

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

DECEMBER 14, 2021

What's in store for

2022?

64% of consumers are optimistic that the year 2022 will be better than 2021.



21%

Very Optimistic



43%

Somewhat Optimistic



Continuing to think about the new year...

Concerning **financial matters**, which of these are **goals and priorities** you are setting for yourself in 2022?

35%

Saving money by preparing more meals at home rather than dining out

29%

Paying down credit card debt at a faster rate

25%

Better educating yourself on investment options in **general**

24%

Exploring ways to improve your credit score

17%

Find a new job/quit your current job

16%

Helping educate younger members of your family on financial literacy

16%

Shopping around for better options on insurance products

16%

Better educating yourself on **cryptocurrency investments**

15%

Worrying **less** about saving for the future and 'live for the moment' more often

11%

Seeking the consultation of a financial advisor

10%

Spoiling yourself with a large purchase you wouldn't otherwise make

Concerning **health and wellness**, which of these are **goals and priorities** you are setting for yourself in 2022?



41%

Going outside more often to appreciate nature

40%

Improving the quality of your sleep

38%

Consuming less sugar

37%

Eating less processed foods

36%

Making a conscious effort to manage stressful situations more effectively

31%

Taking a small amount of time each day to disconnect, pause and reflect

24%

Becoming better educated about your food choices

22%

Achieve a better work-life balance for your household

17%

Changing your diet to be more plant-based/consuming less meat products

16%

Consuming foods and beverages that are produced with a focus on environmental sustainability

15%

Consuming **less** alcohol in general

8%

Consuming **no** alcohol in **January** ('Dry January')

Concerning **technology**, which of these are **goals and priorities** you are setting for yourself in 2022?

27%

Spending **less** time online/on the internet

27%

Spending **less** time on your mobile device

27%

Becoming more 'tech fluent', such as learning additional skills and more efficient ways to use technology devices

25%

Taking more steps to increase your security online, such as adjusting privacy settings, or changing passwords

23%

Reading more paper-based (books, magazines, etc.) content, rather than online

22%

Organizing your email inbox

17%

Better manage which mobile apps you allow to track your physical location

16%

Making your home 'smarter', by implementing devices such as digital thermostats, voice-activated devices or smart locks

9%

Writing actual letters rather than sending e-mail messages

Concerning **entertainment and media consumption**, which of these are **goals and priorities** you are setting for yourself in 2022?



29%

Taking more time to verify the accuracy of news and information you consume

28%

Spending less time on social media platforms

21%

Attending entertainment venues (movies, concerts, sporting events) at the levels you did prior to the pandemic

20%

Watching new categories of programming, on new platforms or channels you didn't watch last year

17%

Spending less time 'binge-watching' television shows

14%

Watching less cable television news

11%

Cancelling traditional cable television service (e.g. 'cutting the cord')

As a **consumer**, which of these are **goals and priorities** you are setting for yourself in 2022?

37%

Purchasing **more** products that are made in the USA

34%

Making purchases from small/local businesses more often

29%

Purchasing **more** environmentally friendly products

28%

Purchasing less products that are made outside the United States

23%

Purchasing **more** organic/sustainably made products

22%

Using less single-serve plastics

16%

Ordering products online and then using curbside or in-store pick-up options more often

14%

Purchasing from more companies and brands that focus on social causes/improving society

10%

Relying **less** on online shopping

Thinking about your **social engagement**, which of these are **goals and priorities** you are setting for yourself in 2022?



29%

Taking more time to understand points of view that differ from your own

27%

Working harder to identify true vs. false statements

22%

Paying closer attention to the messages being communicated by elected officials

22%

Becoming more actively involved in your community

21%

Volunteering more of your time to **charitable** causes

19%

Making conscious efforts to be more sensitive to matters of **racial** equality

16%

Making conscious efforts to be more sensitive to matters of **gender** equality

13%

Volunteering more of your time to **social** causes

A BRIEF COVID-19 UPDATE

Which of the following best describes your feelings regarding the recent news about the **omicron variant** of the coronavirus?

Changes vs. 1 week ago, December 3rd-5th, 2021

I am panicked

7% +2

I am approaching it with caution, but am not overly concerned

35% +5

I am concerned, but not panicked

36% -3

I am not worried about it

22% -4

This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of 1,008 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 1,000 adults 18 years of age and older. This survey was live on December 10-12, 2021.

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