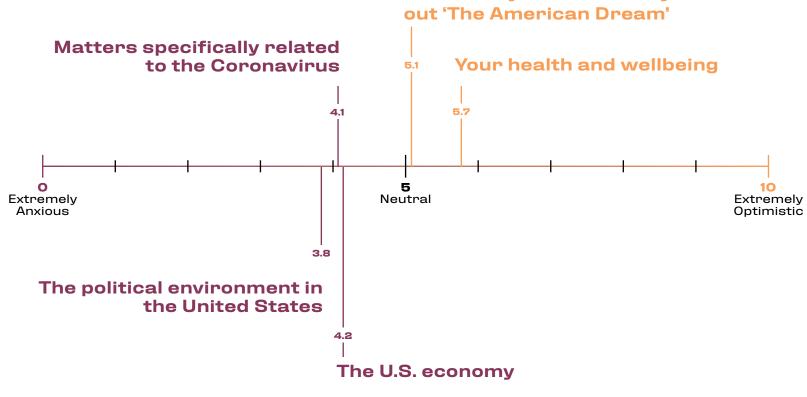
Afghanistan, vaccine requirements, and the 2020 census data (and its potential implications) are all on the minds of Americans this week. Gain insight on these issues and more in this week's The Pulse of the American Consumer.

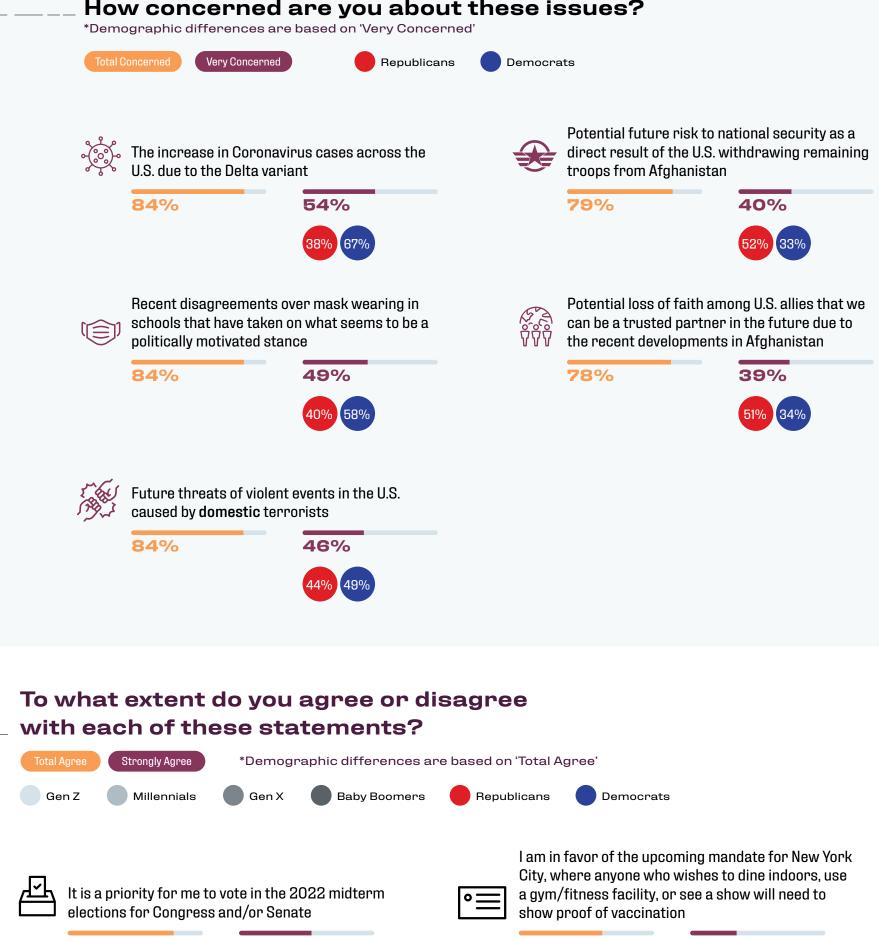
CONSUMER INSIGHTS FOR BUSINESS

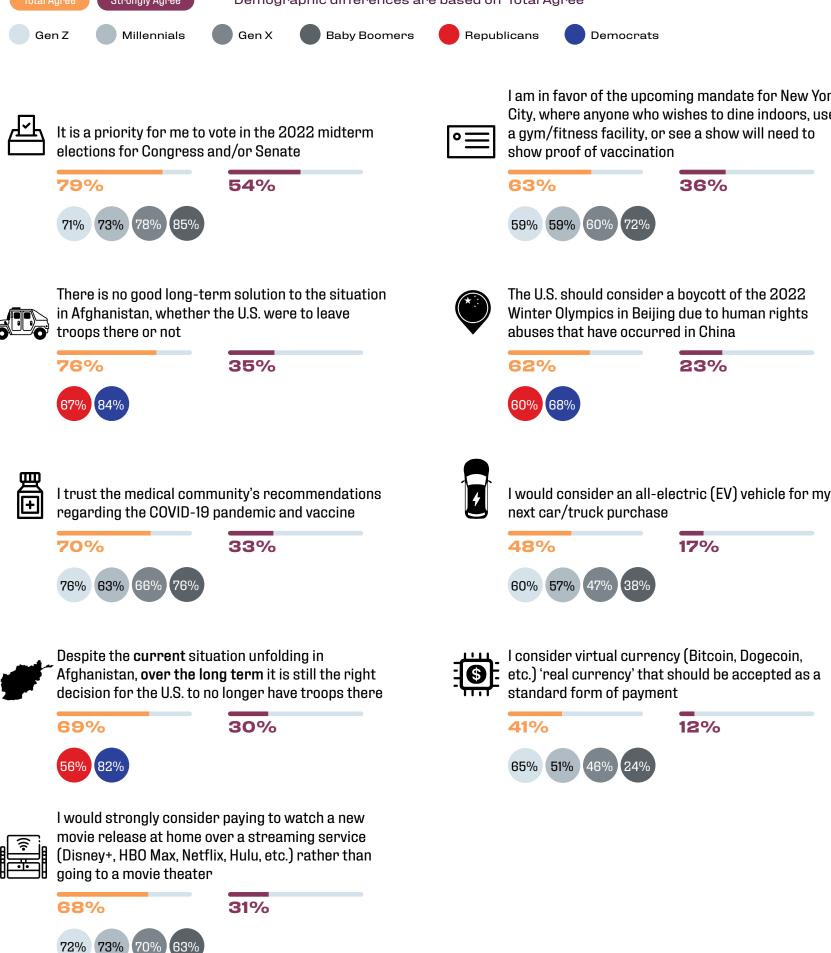


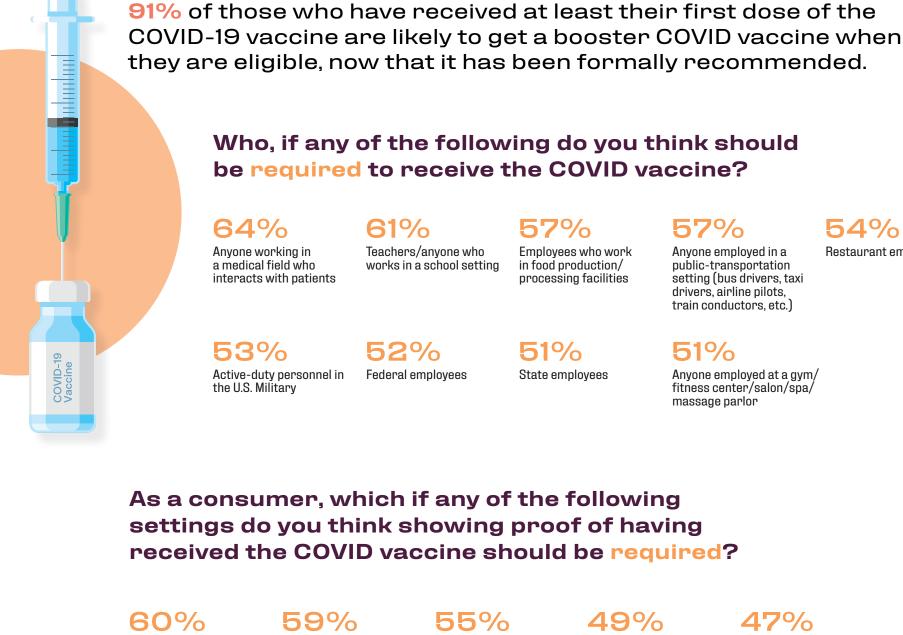
following make you at this moment in time? *Mean Summary Your ability to realistically live

How optimistic or anxious do each of the









they are eligible, now that it has been formally recommended.

Anyone working in

a medical field who

interacts with patients

A VACCINE UPDATE

Who, if any of the following do you think should be required to receive the COVID vaccine? 7% **57**% 64% 31% **54**%

Employees who work

in food production/

processing facilities

Anyone employed in a

public-transportation

setting (bus drivers, taxi

Restaurant employees

drivers, airline pilots, train conductors, etc.)

Teachers/anyone who

works in a school setting

53% **52**% 51% Active-duty personnel in the U.S. Military Federal employees State employees Anyone employed at a gym/ fitness center/salon/spa/ massage parlor

To be a passenger on To attend a concert or To use a gym or similar a cruise ship sporting event in an indoor restaurant fitness center **indoor** arena

To attend a

concert, festival, or

40%

To attend an amusement

park or water park

sporting event in an outdoors setting **POLITICS AND** Approval ratings for President Biden continue to be low, among both registered voters and the general population:

To dine at an

outdoor restaurant





47%

Disapprove (Net): 36%

Net Approval Rating:

46%

movie theater

To attend a

+11% As you may have heard, last week the 2020 U.S. Census data

People of color

of the total U.S.

represented 43%

population in 2020,

up from 34% in 2010

Net Approval Rating: +14%

Disapprove (Net):

36%

The non-Hispanic

White share of the U.S.

Among Registered Voters:

was released. Among the key statistics reported include:

Approve (Net):

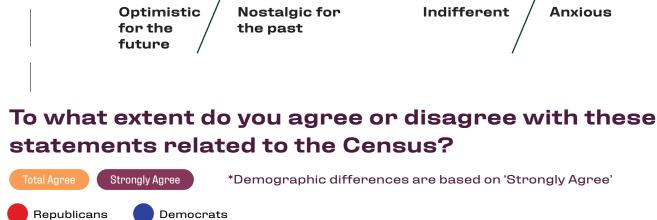
50%

population fell to 57% Hispanic/Latino or in 2020, shrinking by as multiracial grew six percentage points the most since 2010, the largest decrease of any race or ethnicity

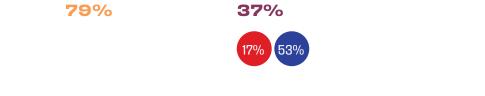
The share of those

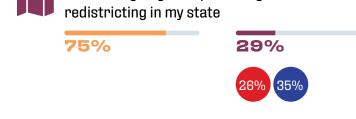
who identified as

Knowing this, among each of these pairs of words or phrases, which comes closest to describing your feelings? 77% / 23% 76% / 24% Proud Disgusted 70% / 30% 66% / 34% Optimistic for the future / Nostalgic for the past



I am concerned the new Census is • **♦** ▼ The increasing diversity of the U.S. population going to lead to even more extreme





I am keenly interested in how the new

Census is going to impact congressional

is, overall, a good thing for the country



gerrymandering in my state

25%

64%

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