

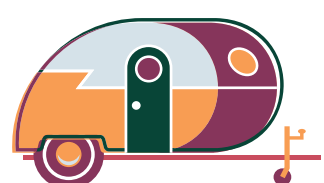
# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

NOVEMBER 22, 2021

Vacation, personal financial health, and issues surrounding supply chain disruptions 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.



On the

## Road Again?




**54%** of U.S. Adults are likely to go away on vacation **between now and March 31, 2022**. This is driven more heavily by younger adults.

Gen Z - **66%** | Millennials - **66%** | Gen X - **47%** | Boomers - **45%**

Of those likely to vacation in the coming months, **the destinations include:**

**28%**  A beach/shore or lake


**15%**  An international destination, **via airplane, car, or train (not a cruise)**

**14%**  Domestic resorts (mountain resorts, indoor water parks, spas, etc.)

**14%**  A U.S. national park

**14%**  Las Vegas


**13%**  New York City

**12%**  Disneyworld (Orlando, FL)/ Disneyland (Anaheim, CA)


**12%**  A campground

**7%**  An international destination, **via cruise ship**

**6%**  A skiing/snowboarding trip

**5%**  A trip to attend a sporting event (such as an NFL or NCAA football game)


**5%**  New Orleans

**4%**  Nashville


Among those **unlikely** to go away on vacation at any point between now and March 31, 2022, these factors will play a role:

A lot/A little (Net)


A lot

 Inflation/higher cost of living for everyday items/ services resulting in less funds being available for vacation/leisure activities


**68%** **42%**

 The ongoing pandemic

**64%** **37%**

 A tendency to go on vacation during summer months instead

**46%** **21%**


 An unstable job situation for your household

**36%** **16%**


As you have likely seen, supply chain disruptions have been a major issue around the world. For example, cargo ships have been stuck waiting outside major U.S. ports and once their goods are ashore, it has been challenging to transport them to the public because of a lack of truck drivers. Given this situation, **to what extent do you or disagree with these statements?**

Agree (Net)


Strongly Agree

 This situation further highlights the need to produce more durable goods right here in the U.S.


**87%** **49%**

 As frustrating as it is, it is not surprising to see given the ongoing impacts of the pandemic


**80%** **32%**

 All major ports and shipping companies should go on a 24/7 emergency schedule to help relieve this problem


**77%** **34%**

 I am concerned about the potential impact this will have on the holiday season


**69%** **25%**

 I feel an increased urgency to buy extra goods right now for fear they won't be available when I need them later

**56%** **20%**

 I blame the Biden Administration for not being able to resolve this problem

**53%** **30%**

 My household has been greatly impacted by not being able to find basic items we frequently use

**45%** **13%**

## THE LATEST ON CONSUMER CONFIDENCE

Looking ahead one year from now, **47%** of U.S. Adults believe they will be better off financially than they are now, compared to just **16%** who believe they will be worse off. This confidence is driven heavily by younger adults, with **66%** and **65%** of Gen Z and Millennials feeling they will be better off in a year.

Alternatively, **25%** of U.S. Adults believe that during the next twelve months business conditions in the U.S. will have bad times, while **32%** believe businesses will have good times. Closer to half (**43%**) 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 **96**, a small increase in consumer confidence since our last reading (**93** during October 1-3), but still well below all measurements calculated throughout April - June.

**Using our most current index, younger adults (especially Millennials) are notably more confident than their older counterparts across the board.**

	U.S. Adults	Gen Z	Millennials	Gen X	Boomers
Overall Consumer Confidence	<b>96</b>	<b>108</b>	<b>114</b>	<b>91</b>	<b>82</b>
Current Conditions	<b>100</b>	<b>115</b>	<b>118</b>	<b>92</b>	<b>87</b>
Future Expectations	<b>94</b>	<b>104</b>	<b>111</b>	<b>90</b>	<b>80</b>

Contact us to learn more about our Consumer Confidence Methodology!