

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

OCTOBER 5, 2021

The Biden Administration's 'Build Back Better' Bill, Mental Health, and the latest on Consumer Confidence are just a few things on the minds of Americans this week.

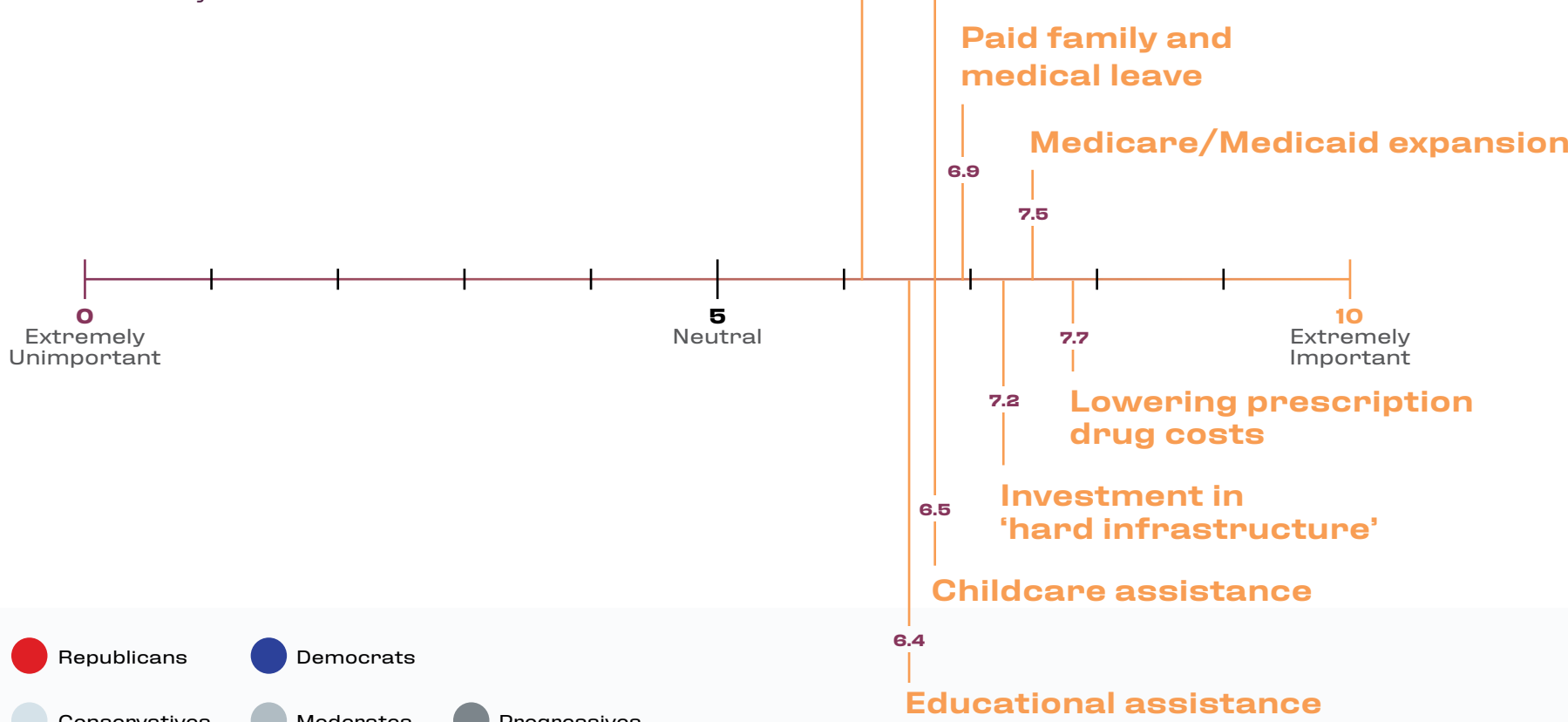
Gain insight on these issues and more in this week's The Pulse of the American Consumer.



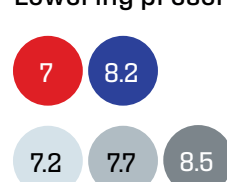
## The Build Back Better Bill

How important do you believe each item involved in President Biden's 'Build Back Better' agenda is to advancing the future of the United States?

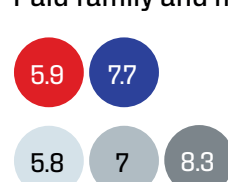
\*Mean Summary



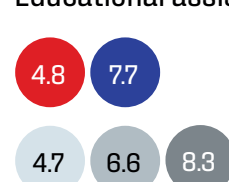
Lowering prescription drug costs



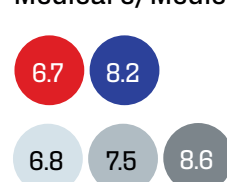
Paid family and medical leave



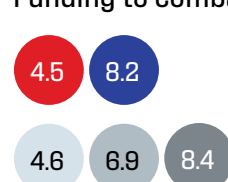
Educational assistance



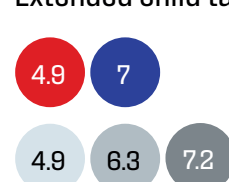
Medicare/Medicaid expansion



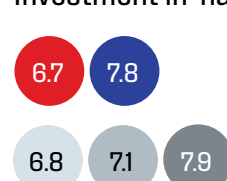
Funding to combat climate change



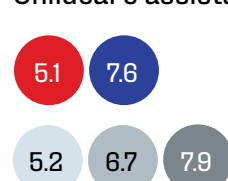
Extended child tax credit



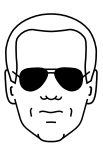
Investment in 'hard infrastructure'



Childcare assistance



## PRESIDENTIAL APPROVAL



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

\*Comparisons are made from September 17th-19th, 2021

Among U.S. Adults:

Approve (Net):

43% <sup>-5</sup>

Disapprove (Net):

43% <sup>+5</sup>

Net Approval Rating:

0% <sup>-10</sup>

Among Registered Voters:

Approve (Net):

46% <sup>-5</sup>

Disapprove (Net):

44% <sup>+5</sup>

Net Approval Rating:

2% <sup>-10</sup>

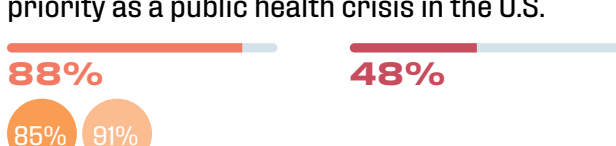
To what extent do you agree or disagree with these statements?

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

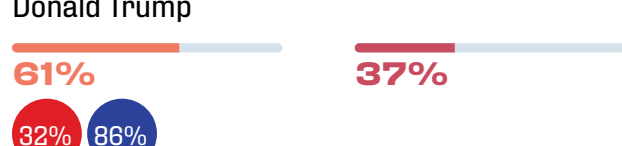
Gen Z Millennials Gen X Baby Boomers Republicans Democrats Male Female



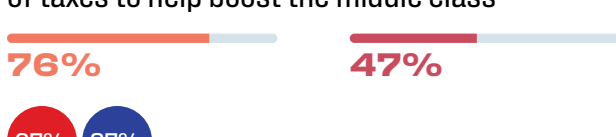
Mental health concerns need to be given higher priority as a public health crisis in the U.S.



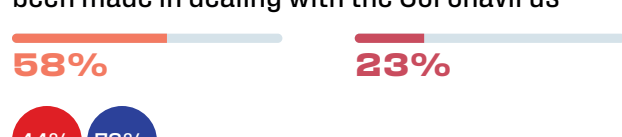
The U.S. will never truly move forward until society can collectively turn the page and move on from Donald Trump



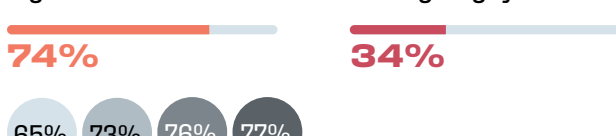
It is long past due that ultra-wealthy individuals, corporations, and investors 'pay their fair share' of taxes to help boost the middle class



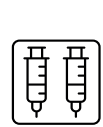
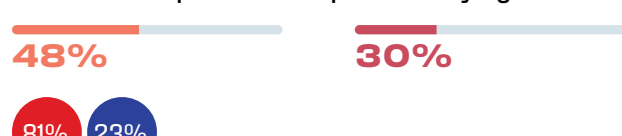
I am still nervous to get back out into the public and resume 'normal life', despite progress that has been made in dealing with the Coronavirus



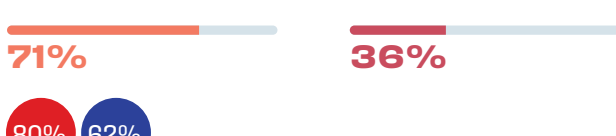
The general atmosphere that exists in the U.S. right now often leaves me feeling angry



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



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



## THE LATEST ON CONSUMER CONFIDENCE

\*Comparisons against data collected 4 weeks ago, between September 4th — 6th, 2021

Looking ahead one year from now, **42%** of U.S. Adults believe they will be better off financially than they are now, compared to just **18%** who believe they will be worse off. This confidence is driven heavily by younger adults, with **51%** and **61%** of Gen Z and Millennials feeling they will be better off in a year.

Alternatively, **27%** of U.S. Adults believe that during the next twelve months business conditions in the U.S. will have bad times. This is basically on par with the **26%** who believe businesses will have good times, while an additional **47%** believe there will be a mix of both good and bad.

Big Village Insights developed a proprietary 'Consumer Confidence Index' with the benchmark wave collected March 19-21, following passage of the American Rescue Plan Act of 2021. To date, our index has produced a high-water mark of **106**, during the period of April 2-4.

Our most recent index registers at **93**, an all-time low in consumer confidence since our benchmark wave.

Using our most current index, self-identified progressives are notably more confident than their conservative counterparts on present conditions and especially future expectations.

	U.S. Adults	Conservatives	Moderates	Progressives
Overall Consumer Confidence	93 (-2)	80	96	108
Current Conditions	98	90	98	110
Future Expectations	91 (-1)	74	95	107

Contact us to learn more about our Consumer Confidence Methodology!

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 October 1-3, 2021.

**BIGVILLAGE** **CARAVAN<sup>®</sup>**  
Omnibus Surveys

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