

THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

DECEMBER 20, 2021

CARAVAN[®]
Omnibus Surveys

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%

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

25%

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

23%

Cancelled specific plans to dine out or order takeout

20%

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

19%

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

17%

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

16%

Postponed a short trip/getaway to have more funds on hand for everyday items

16%

Eating less/went on an unplanned diet

16%

Postponed the purchase of a major home appliance

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?**

Agree (Net)

Strongly Agree



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

83%

32%



This has had a major impact on my ability to celebrate the holiday season this year

49%

20%



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

59%

21%



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

48%

17%



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

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

Major/Moderate

Republicans

Democrats

52%

85%

The rate of inflation

69%

45%

51%

83%

Gas prices

65%

42%

44%

78%

The unemployment rate

46%

45%

43%

77%

The total of the national debt

60%

33%

35%

80%

Available product inventory in stores/retailers

44%

33%

30%

74%

Interest rates for loans

34%

30%

28%

73%

The stock market indices

31%

28%

To what extent do you agree or disagree with these statements?

Demographic differences are based on Agree (Net)

Agree (Net)

Strongly Agree

Republicans

Democrats

79%

36%

The U.S. economy can't be viewed as stable until inflation is under control

84%

77%

75%

36%

The ongoing status of the pandemic is the biggest factor impacting the economy today

64%

86%

57%

22%

The U.S. unemployment rate has steadily improved since President Biden took office

33%

77%

55%

16%

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

34%

74%

44%

15%

I view the current U.S. economy as strong

24%

62%

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 15-17, 2021.

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