

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

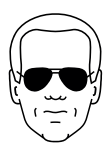
NOVEMBER 9, 2021

The Biden Administration, the political environment in the U.S., and the COVID vaccine 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.

## the Biden Administration

**54%** of U.S. Adults approve of the law put into action by the Biden Administration via OSHA that will require new COVID-19 regulations for businesses with more than 100 employees. As part of this mandate, **employees will be required to provide proof of vaccination or submit to regular testing and mask wearing procedures.**



There is extreme divisiveness by party affinity — **77% of Democrats** approve of this action, whereas only **31% of Republicans** approve. This holds true for President Biden's approval ratings as well:

\*Comparisons are made from October 1st-3rd, 2021

### U.S. Adults:

Approve:

44%

Disapprove:

39%

Net Approval:

5% +5

### Voters:

Approve:

49%

Disapprove:

39%

Net Approval:

10% +8

### Registered Voters by Party



#### Republicans:

Approve:

14%

Disapprove:

80%

Net Approval:

-66%



#### Democrats:

Approve:

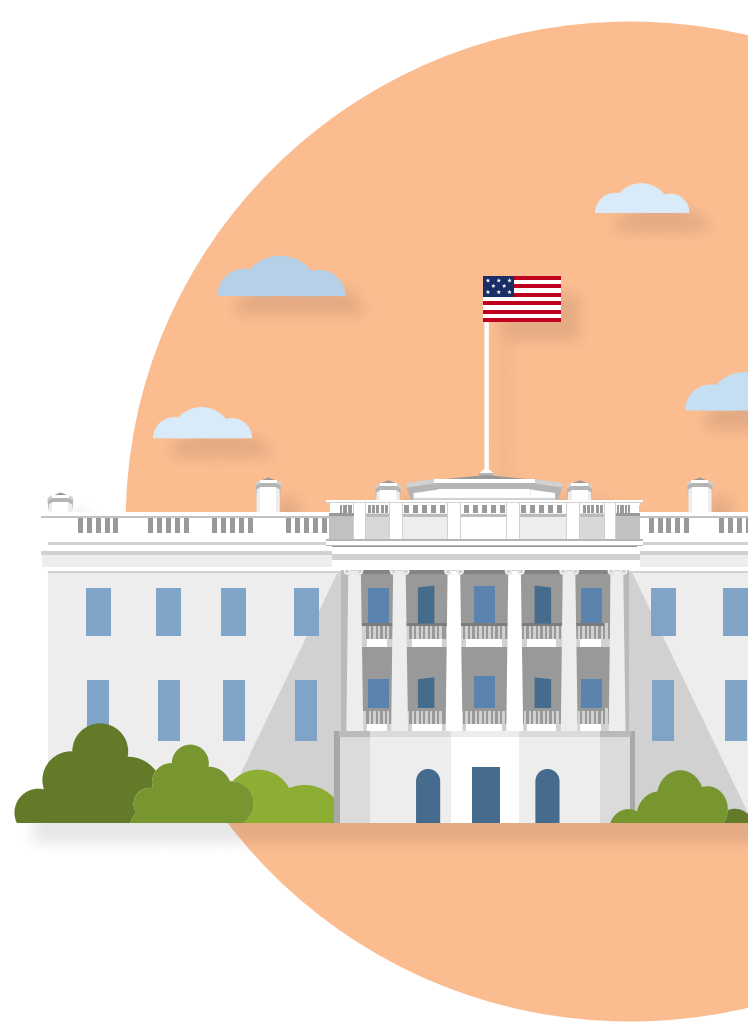
81%

Disapprove:

7%

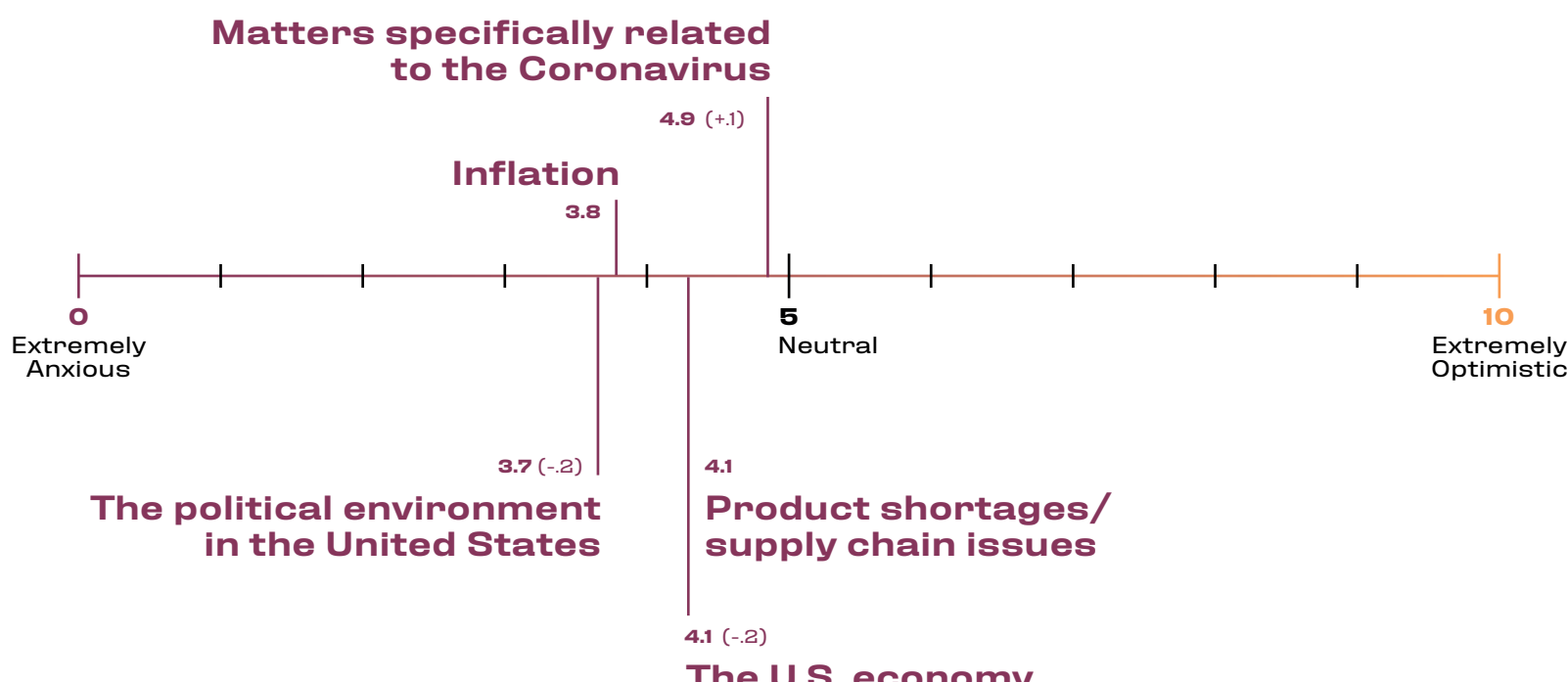
Net Approval:

74%



## How optimistic or anxious do each of the following make you at this moment in time?

\*Comparisons are made from October 8th-10th, 2021



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

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



**61%** +5

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



**59%** +8

An indoor restaurant/bar/club



**51%** +5

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



**50%** +4

A movie theater

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

\*Comparisons are made from August 20th-22nd, 2021

● Republicans ● Democrats

**58%** -6

Anyone working in a medical field who interacts with patients

41% 73%

**53%** -8

Teachers/anyone who works in a school setting

38% 67%

**51%** -6

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

34% 67%

**50%** -7

Employees who work in food production/processing facilities

34% 65%

**48%** -6

Restaurant employees

33% 61%

**45%** -6

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

29% 59%

**44%** -7

State employees

25% 59%

**43%** -9

Federal employees

26% 57%

**43%** -10

Active-duty personnel in the U.S. Military

27% 57%

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

\*Comparisons are made from August 20th-22nd, 2021

● Republicans ● Democrats

**51%** -8

To be a passenger on a cruise ship

34% 65%

**51%** -9

To be a passenger on an airplane

36% 64%

**45%** -10

To attend a concert or sporting event in an **indoor** arena

26% 62%

**38%** -11

To dine at an **indoor** restaurant

23% 49%

**38%** -9

To use a gym or similar fitness center

23% 51%

**33%** -13

To attend a movie theater

20% 44%

**30%** -10

To attend an amusement park or water park

18% 38%

**26%** -10

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

14% 35%

**19%** -4

To dine at an **outdoor** restaurant

13% 24%

