

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

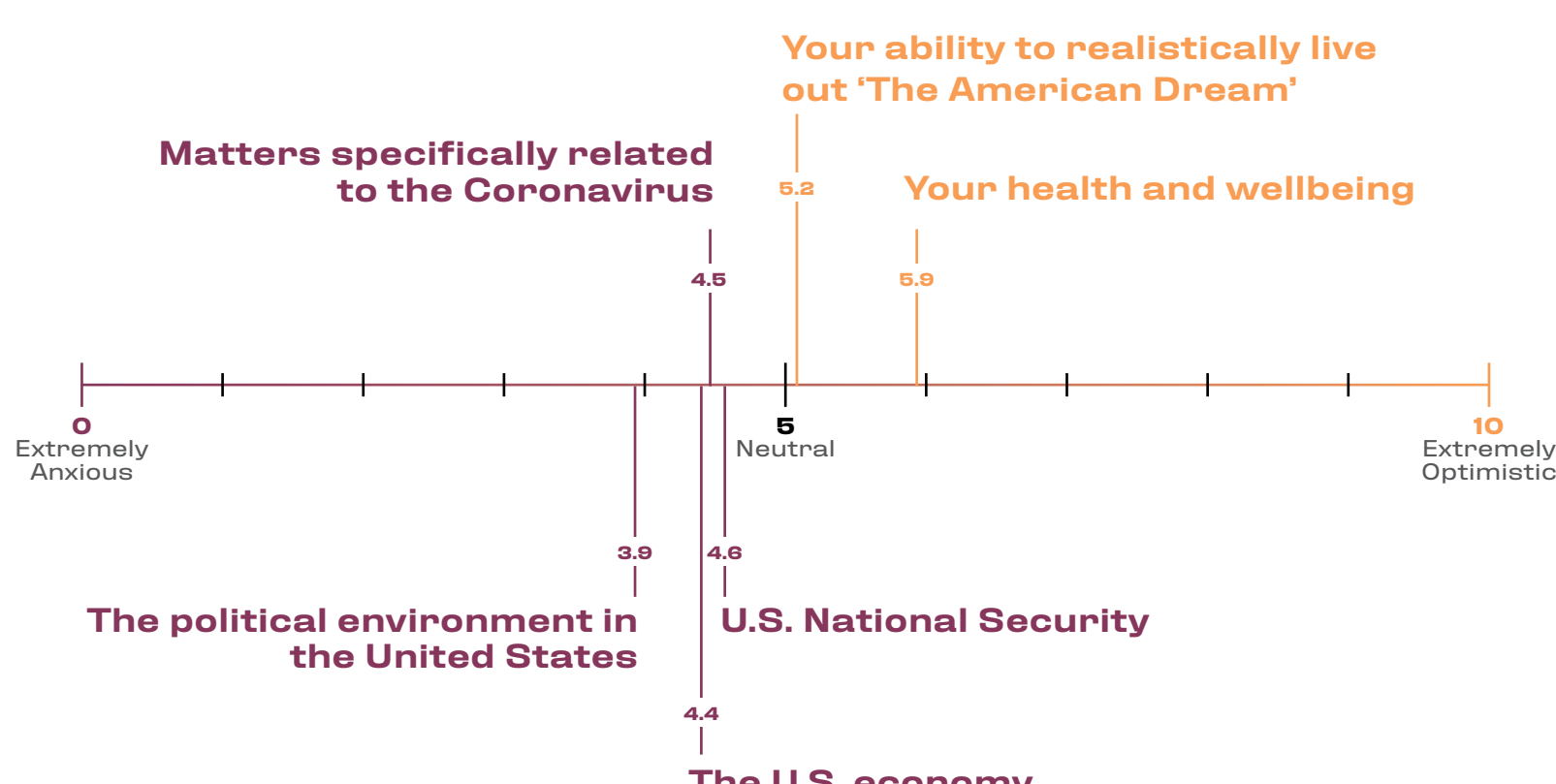
AUGUST 31, 2021

## National security, mask mandates, the minimum wage, and the Jeopardy! host fiasco 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?

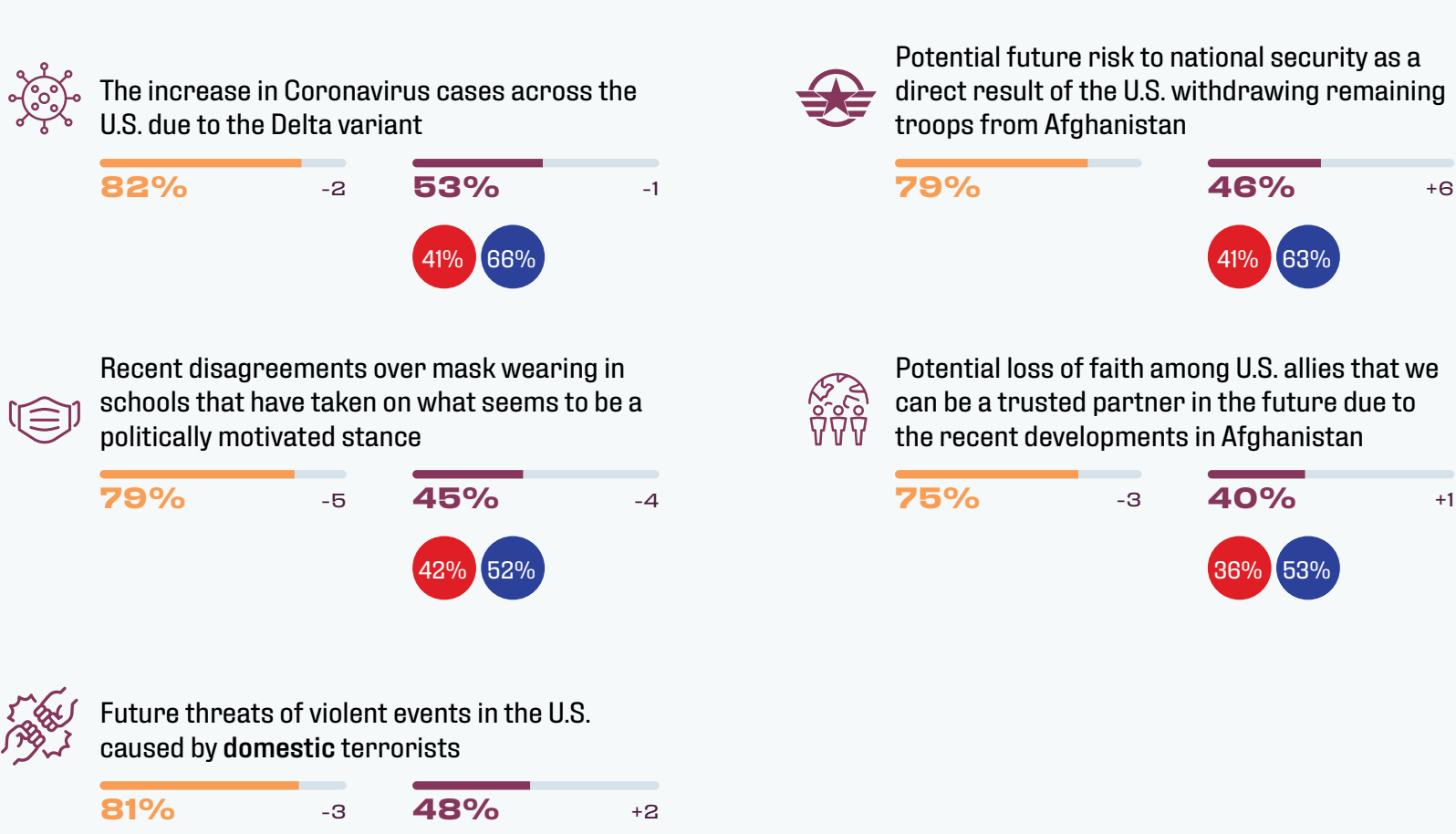
\*Mean Summary



### How concerned are you about these issues?

\*Demographic differences are based on 'Very Concerned' +/- = percentage change since last week

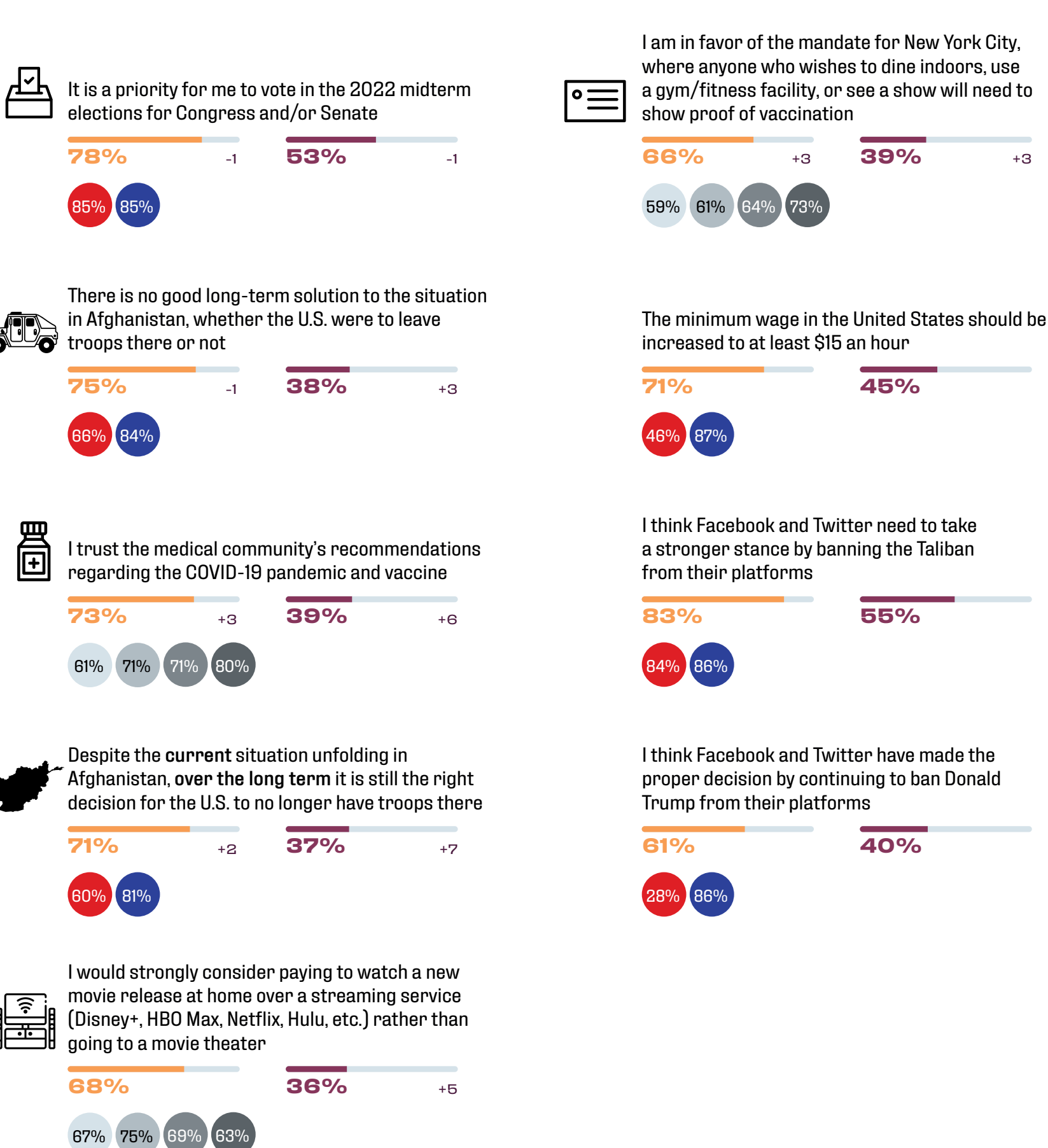
Total Concerned Very Concerned Republicans Democrats



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

\*Demographic differences are based on 'Total Agree' +/- = percentage change since last week

Total Agree Strongly Agree Gen Z Millennials Gen X Baby Boomers Republicans Democrats



## The Jeopardy! Fiasco

In a typical week (Monday - Friday), 35% of U.S. Adults continue to watch Jeopardy! at least once a week. One of the two newly named jeopardy hosts, Mike Richards, stepped down from hosting the show due to comments he made on his podcast. The other, Mayim Bialik, is now facing criticism for previous comments about vaccinations. Of Jeopardy! viewers, 36% now plan to watch less often as a result of host selection issues.

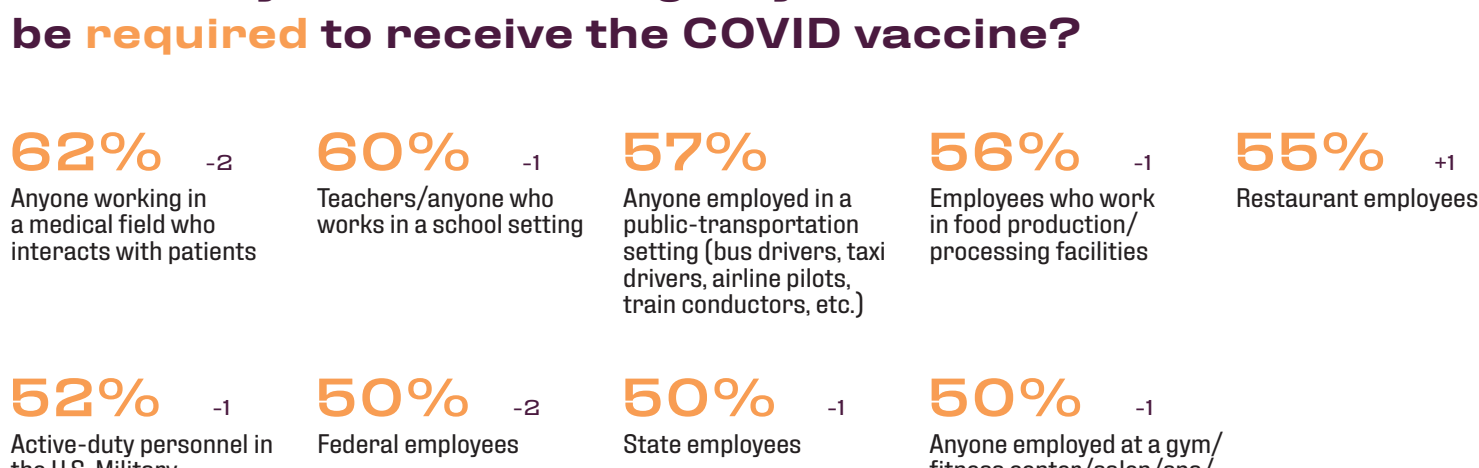
### A VACCINE UPDATE

+/- = percentage change since last week

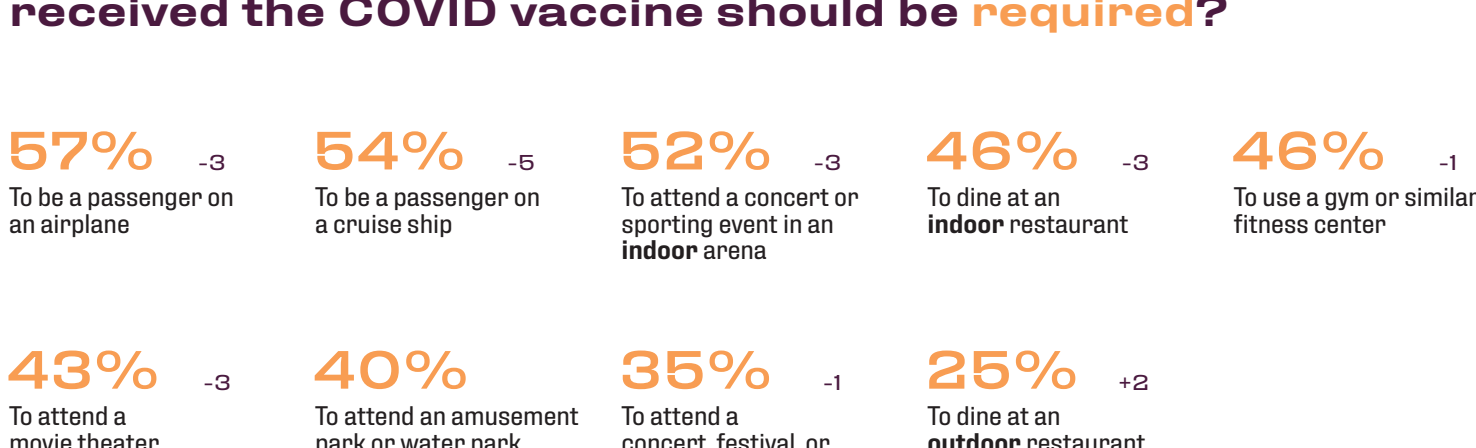
90% of those who have received at least their first dose of the COVID-19 vaccine are likely to get a booster COVID vaccine when they are eligible, now that it has been formally recommended.

Meanwhile, 37% of those that have yet to receive the vaccine are more likely to consider getting it now that the Pfizer vaccine has been officially approved by the FDA.

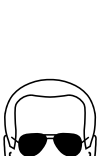
### Who, if any of the following do you think should be required to receive the COVID vaccine?



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



### THE BIDEN ADMINISTRATION



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

#### Among U.S. Adults:

Approve (Net):  
**47%**

Disapprove (Net):  
**35%**

Net Approval Rating:  
**+12%**

#### Among Registered Voters:

Approve (Net):  
**50%**

Disapprove (Net):  
**36%**

Net Approval Rating:  
**+14%**