The Texas abortion law, rising prices of consumer goods, labor shortages, and cryptocurrency 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.



is aiding someone seeking an abortion. As a result, some companies/brands have made announcements of support, either symbolically or financially, toward reproductive rights. Knowing this, how much do you agree or disagree with these statements? Strongly Agree Republicans Democrats \*Demographic differences are based on Agree (Net)

As you may have heard, the state of Texas has passed a law that effectively bans most abortions. A key part of this bill now allows private citizens to sue and report anyone who

I feel more positive towards companies who have

25%

21%

I expect brands to take a stance on issues involving

65% 36%

spoken out to oppose this specific law

on a matter such as this 33% 63%

Companies should just stay out of offering opinions

supports each of the following causes or programs? \*More positive towards the brand summary

43%

56%

reproductive rights

I am more likely to **boycott** a brand that speaks out against laws such as this one passed in Texas

How would you feel about a brand/company that

Republicans Democrats 72% 68% 65%

Products that are

made in America

56% Issues that support the

police/law enforcement

Programs that promote protecting

the environment/sustainability

52% Causes that address racial justice/diversity

**Baby Boomers** 

right to vote

American citizens'

51% Reproductive rights (Pro-choice)

Democrats

How concerned are you currently about these issues? \*Demographic differences are based on Concerned (Net)

Gen X

Very Concerned

Millennials

Rising prices of consumer goods/inflation

Gen Z

86% **54%** 

The rate by which more and more issues are becoming politicized, rather than trying to find common ground

55%

85% 74% 76%

> caused by domestic terrorists 81% 45%

Future threats of violent events in the U.S.

workforce participation 76% 35%

Labor shortages in the U.S./decreased

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

Republicans

**75%** 40%

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

74%

The frequency of severe weather events (flash

38%

39%

floods, tropical systems, tornadoes, wildfires, etc.) and the potential impact they may have on you

73%

liberty as a United States citizen are increasingly being taken away 71%

Republicans

46%

42%

45%

That your basic rights of freedom, expression and

I am excited for the return of NCAA football

21%

Gen Z Democrats

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

\*Demographic differences are based on Strongly Agree

Baby Boomers

If a tragedy like the 9/11 terrorist attack happened

Agree (net)

today, I am confident most Americans would again find a way to come together as a unified nation 74% 38%

Gen X

Strongly Agree

Millennials

Improving/updating infrastructure is crucial to the future of the United States, and corporate taxes

should be increased to help fund it 40%

The Republican Party should move on from Donald

65%

72%

I am excited for the return of NFL football

Trump and the general mindset of 'Trumpism'

56%

A VACCINE UPDATE +/- = differences noted from August 20th-22nd, 2021

28%

I consider virtual currency (Bitcoin, Dogecoin,

etc.) 'real currency' that should be accepted as a standard form of payment 38% 14%

I would consider voting for Donald Trump in 2024,

should he run for President again

34%

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

**52**%

Restaurant employees

17%

23% 20%

87% of vaccinated respondents indicate they are likely to get a booster COVID vaccine when they are eligible, now that it has been formally recommended. This sentiment is much higher among Democrats (94%) than Republicans (80%).

the vaccine now that the FDA has officially approved the Pfizer dose. Again, this sentiment is much higher among Democrats (55%) than Republicans (17%).

Meanwhile, 30% of non-vaccinated respondents are more likely to consider getting

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

**54%** 

Anyone employed in a

public-transportation

drivers, airline pilots, train conductors, etc.)

setting (bus drivers, taxi

48% 48% 48% Anyone employed at a Active-duty personnel in Federal employees gym/fitness center/ the U.S. Military

**55%** 

Teachers/anyone who

works in a school setting

As a consumer, which if any of the following

salon/spa/massage

parlor

55%

an airplane

To be a passenger on

59%

Anyone working in

a medical field who

interacts with patients

settings do you think showing proof of having received the COVID vaccine should be required?

To be a passenger on

a cruise ship

To attend a concert or

sporting event in an

indoor arena

To dine at an

indoor restaurant

To use a gym or similar

**52**%

Employees who work

in food production/

processing facilities

41% To attend a To attend an amusement To attend a To dine at an outdoor restaurant movie theater concert, festival, or park or water park sporting event in an outdoors setting

Baby Boomers

30% of U.S. Adults believe they can become millionaires off crypto investments, driven

Millennials

heavily by young adults. 62% of Gen Z and 43% of Millennials believe they could become millionaires from crypto investments.

A Special Update on Investing

Of the following investment instruments, which do you trust with your money? 24% 28% Real estate 28% 26% 13% 24% 27%

7%

16% 13%

In-game video game items

10% 13% Collectables (e.g., baseball cards, Crypto NFTs, comic books, sneakers)

Mutual funds

11% 22% 36%

13% 15% 11% 5%

22% 19%

**58%** 

Stocks

47%

Gen Z

33%

37% 31%

Stocks

Suppose you have an extra \$2,000 to invest in the

As 'long-term' investments

**47**% Mutual funds

**37%** 14%

following options...which are you investing in?

As 'quick-buck' investments 22%

**7**%

14%

Physical art

8%

Crypto

15% **NFTs** 

This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of approximately 1,000 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 approximately 1,000 adults 18 years of age and older. This survey was live on September 10-12, 2021.

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