

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

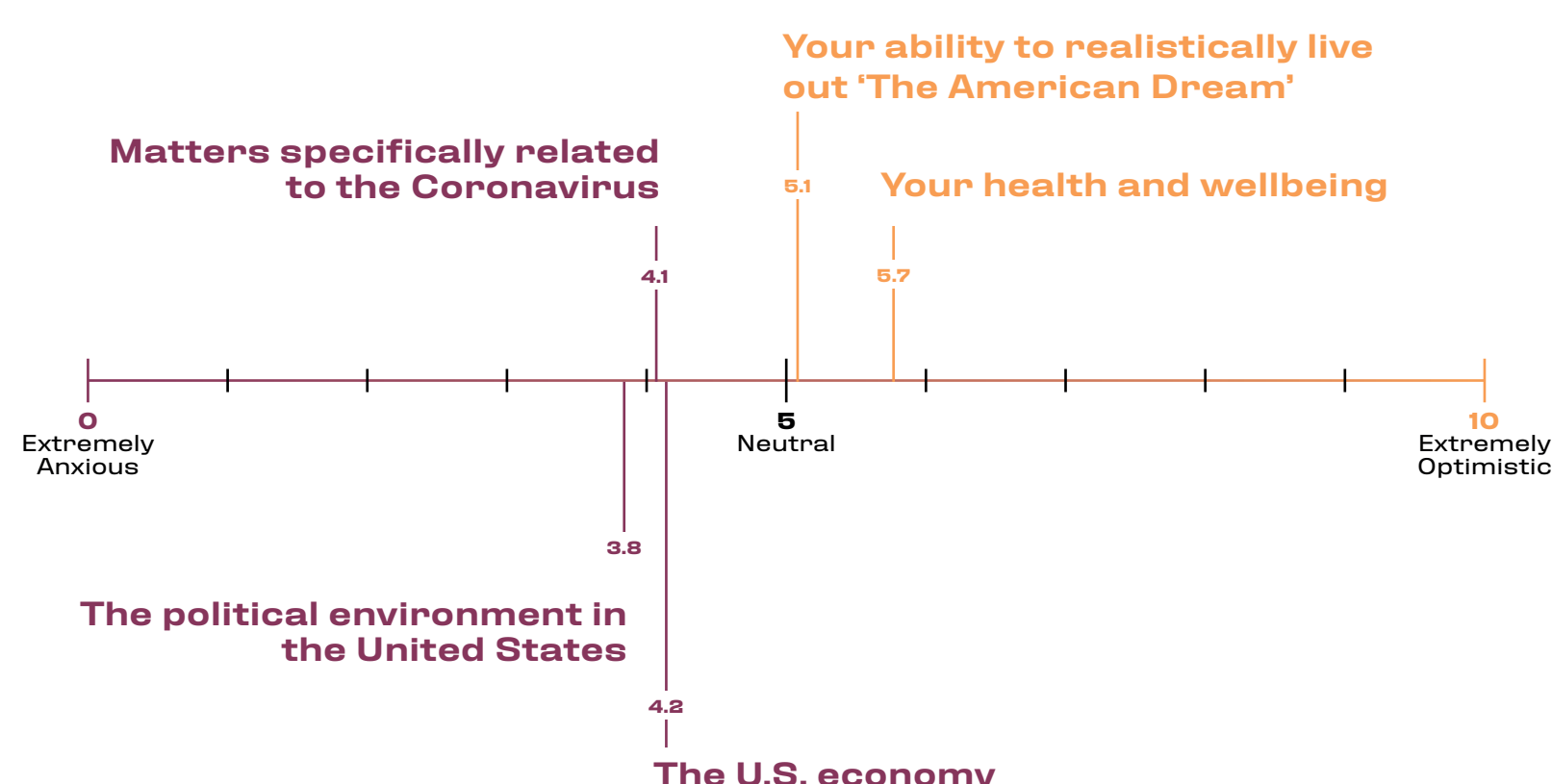
AUGUST 24, 2021

## 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.

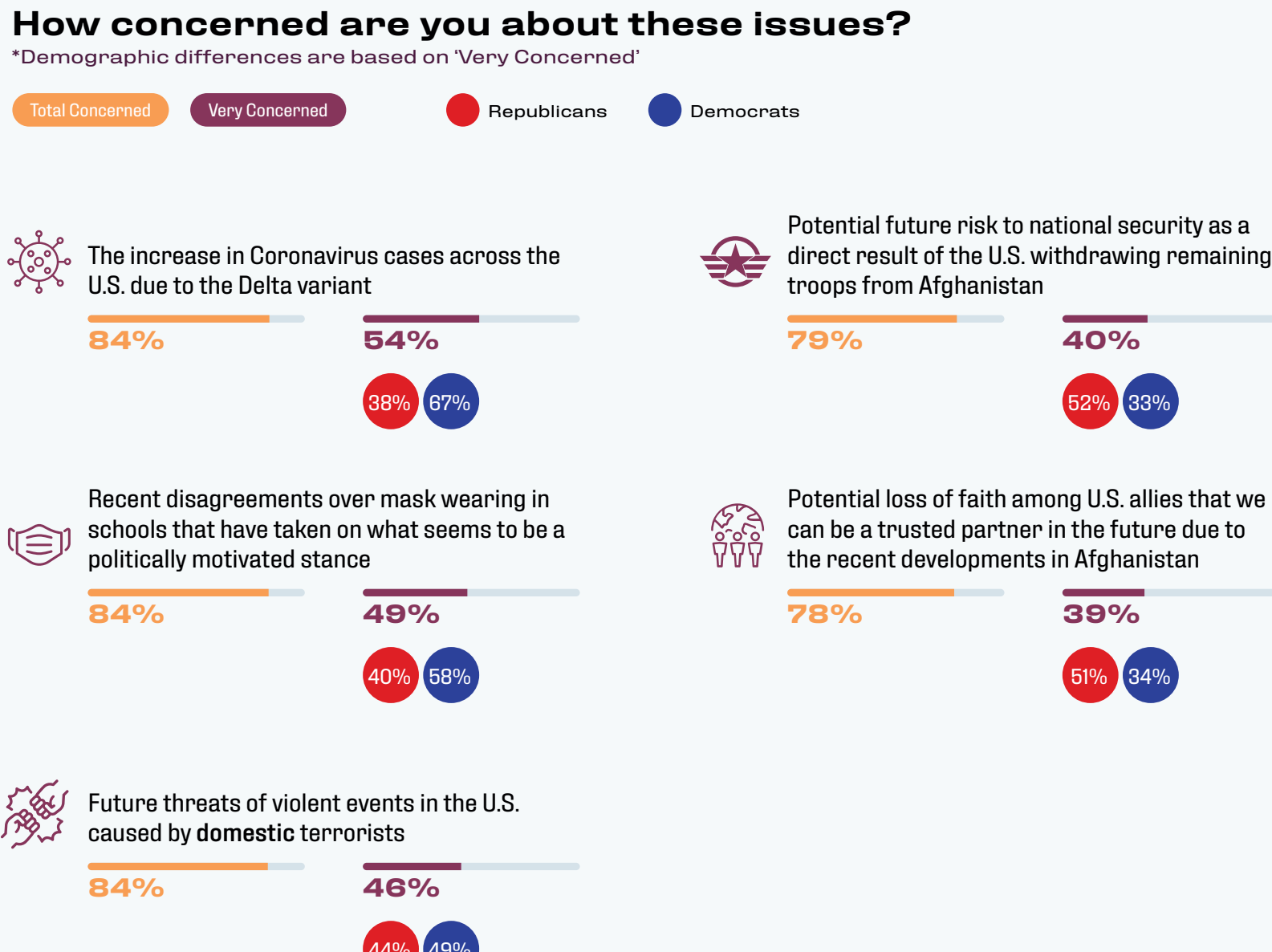
### How optimistic or anxious do each of the following make you at this moment in time?

\*Mean Summary



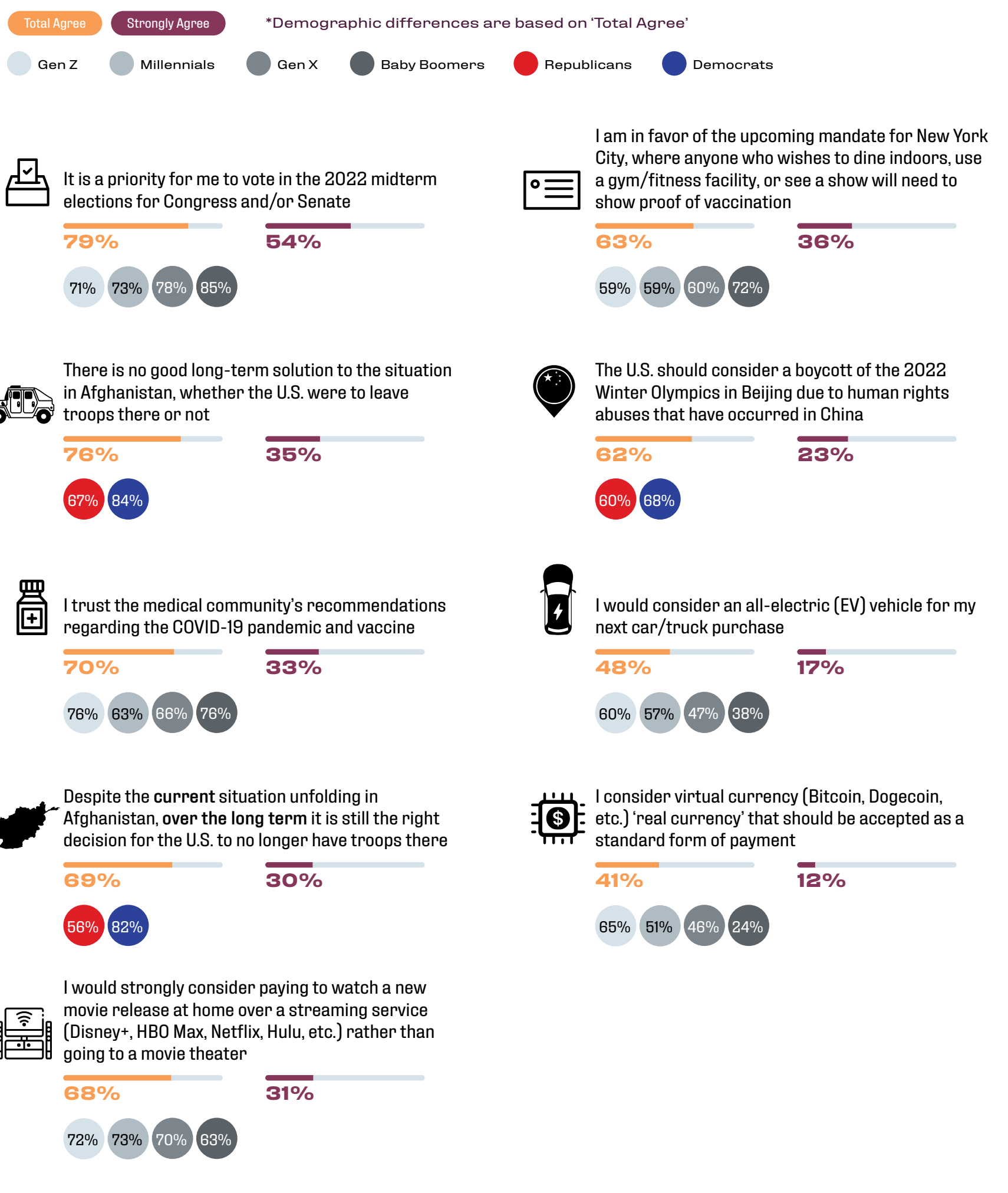
### How concerned are you about these issues?

\*Demographic differences are based on 'Very Concerned'



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

\*Demographic differences are based on 'Total Agree'



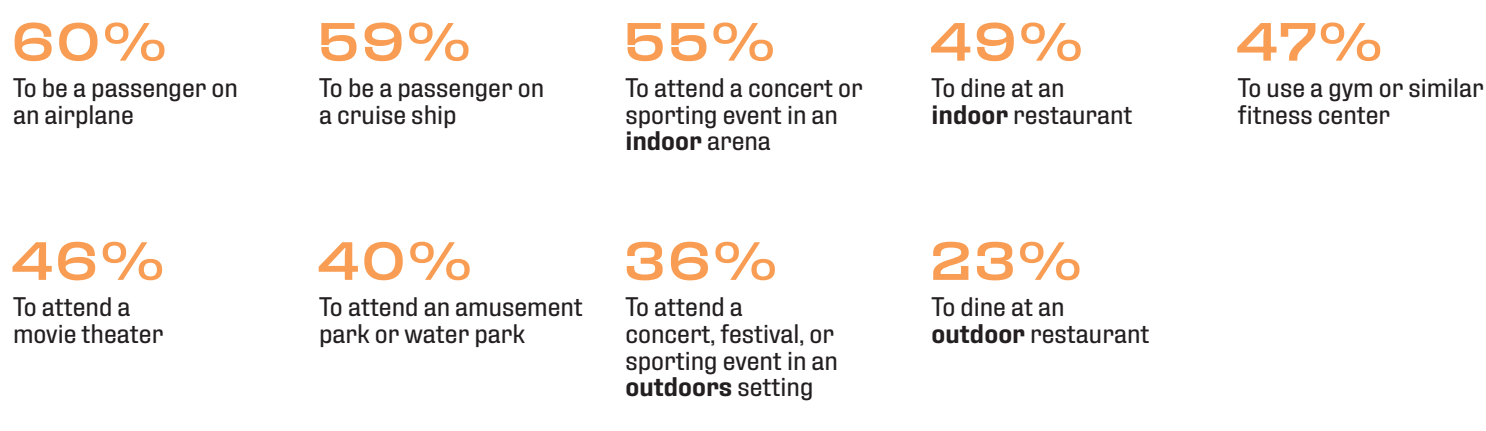
### A VACCINE UPDATE

91% of those who have received at least their first dose of the COVID-19 vaccine are likely to get a booster COVID vaccine when they are eligible, now that it has been formally recommended.

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



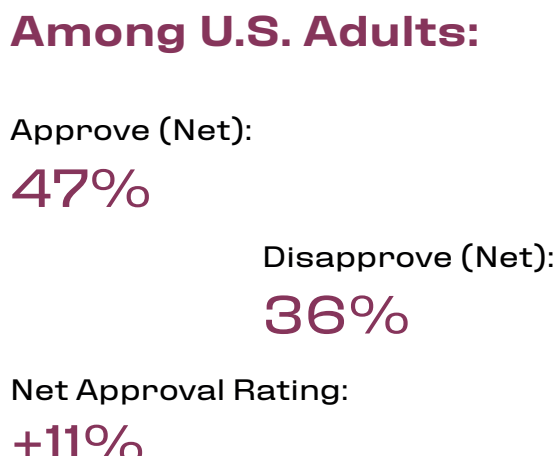
#### As a consumer, which if any of the following settings do you think showing proof of having received the COVID vaccine should be required?



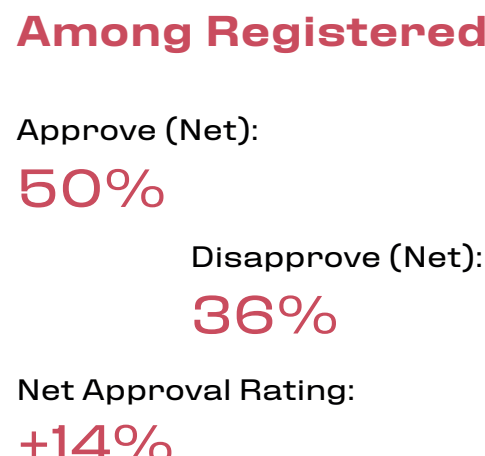
### POLITICS AND THE CENSUS

#### Approval ratings for President Biden continue to be low, among both registered voters and the general population:

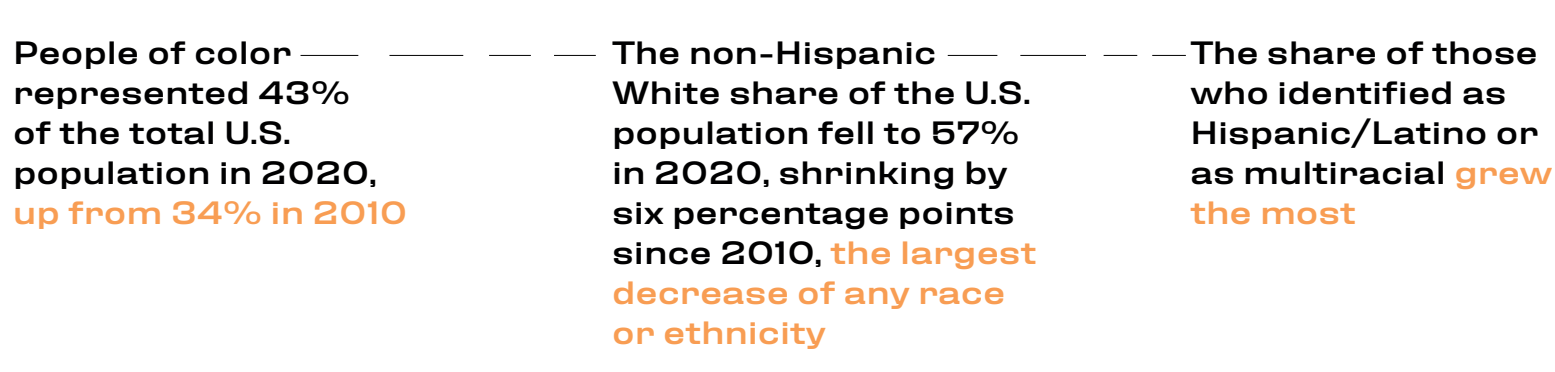
##### Among U.S. Adults:



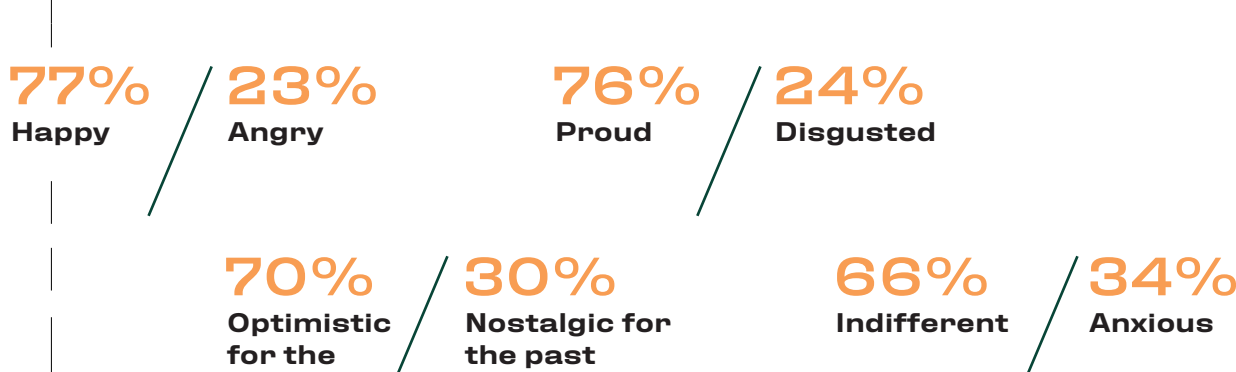
##### Among Registered Voters:



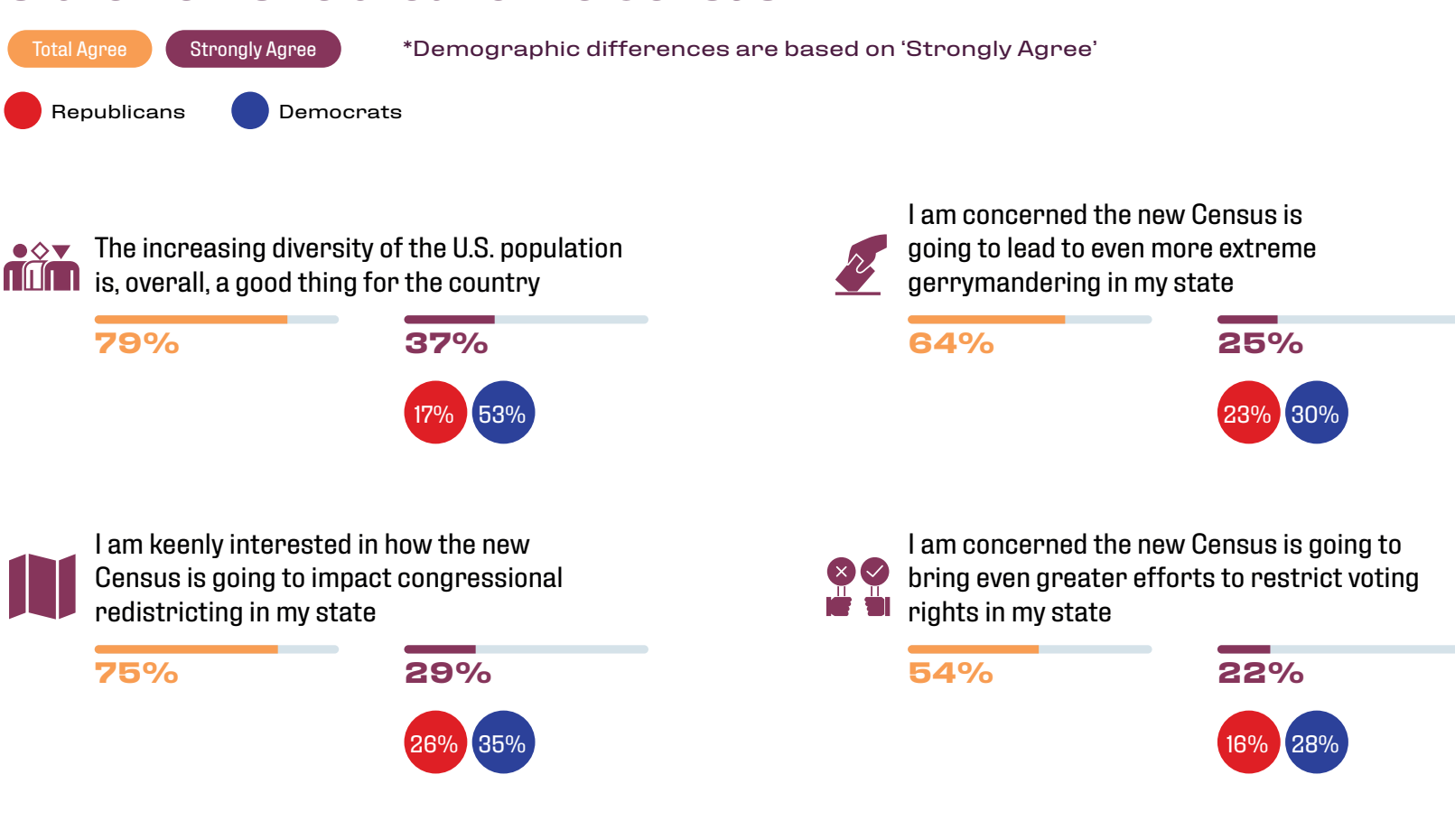
#### As you may have heard, last week the 2020 U.S. Census data was released. Among the key statistics reported include:



#### Knowing this, among each of these pairs of words or phrases, which comes closest to describing your feelings?



#### To what extent do you agree or disagree with these statements related to the Census?



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 20-22, 2021.

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