

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

SEPTEMBER 14, 2021

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.

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 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?

Agree (Net) Strongly Agree Republicans Democrats *Demographic differences are based on Agree (Net)

I feel more positive towards companies who have spoken out to oppose this specific law



I expect brands to take a stance on issues involving reproductive rights



Companies should just stay out of offering opinions on a matter such as this



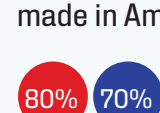
I am more likely to boycott a brand that speaks out against laws such as this one passed in Texas



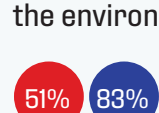
How would you feel about a brand/company that supports each of the following causes or programs?

*More positive towards the brand summary Republicans Democrats

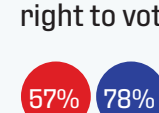
72% Products that are made in America



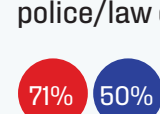
68% Programs that promote protecting the environment/sustainability



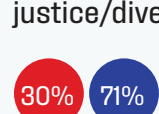
65% American citizens' right to vote



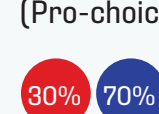
56% Issues that support the police/law enforcement



52% Causes that address racial justice/diversity



51% Reproductive rights (Pro-choice)



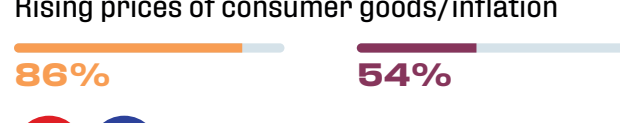
How concerned are you currently about these issues?

Concerned (net) Very Concerned *Demographic differences are based on Concerned (Net)

Gen Z Millennials Gen X Baby Boomers Republicans Democrats



Rising prices of consumer goods/inflation



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



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



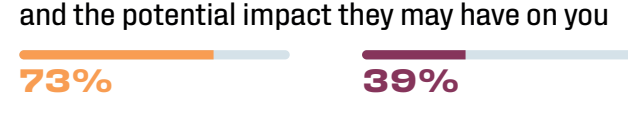
Potential future risk to national security as a direct result of the U.S. withdrawing remaining troops from Afghanistan



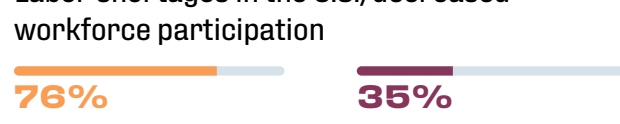
Future threats of violent events in the U.S. caused by domestic terrorists



The frequency of severe weather events (flash floods, tropical systems, tornadoes, wildfires, etc.) and the potential impact they may have on you



Labor shortages in the U.S./decreased workforce participation



That your basic rights of freedom, expression and liberty as a United States citizen are increasingly being taken away



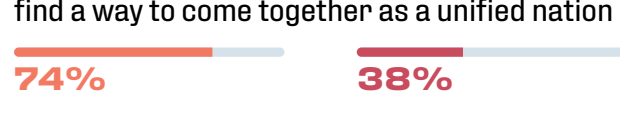
To what extent do you agree or disagree with these statements?

Agree (net) Strongly Agree *Demographic differences are based on Strongly Agree

Gen Z Millennials Gen X Baby Boomers Republicans Democrats Male Female



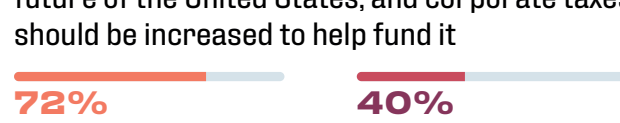
If a tragedy like the 9/11 terrorist attack happened today, I am confident most Americans would again find a way to come together as a unified nation



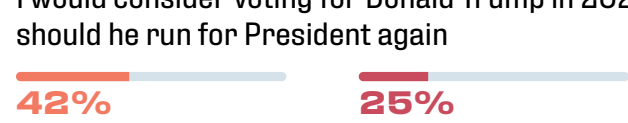
I am excited for the return of NCAA football



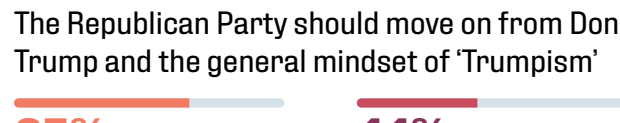
Improving/updating infrastructure is crucial to the future of the United States, and corporate taxes should be increased to help fund it



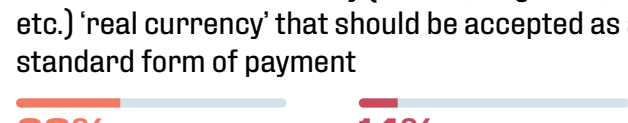
I would consider voting for Donald Trump in 2024, should he run for President again



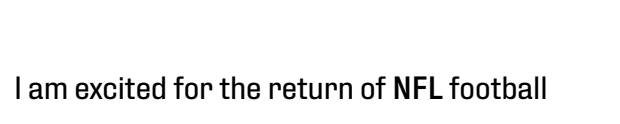
The Republican Party should move on from Donald Trump and the general mindset of 'Trumpism'



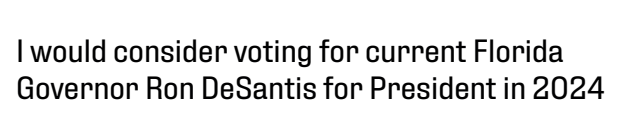
I consider virtual currency (Bitcoin, Dogecoin, etc.) 'real currency' that should be accepted as a standard form of payment



I am excited for the return of NFL football



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



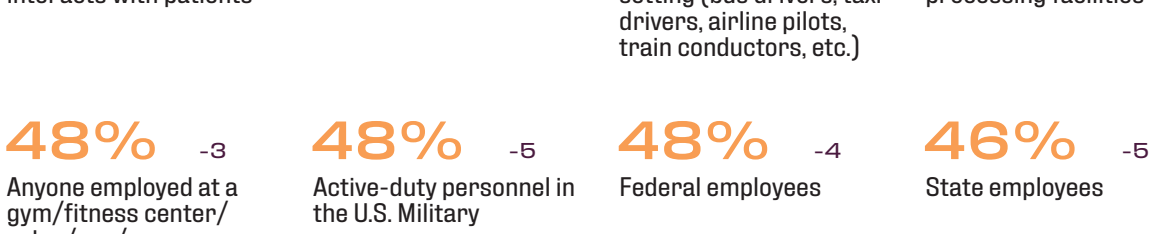
A VACCINE UPDATE

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

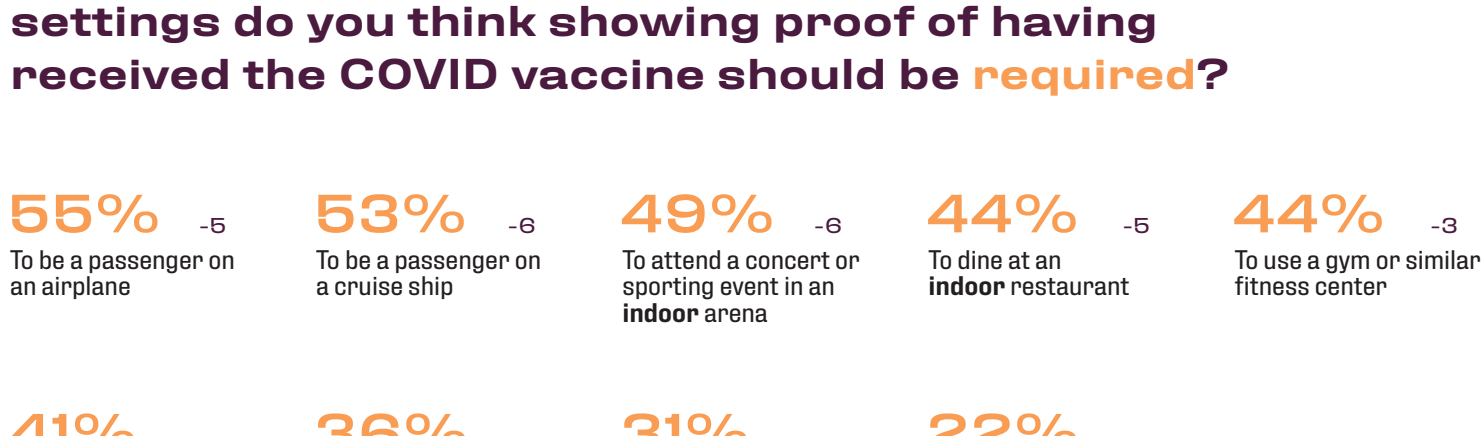
87% of vaccinated respondents indicate they are likely to get a booster COVID vaccine when they are eligible, now that it has been formally recommended. This sentiment is much higher among Democrats (94%) than Republicans (80%).

Meanwhile, 30% of non-vaccinated respondents are more likely to consider getting the vaccine now that the FDA has officially approved the Pfizer dose. Again, this sentiment is much higher among Democrats (55%) than Republicans (17%).

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?



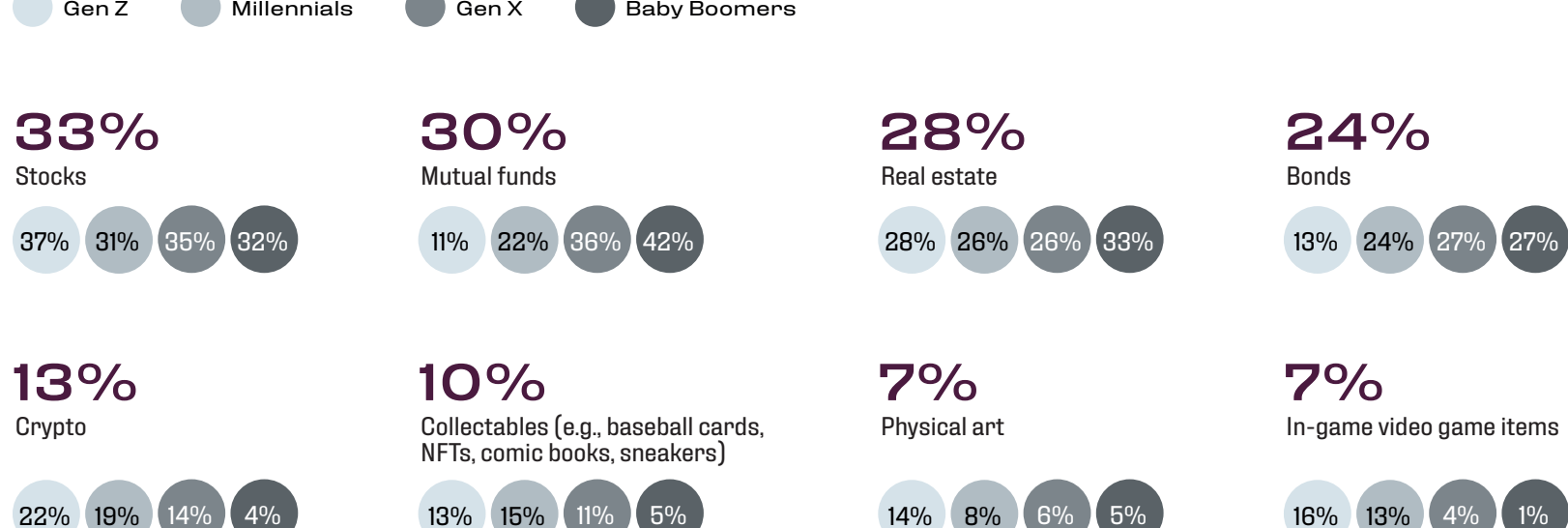
A Special Update on Investing

30% of U.S. Adults believe they can become millionaires off crypto investments, driven heavily by young adults. 62% of Gen Z and 43% of Millennials believe they could become millionaires from crypto investments.



Of the following investment instruments, which do you trust with your money?

Gen Z Millennials Gen X Baby Boomers



Suppose you have an extra \$2,000 to invest in the following options...which are you investing in?

As 'long-term' investments As 'quick-buck' investments

