The increasing cost of living, continued supply chain disruptions, and inflation 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.

Economic Outlook and Update



39% of U.S. Adults believe the economy will improve over the next 12 months — optimism is driven heavily by young consumers.

Gen Z - 43% | Millennials - 50% | Democrats - 54%

Still, 36% believe the economy will decline within the next year.

Republicans (56%) appear to feel particularly pessimistic, as well as Baby Boomers (45%).

In the event the U.S. economy were to experience a downturn over the next 12 months, 68% of U.S. consumers feel they are financially prepared to manage through it, though just 14% claim to be very well prepared.

Over the past 30 days, 77% of Americans have done at least one of the following as a direct result of the increased cost of living Americans are currently experiencing:

30%

17%

Stocked up on grocery items, fearing that prices will get even higher

16%

Drove around to look for a gas station that had the lowest price per gallon

25%

Waited longer than usual to turn on the heat/set the thermostat lower than usual

Postponed a short

trip/getaway to have

more funds on hand

for everyday items

order takeout

Eating less/went on an unplanned diet

23%

Cancelled specific plans to dine out or

16%

20%

Postponed the purchase of a discretionary item to have more funds on hand for everyday necessities

16%

Postponed the purchase of a major home appliance

19%

Cancelled plans for trips by car that weren't absolutely necessary

9%

Adopted a far more plant-based diet due to the increased costs of meats/proteins

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?



Strongly Agree

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

83%

32%

goods right now for fear they won't be available when I need them later

59%

21%

celebrate the holiday season this year

This has had a major impact on my ability to

49%

48%

20%

17%

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

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

I feel an increased urgency to buy extra

52%

29%

How much do you personally consider the following as indicators of the health of the U.S. economy? *Demographic differences are based on Major Indicator*



Major/Moderate







Republicans

Democrats

52% 85% The rate of inflation





35% 80% Available product inventory





51% 83% Gas prices







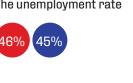


44% 78% The unemployment rate



The stock

market indices

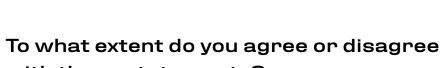


28% 73%









with these statements? *Demographic differences are based on Agree (Net)*



is under control

79% 36%

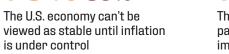
The U.S. economy can't be



















57% 22%



55% 16% The stock market indices have steadily improved since President Biden took office







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