

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

NOVEMBER 2, 2021

CARAVAN®

Turkey, mashed potatoes, Black Friday, and the many unknowns (COVID-19, inflation, product shortages) of this holiday season are all on the minds of Americans this week.

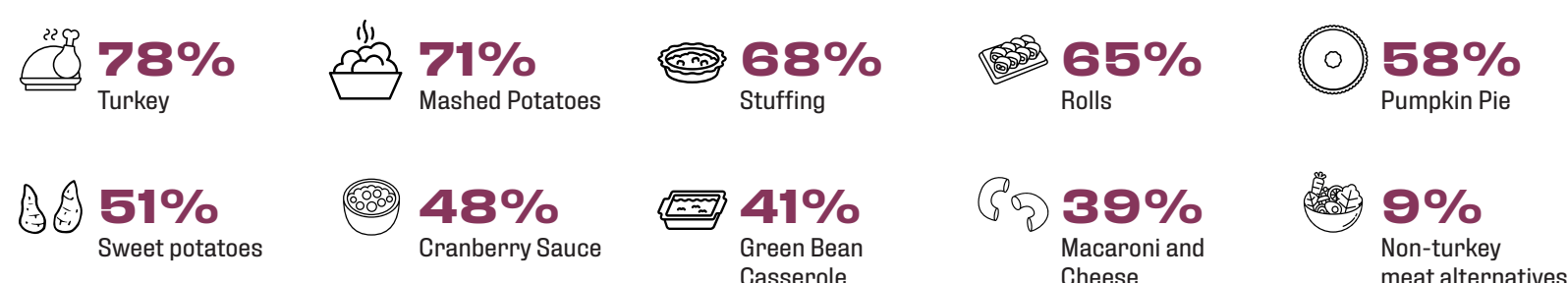
Gain insight on these issues and more in this week's The Pulse of the American Consumer.

it's the Holiday Season

November is officially upon us, so with matters such as back-to-school and Halloween now in the rear-view mirror, all focus is on the holiday season of 2021.

However, with each week the lingering question remains: **Are we going to be able to fully enjoy "the most wonderful time of the year",** or are other factors beyond even COVID-19 going to be a collective Grinch this season?

95% of U.S. Adults plan to celebrate Thanksgiving this year — and they're going to be piling on a full plate!
The most popular menu items include:



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

All the current unknowns (COVID-19, inflation, product shortages) are making this holiday season more stressful than usual

61% **22%**

I'm worried my Black Friday traditions will be disrupted this year because of **supply chain/available inventory**

51% **20%**

53% 61% 51% 43%

Because of ongoing COVID-19 concerns, this year I am less likely to shop **in stores** during Thanksgiving weekend (Thursday through Sunday)

48% **21%**

57% 52% 42% 45%

The increased cost and/or availability of products is causing me to rethink my plans for Thanksgiving

44% **16%**

I'm worried my Black Friday traditions will be disrupted this year because of **ongoing COVID-19 restrictions**

38% **15%**

52% 44% 34% 30%

I'm concerned I won't have purchased everything I need to before Thanksgiving

37% **15%**

48% 47% 30% 30%

I have had to buy holiday gifts sooner this year with Hanukkah being earlier (11/28 - 12/6)

24% **10%**

42% 33% 21% 13%

I also plan to celebrate Hanukkah at my Thanksgiving feast this year

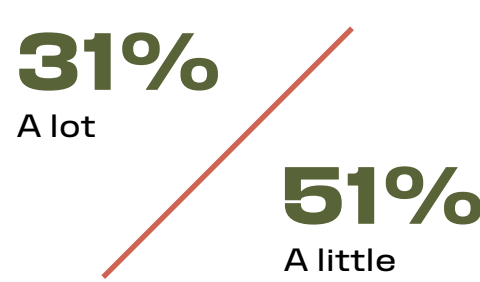
19% **8%**

34% 28% 17% 9%

89% of Americans plan to celebrate Christmas this year — 39% of which will travel for the holiday. Of those who plan to travel, the most used forms of transportation will include:



Still, the impact of COVID-19 remains relevant in celebrating the holidays. Of the **22%** of U.S. Adults who plan to change some of their Christmas traditions this year, **82%** say COVID-19 has some impact:



A BRIEF COVID-19 UPDATE

As the outlook on the pandemic continues to improve across the U.S., is life returning to "normal" a given? ...Or is there a lingering "lack of kindness and civility pandemic" that may now be standing in the way of a true and lasting recovery?

Recent reports indicate that new COVID cases, hospitalizations and deaths are once again on the decline across the country. **Knowing this, to what extent do you agree or disagree with these statements?**

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

*Comparisons are made from October 15-17, 2021.

Republicans Democrats

I can't wait to go back to places like movie theaters, shopping centers, restaurants, hotels, concerts, and sporting events as often as I used to

74% **35%**

43% 29%

Pandemic or not, if people are not kinder to one another it is just not worth the trouble to go out in the public as often as I used to

69% **-4%** **32%**

It is great to see that COVID cases are declining, but I am concerned about being out in the public due to an increasing lack of civility among society

67% **-4%** **27%**

19% 35%

Even when COVID is no longer a regular concern, I still plan to follow safety measures such as wearing a mask and social distancing in my daily life

59% **-5%** **25%**

19% 33%

Even with a steady decline in cases, I'm not sure I will ever be comfortable resuming the lifestyle I was used to prior to the pandemic

55% **-6%** **22%**

16% 28%

I am confident that life is finally returning to what it was before the pandemic began

51% **-3%** **16%**

This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of 1,012 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 29-31, 2021.

BIG VILLAGE

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Omnibus Surveys