

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

SEPTEMBER 28, 2021

The health of our democracy, inflation, vacation, and seeing family members for the first time since the pandemic began 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 concerned are you currently about these issues?

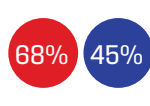
Concerned (net) Very Concerned *Demographic differences are based on Very Concerned.

Republicans Democrats Gen Z Millennials Gen X Baby Boomers

Rising prices of consumer goods/inflation

87%

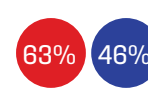
53%



Major television media outlets that mislead the public and sow distrust through information not based in any fact

83%

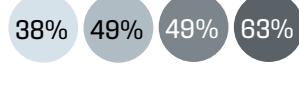
50%



The continuing impact of disinformation on society

86%

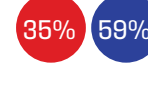
53%



The increase in Coronavirus cases across the U.S. due to the Delta variant

79%

47%

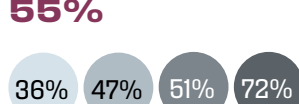


-6% Very Concerned from August 27-29, 2021

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

84%

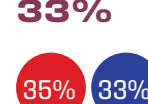
55%



The looming threat of a government shutdown in the U.S.

70%

33%



That the foundations and core principles of democracy in the United States are eroding on an increasing basis

83%

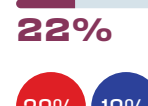
47%



Instability in the stock market that has occurred this week

61%

22%



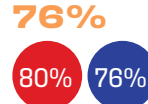
To what extent do you agree or disagree with these statements?

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

Republicans Democrats Gen Z Millennials Gen X Baby Boomers

The general atmosphere that exists in the U.S. right now often leaves me feeling angry

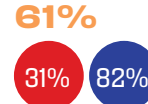
76%



35%

The U.S. will never truly move forward until society can collectively turn the page and move on from Donald Trump

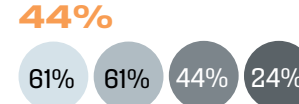
61%



36%

If the cost were reasonable, I would be willing to take a space flight in the future

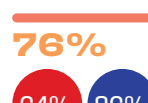
44%



21%

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

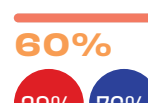
76%



45%

The notion that 'widespread election fraud' exists in the U.S. electoral system is nothing more than a fantasy

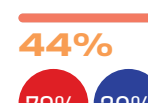
60%



34%

The best thing that can happen for the U.S. is for Donald Trump to win the presidency again in 2024

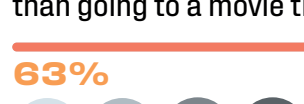
44%



26%

I would strongly consider paying to watch a new movie release at home over a streaming service (Disney+, HBO Max, Netflix, Hulu, etc.) rather than going to a movie theatre

63%



31%

I am still nervous to get back out into the public and resume 'normal life', despite progress that has been made in dealing with the Coronavirus

59%



25%

SUMMER WRAP-UP &

FALL PREVIEW

36% of U.S. Adults characterized the summer of 2021 as satisfying when compared to 2020, driven heavily by Gen Z (45%) and Millennials (40%). Another 34% said it was about average, or just like any other summer.

Still, 30% described the summer of 2021 as disappointing, driven heavily by Baby Boomers (35%). Of the many activities that made up summer 2021, a few included:

42%

Meeting up in person with friends or family members that were not seen at all during the pandemic

29%

Taking a road trip 'just to get away'

23%

Going away on a vacation trip for at least a week, within the United States

22%

Taking at least one daily trip to a beach/shore or lake

20%

Hosting an outdoor gathering at home

16%

Going to an outside summer festival, such as a state or county fair, food truck festival, etc.

12%

Going camping

10%

Taking a trip to a U.S. national park

5%

Going away on a vacation trip for at least a week, outside the United States

With just 3 months left in the year, 49% of U.S. Adults are likely to go away on vacation before the end of the year. 62% of those who do not plan to vacation during the remainder of 2021 say that the ongoing pandemic has an impact. Of those likely to vacation prior to the end of the year, the destinations include:

30%

A beach/shore or lake

18%

Las Vegas

15%

A campground

15%

A U.S. national park

14%

Disneyworld (Orlando, FL)/Disneyland (Anaheim, CA)

12%

New York City

10%

A trip to attend a sporting event (such as an NFL or NCAA football game)

10%

An international destination, via airplane, car, or train

8%

Nashville

7%

An international destination, via cruise ship

Which of the following are you looking forward to as October nears?

Male Female

50%



44% The usual seasonal changes (clothing types you wear, using the AC less/not at all, opening the windows, cooler weather, etc.)

39%



36% Celebrating Halloween

38%



35% The return of your favorite TV shows

30%



22% Cooking special fall recipes

26%



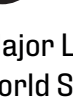
21% Fall events such as corn mazes, pumpkin picking/carving

26%



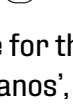
19% Getting your winter holiday shopping underway

16%



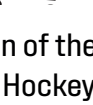
22% The MLB (Major League Baseball) Playoffs/World Series

10%



13% 'The Sopranos', 'The Many Saints of Newark'

9%



12% The return of the NHL (National Hockey League)

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 24-26, 2021.

BIG VILLAGE

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Omnibus Surveys