

State of the US consumer: April 2021

As vaccinations rise and anxieties ease, people seem more willing to head outdoors

Key insights about US consumers from Deloitte's State of the Consumer Tracker

- Consumers' anxieties have gone down as the pace of vaccinations rises. In Deloitte's latest survey, only 26% of respondents stated they were more anxious during the survey week than the week before, the lowest figure since the survey began in April 2020. Consumers' concerns about their well-being and that of their family have also declined (figure 1).
- Worries about COVID-19 have declined steadily this year, but anxiety about finances and jobs has risen (figure 2). About 49% of respondents attribute their anxiety to financial stress and 35% to their employment situation.
- With fears about the virus starting to ease, consumers seem more willing to travel. The shares of respondents willing to take a flight or stay in a hotel have gone up sharply compared to the end of 2020 (figure 3). This may aid sectors such as travel and hospitality, which the pandemic hit hard. And as more people feel safe to head back to work or for meals (figure 4), the economy will likely accelerate.

Figure 1. Consumer anxiety fell again in March as people began to take heart from rising vaccinations

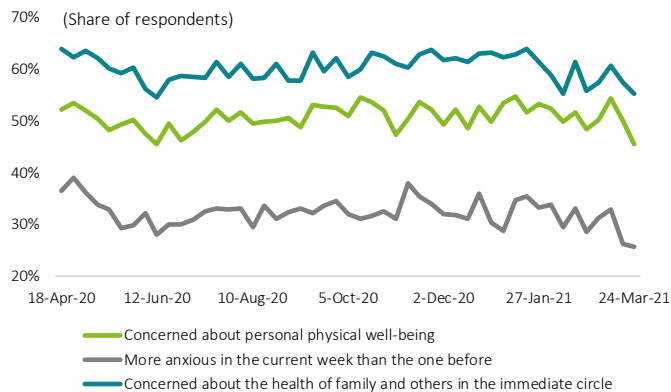


Figure 2. While people's worries about COVID-19 have declined, worries about financial stress and jobs have edged up

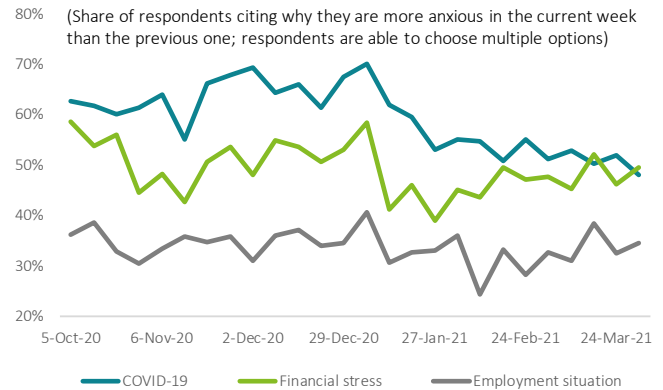


Figure 3. With health-related anxieties falling, people appear more willing to travel; this augurs well for the travel and hospitality sectors

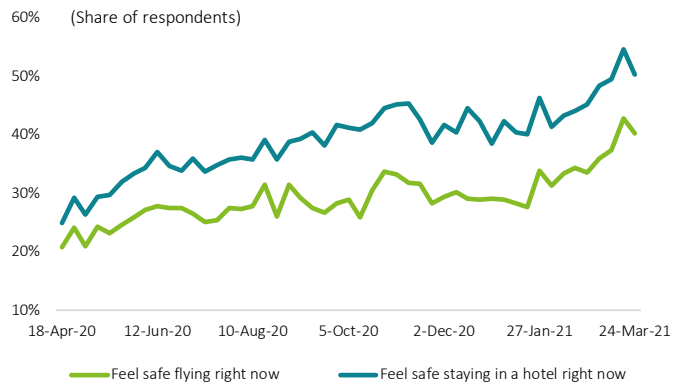
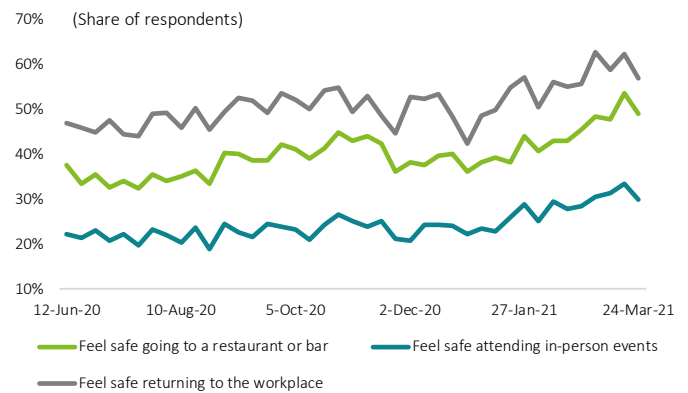


Figure 4. People are more willing to go out for meals and back to workplaces than at the end of last year



Sources: Deloitte State of the Consumer Tracker, Haver Analytics, Our World in Data, Deloitte Services LP analysis.

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Despite the labor market recovery, employment is still below prepandemic levels

A roundup of key consumer-related economic data

Figure 5. Weather pushed consumer spending down 1.2% in February; spending on services continue to be lower than a year back

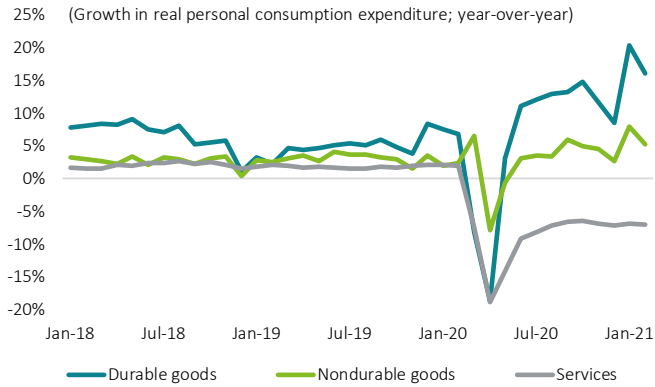


Figure 6. Employment grew at the fastest pace in five months in March, and the unemployment rate fell to 6%

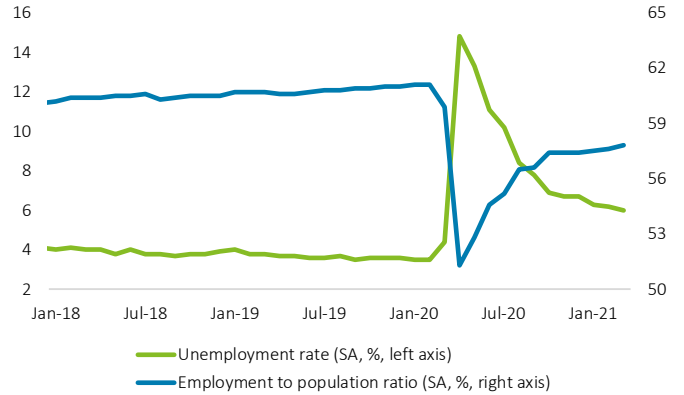


Figure 7. Retail sales fell by 3.3% in February because of weather; sales were still 6% higher than the previous year's level

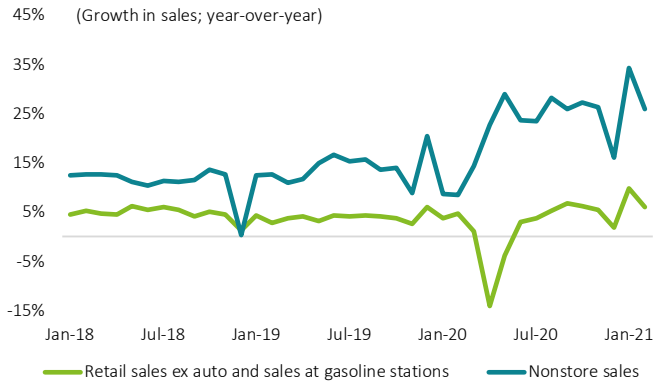
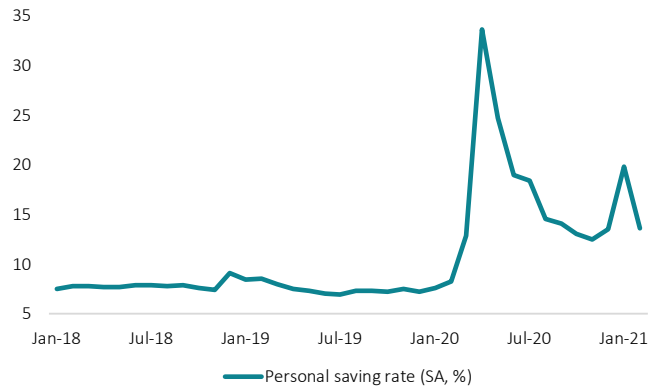


Figure 8. The savings rate remains relatively high despite a dip in the rate in February



Notes: SA stands for seasonally adjusted.

Sources: US Department of Commerce, US Bureau of Labor Statistics, *Wall Street Journal* (all sourced through Haver Analytics); Deloitte Services LP analysis.

Figure 9. The mortgage rate has edged up this year but continues to be low compared to prepandemic levels

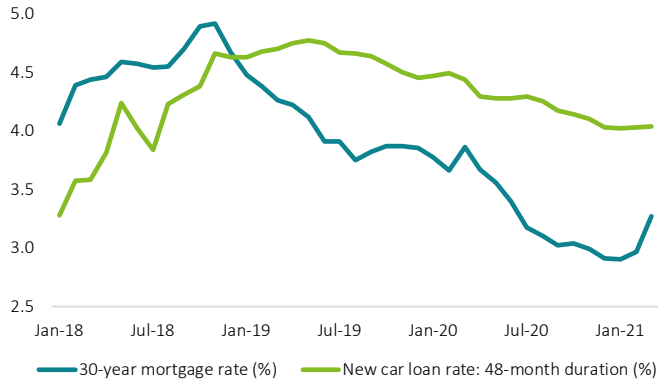
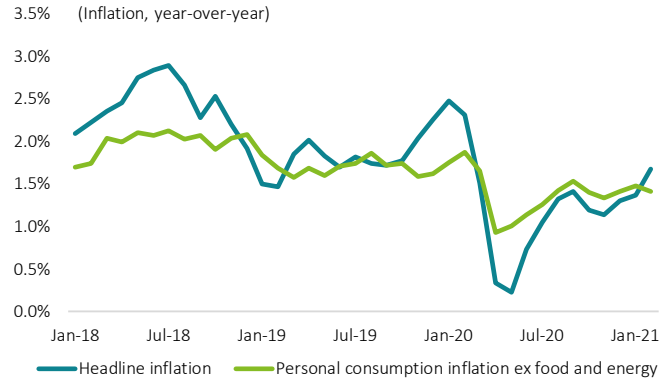


Figure 10. Inflation remains below the Federal Reserve’s target rate, suggesting that the Fed will keep interest rates low for some time



Notes: SA stands for seasonally adjusted.

Sources: US Department of Commerce, US Bureau of Labor Statistics, *Wall Street Journal* (all sourced through Haver Analytics); Deloitte Services LP analysis.

For more on Deloitte’s Global State of the Consumer Tracker, refer to this [link](#).

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