

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

SEPTEMBER 21, 2021

CARAVAN[®]
Omnibus Surveys

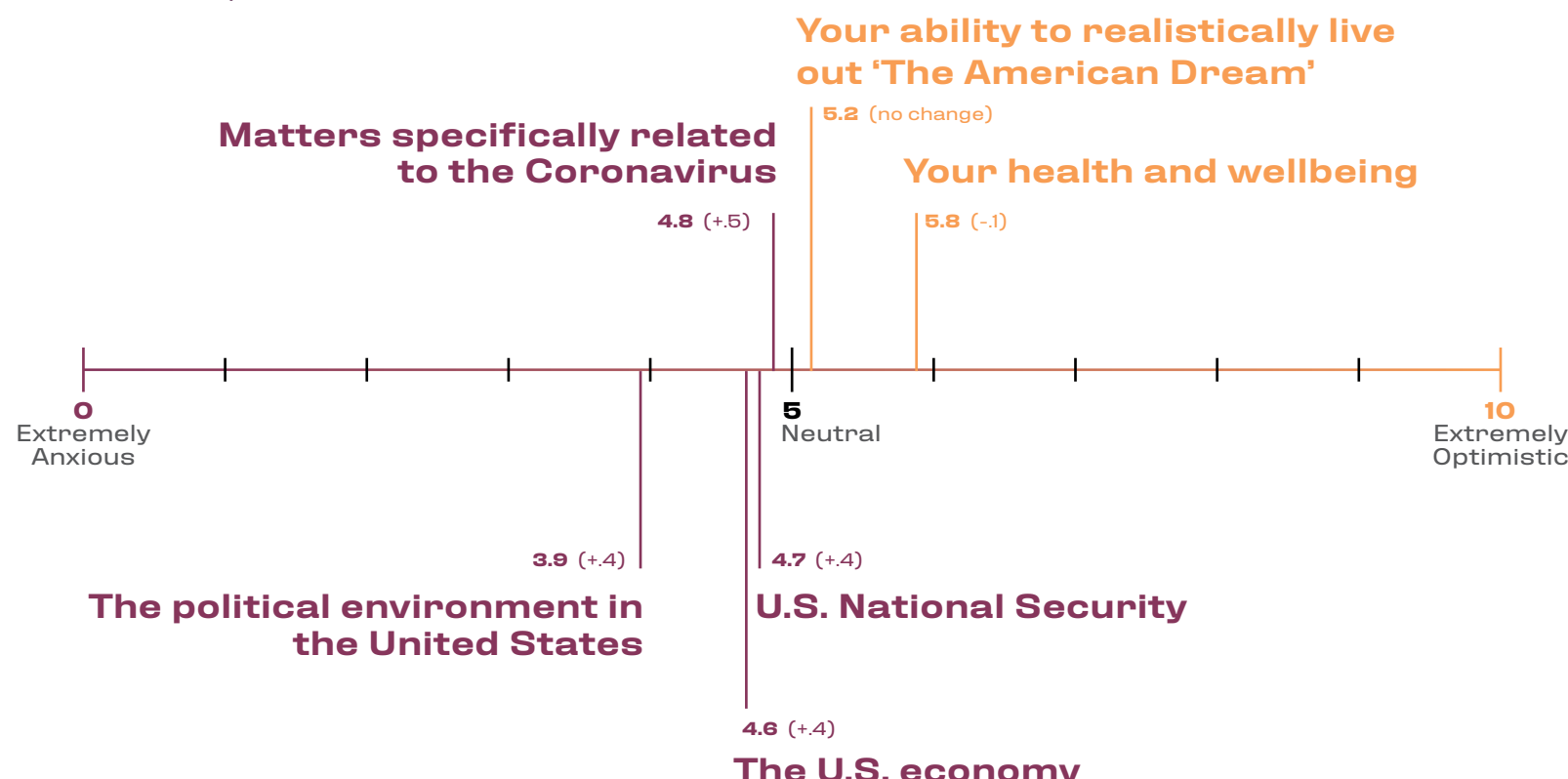
Tax revenue, vaccine booster shots, the minimum wage, and the 2024 Presidential candidates are all on the minds of Americans this week.

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

*Comparisons are made from September 4-6, 2021.



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

Agree (net)

Strongly Agree

*Demographic differences are based on Strongly Agree.

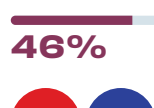
● Republicans ● Democrats ● Gen Z ● Millennials ● Gen X ● Baby Boomers



It is long past due that ultra-wealthy individuals, corporations, and investors 'pay their fair share' of taxes to help boost the middle class

77%

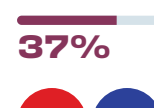
46%



The word 'insurrection' is an accurate way to describe the events that happened at the U.S. Capitol on January 6th, 2021

68%

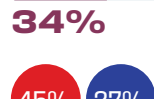
37%



I am frustrated about the inconsistent messaging around the recommendation to receive a booster COVID vaccine or not

75%

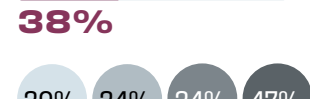
34%



I think vaccine mandates are critical towards finally overcoming this pandemic and allowing life to return to normal

64%

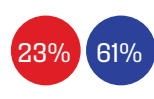
38%



The minimum wage in the United States should be increased to at least \$15 an hour

75%

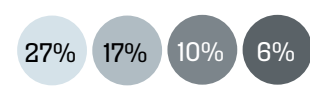
45%



I would remove a friend or family member from my life because of their political views

32%

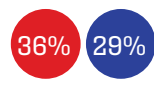
12%



On the whole, social media does more harm than good towards advancing society

71%

31%



At what capacity level would YOU feel comfortable attending each of these types of venues today?

*Mean summary. Comparisons are made from August 13-15, 2021.



56%

+5%

An **outdoor** arena, such as a baseball, football, or soccer stadium



51%

+1%

An indoor restaurant/bar/club



47% (NEW)

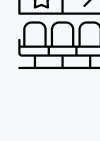
An indoor recreational space, such as an arcade or bowling alley



46%

+3%

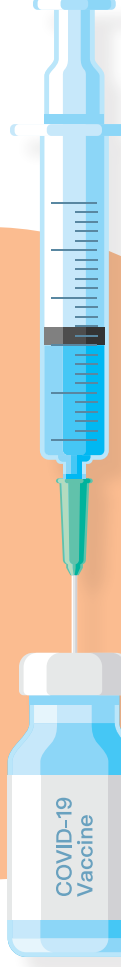
An **indoor** arena, such as those used for basketball, hockey, or concerts



46%

+3%

A movie theater



A VACCINE UPDATE

*Differences are noted from August 20th-22nd, 2021.

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

56%

-8

Anyone working in a medical field who interacts with patients

50%

-11

Teachers/anyone who works in a school setting

50%

-7

Anyone employed in a public-transportation setting (bus drivers, taxi drivers, airline pilots, train conductors, etc.)

47%

-10

Employees who work in food production/processing facilities

46%

-8

Restaurant employees

46%

-7

Active-duty personnel in the U.S. Military

44%

-8

Federal employees

44%

-7

State employees

43%

-8

Anyone employed at a gym/fitness center/salon/spa/massage parlor

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

*Differences are noted from August 20th-22nd, 2021.

49%

-11

To be a passenger on an airplane

48%

-11

To be a passenger on a cruise ship

46%

-9

To attend a concert or sporting event in an indoor arena

42%

-7

To dine at an indoor restaurant

38%

-9

To use a gym or similar fitness center

37%

-9

To attend a movie theater

33%

-7

To attend an amusement park or water park

31%

-5

To attend a concert, festival, or sporting event in an outdoors setting

22%

-1

To dine at an outdoor restaurant



A GLANCE AT THE POLITICAL CLIMATE

How much do you approve or disapprove of the job President Biden is doing?

*Differences are noted from August 27th-29th, 2021.

Among U.S. Adults:

48%

Approve (Net)

38%

Disapprove (Net)

10%

-2

Net Approval Rating

Among Registered Voters:

51%

Approve (Net)

39%

Disapprove (Net)

12%

-2

Net Approval Rating



How much do you approve or disapprove of the way Joe Biden has handled the following issues during his term as President so far?

*Approve/Disapprove

Among U.S. Adults:

49%/33%

The COVID-19 pandemic

39%/36%

Uniting the country

44%/32%

Restoring 'normalcy' to the White House

39%/38%

Foreign policy/relations

42%/37%

The U.S. economy

33%/45%

The situation in Afghanistan

42%/30%

Global warming/ climate change

29%/40%

Securing the Southern border



How do you believe that former President Donald Trump would have fared on the following issues compared to President Joe Biden?

Trump would have handled better

Trump would have handled worse

Securing the Southern border

43%

40%

The U.S. Economy

42%

40%

The situation in Afghanistan

41%

38%

Foreign policy/relations

39%

44%

The COVID-19 pandemic

33%

46%

Restoring 'normalcy' to the White House

33%

46%

Uniting the Country

33%

47%

Global Warming/ Climate Change

29%

46%



Assuming the 2024 Presidential Election was right now, and U.S. Adults from both parties were forced to vote, who are the leading candidates?

Among Republicans/Independents:

Donald Trump	36%
Mike Pence	9%
Donald Trump Jr.	7%
Ron DeSantis	6%
Nikki Haley	4%
Ted Cruz	3%

Among Democrats/Independents:

President Joe Biden	27%
Vice President Kamala Harris	12%
Bernie Sanders	8%
Pete Buttigieg	5%
Alexandria Ocasio-Cortez	4%
Stacey Abrams	4%

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 17-19, 2021.

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