



G U L F S O U T H I N D E X

FALL UPDATE



WHAT DO YOU BELIEVE TO BE TRUE ABOUT THE GULF SOUTH/YOUR AREA?

DISTINCT CULTURE - GULF SOUTH

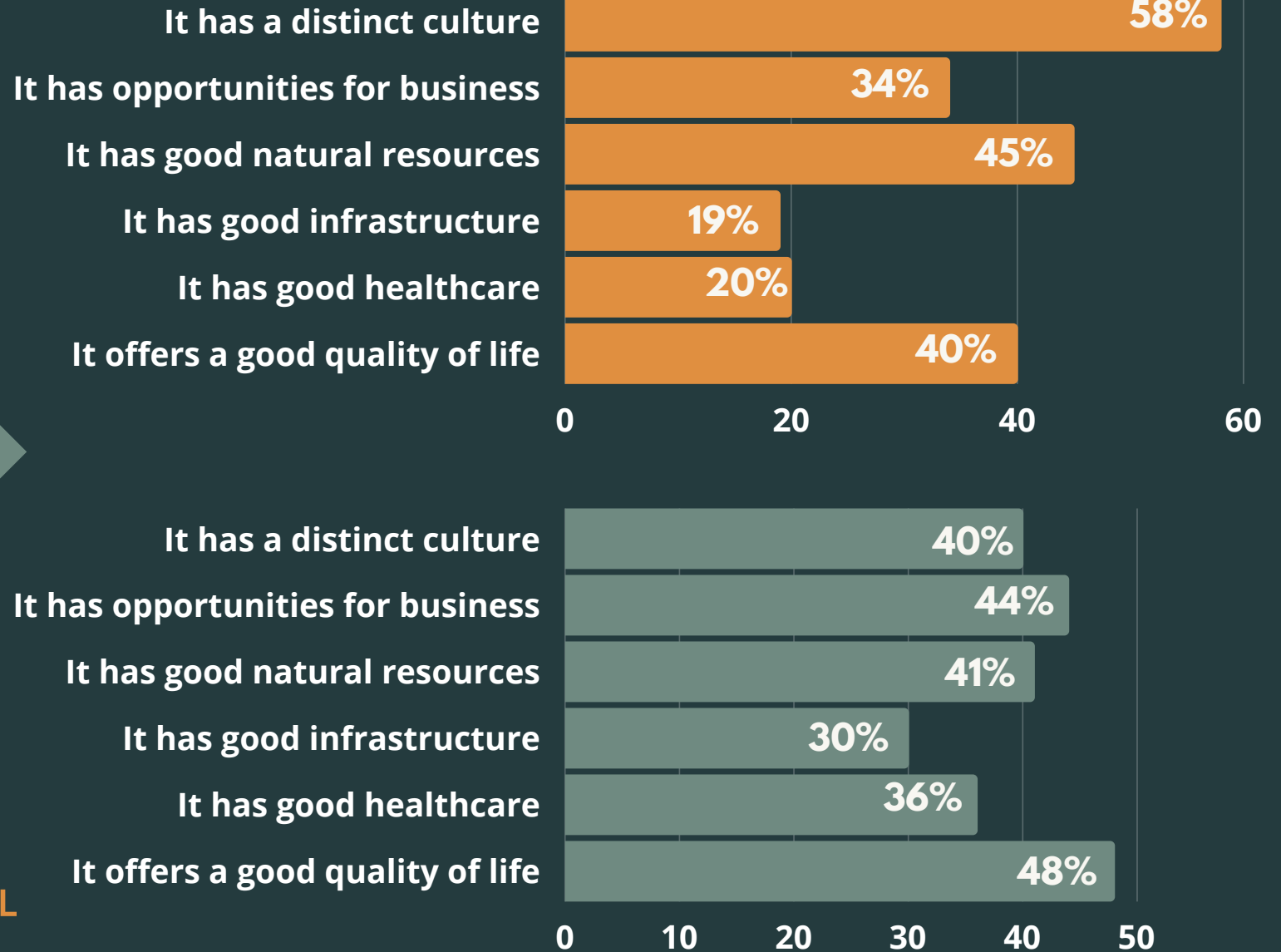
58%



48%

GOOD QUALITY OF LIFE - NATIONAL

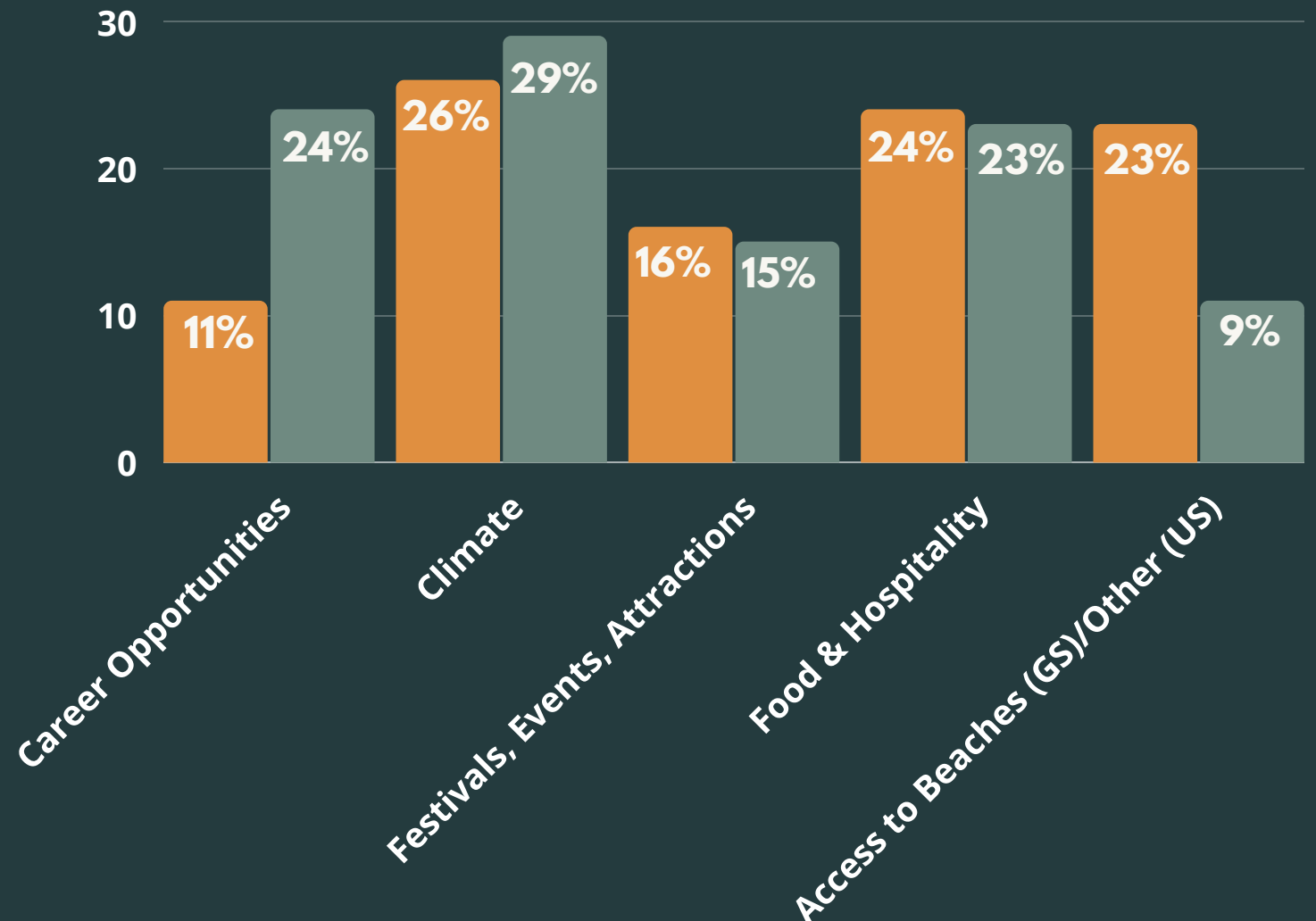
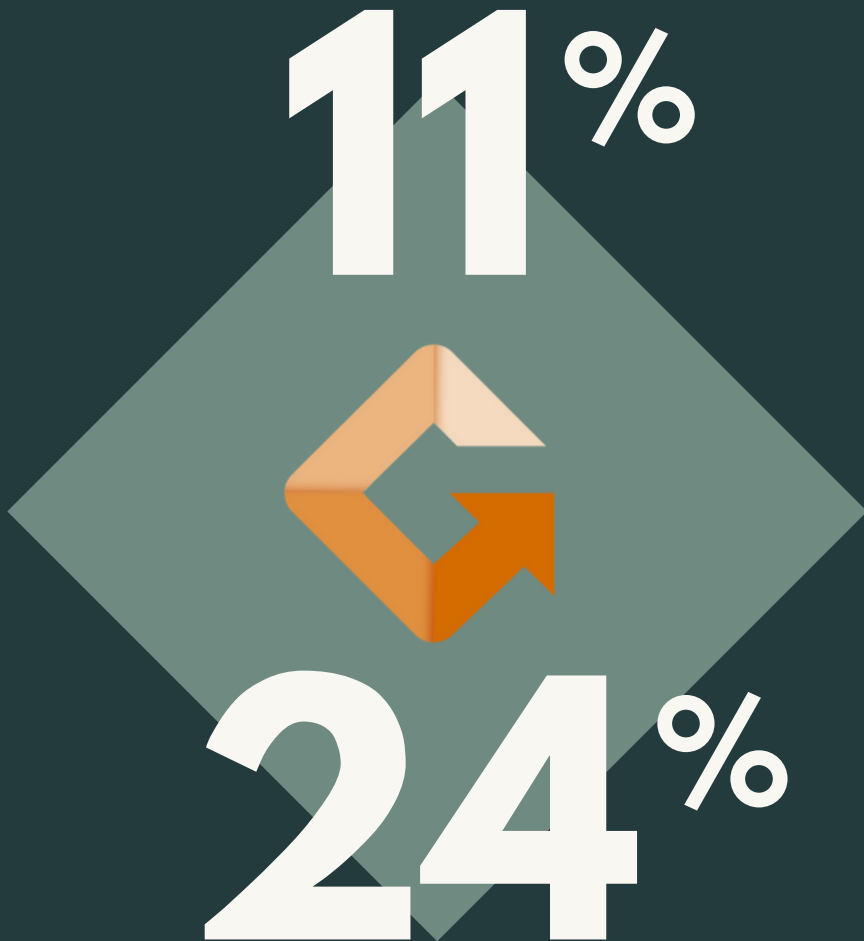
GULF SOUTH NATIONAL



WHAT APPEALS TO YOU MOST ABOUT YOUR AREA OF THE U.S.?



CAREER OPPORTUNITIES - GULF SOUTH



CAREER OPPORTUNITIES - NATIONAL

HOW DO YOU CURRENTLY RATE THE ECONOMY?



DO YOU THINK 2022 WILL BE BETTER FOR YOU PERSONALLY THAN 2021?

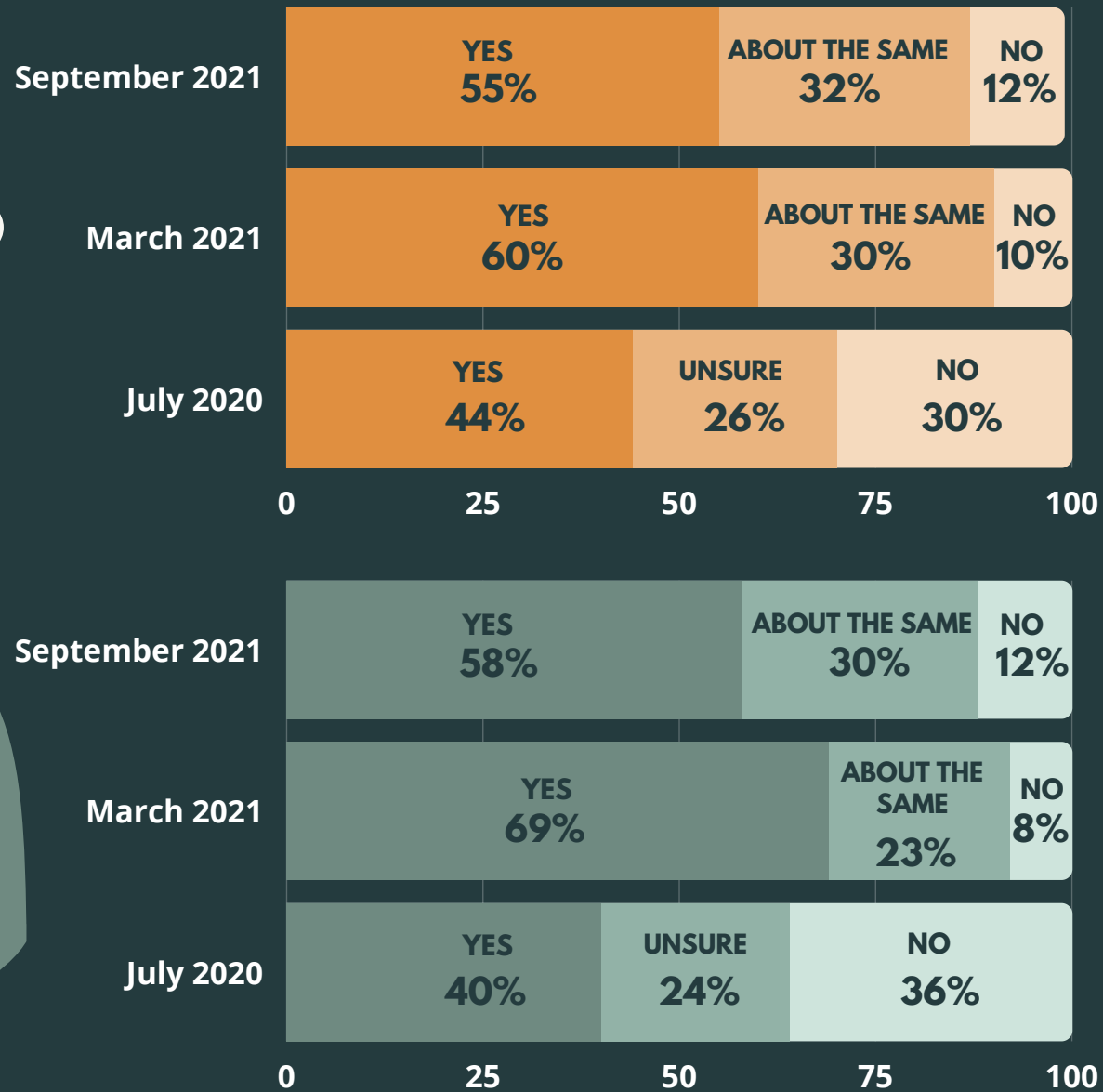
GULF SOUTH
NATIONAL

YES - GULF SOUTH

55%

12%

NO - GULF SOUTH



DO YOU THINK 2022 WILL BE BETTER FOR YOU PERSONALLY THAN 2021?

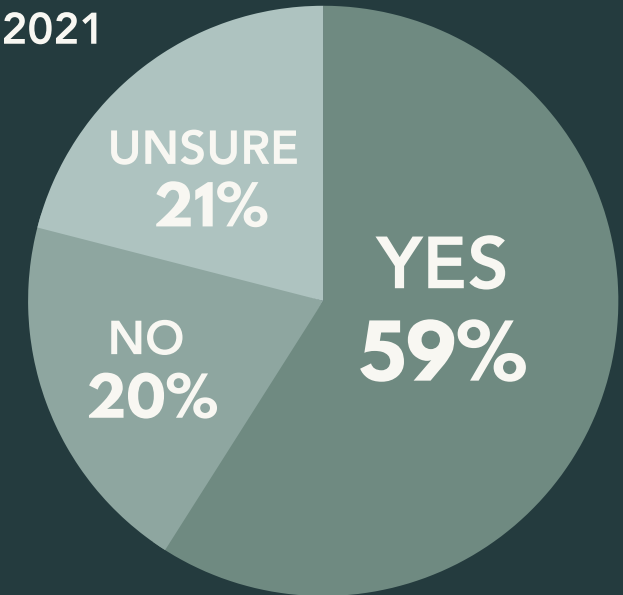
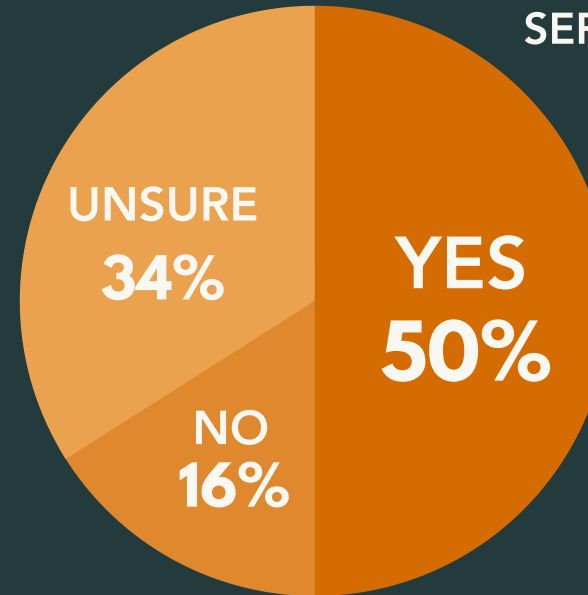
DO YOU THINK 2021 WILL BE BETTER FOR YOU PERSONALLY THAN 2020?

DO YOU THINK 2020 WILL BE BETTER FOR YOU PERSONALLY THAN 2019?

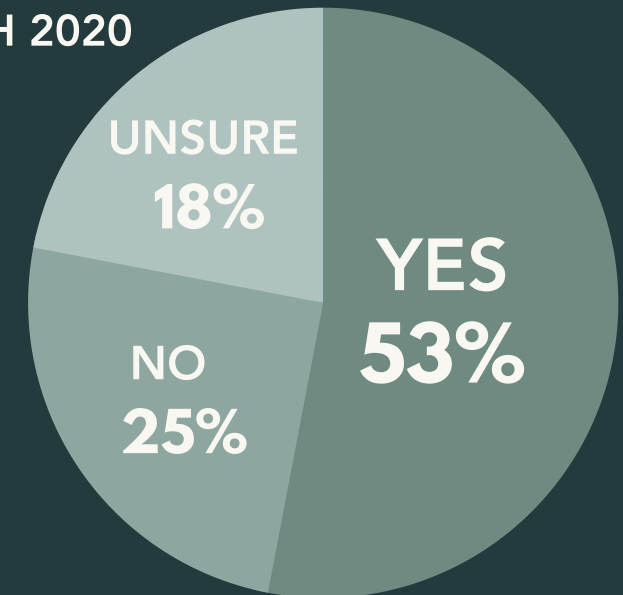
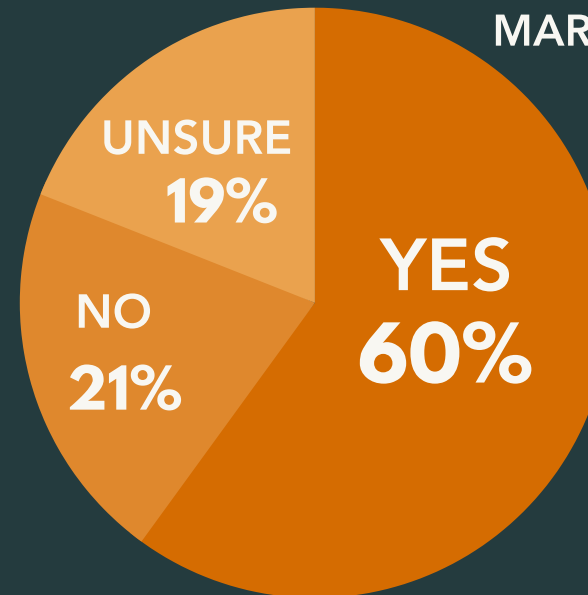
DO YOU THINK YOU CAN ACHIEVE THE AMERICAN DREAM?



TODAY, THE U.S. IS MORE OPTIMISTIC ABOUT BEING ABLE TO ACHIEVE THE AMERICAN DREAM. HOWEVER, THE GULF SOUTH IS NOT NECESSARILY MORE NEGATIVE, BUT RATHER MORE UNSURE THAN THE NATION AS A WHOLE.



IN MARCH 2020, AT THE ONSET OF THE PANDEMIC, THE GULF SOUTH WAS MORE OPTIMISTIC THAN THE REST OF THE NATION.



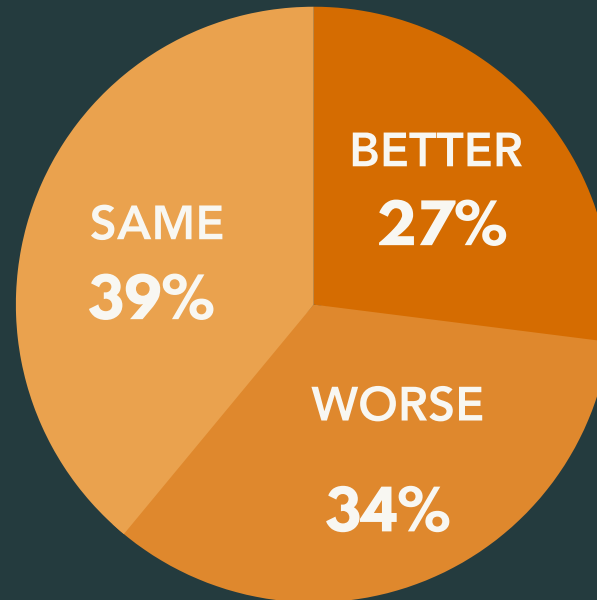
ARE YOU BETTER OR WORSE OFF FINANCIALLY THAN YOU WERE TWO YEARS AGO?

GULF SOUTH
NATIONAL

SEPT 2021



JULY 2020



WHICH STATEMENT BEST DESCRIBES YOUR CURRENT PERSONAL FINANCIAL SITUATION?

GULF SOUTH
NATIONAL

TIMES ARE TOUGH - GULF SOUTH

42%



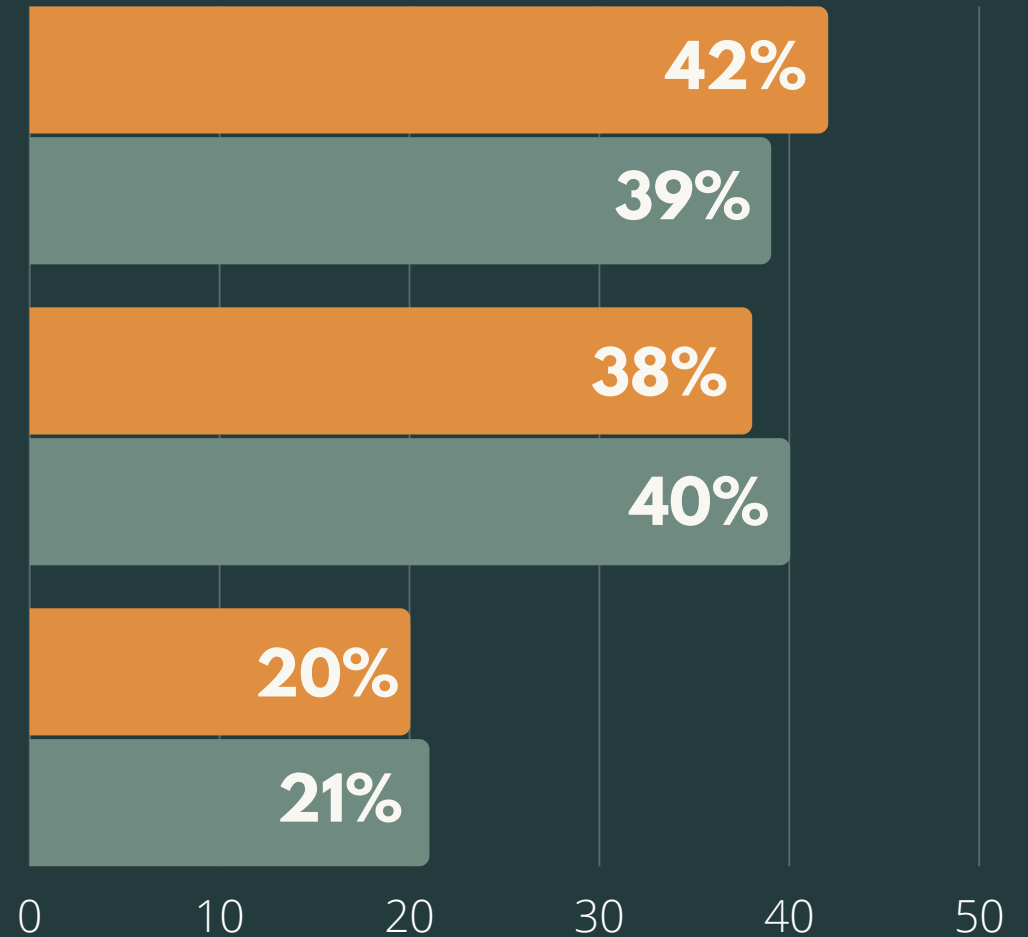
20%

IN GOOD SHAPE - GULF SOUTH

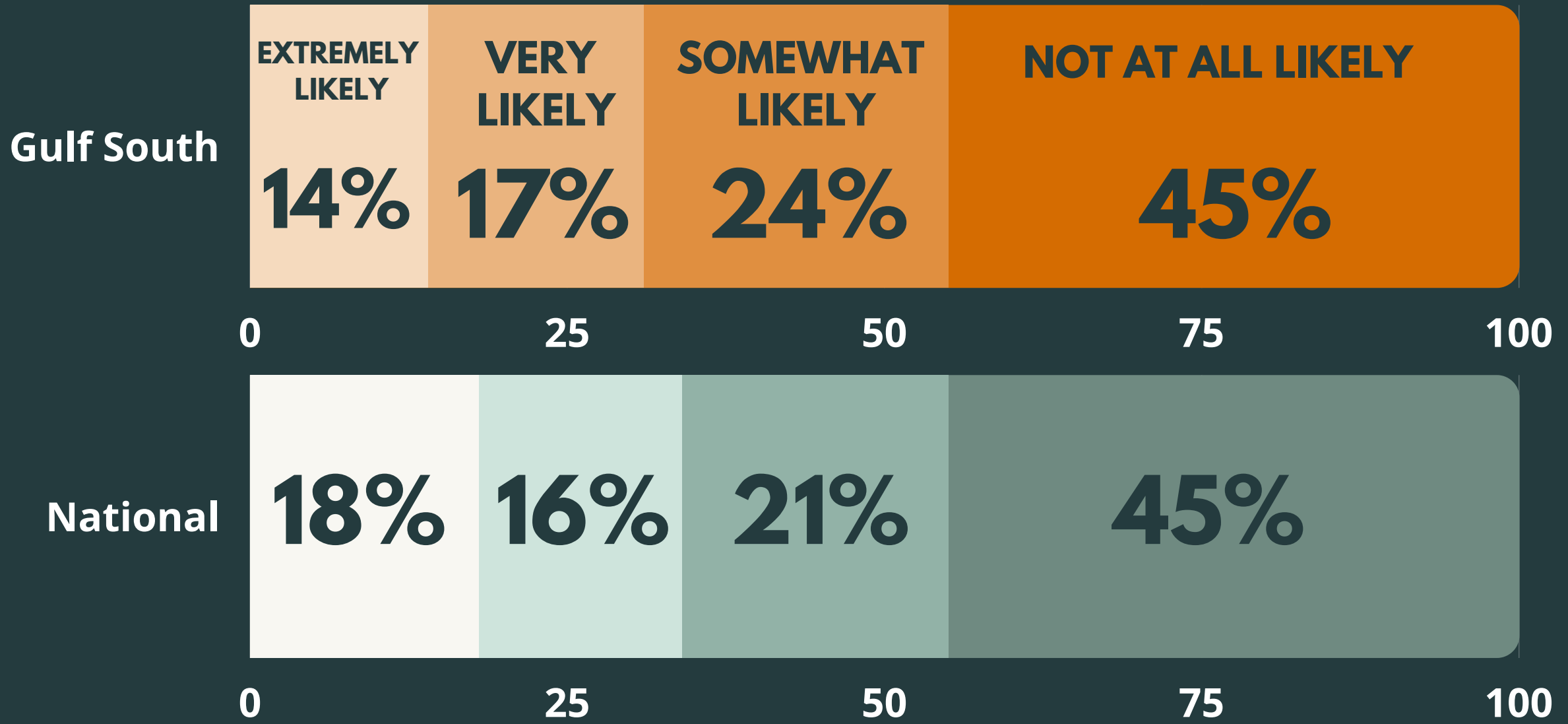
TIMES ARE TOUGH.
TRYING TO PAY BILLS.

DOING OKAY. CAN
PAY BILLS WITH
MONEY LEFT OVER.

IN GOOD SHAPE.
PAYING FOR
NECESSITIES AND HAVE
MONEY IN THE BANK.

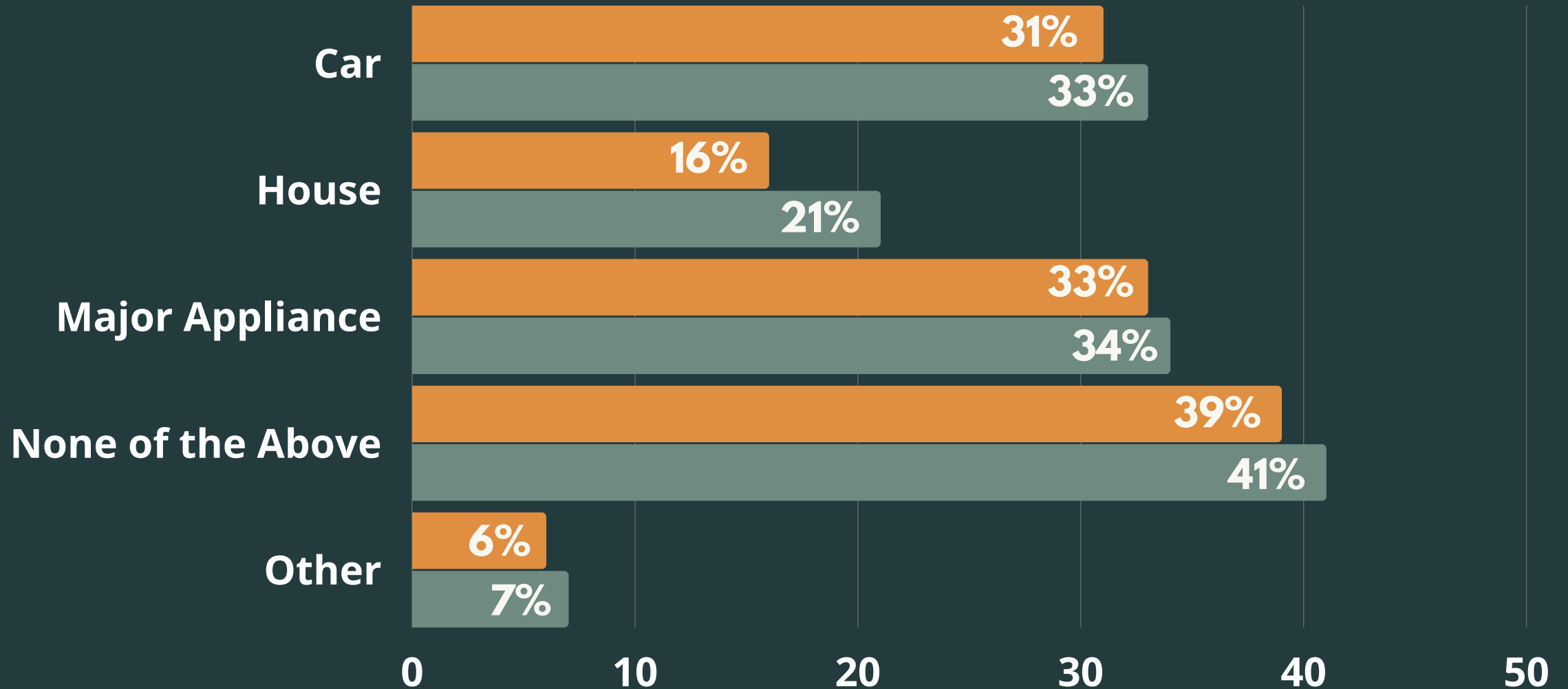


HOW LIKELY ARE YOU TO MAKE A LARGE PURCHASE (CAR, HOUSE, MAJOR APPLIANCE) BY THE END OF 2021?



DESPITE HOPES FOR A RECOVERING ECONOMY AND ECONOMIC STIMULI FROM THE GOVERNMENT, MAJOR PURCHASES ARE NOT LIKELY FOR MANY IN THE REST OF 2021.

ARE YOU PLANNING TO PURCHASE THE FOLLOWING IN 2021? (PERCENT WHO SAID YES)



SINCE THE ONSET OF THE PANDEMIC, HAVE YOU...



LOST A JOB - GULF SOUTH

29%



47%

CHANGED CAREERS - GULF SOUTH



WHICH BEST DESCRIBES YOUR CURRENT JOB SITUATION?

GULF SOUTH
NATIONAL

UNEMPLOYED/NO JOB - GULF SOUTH

38%



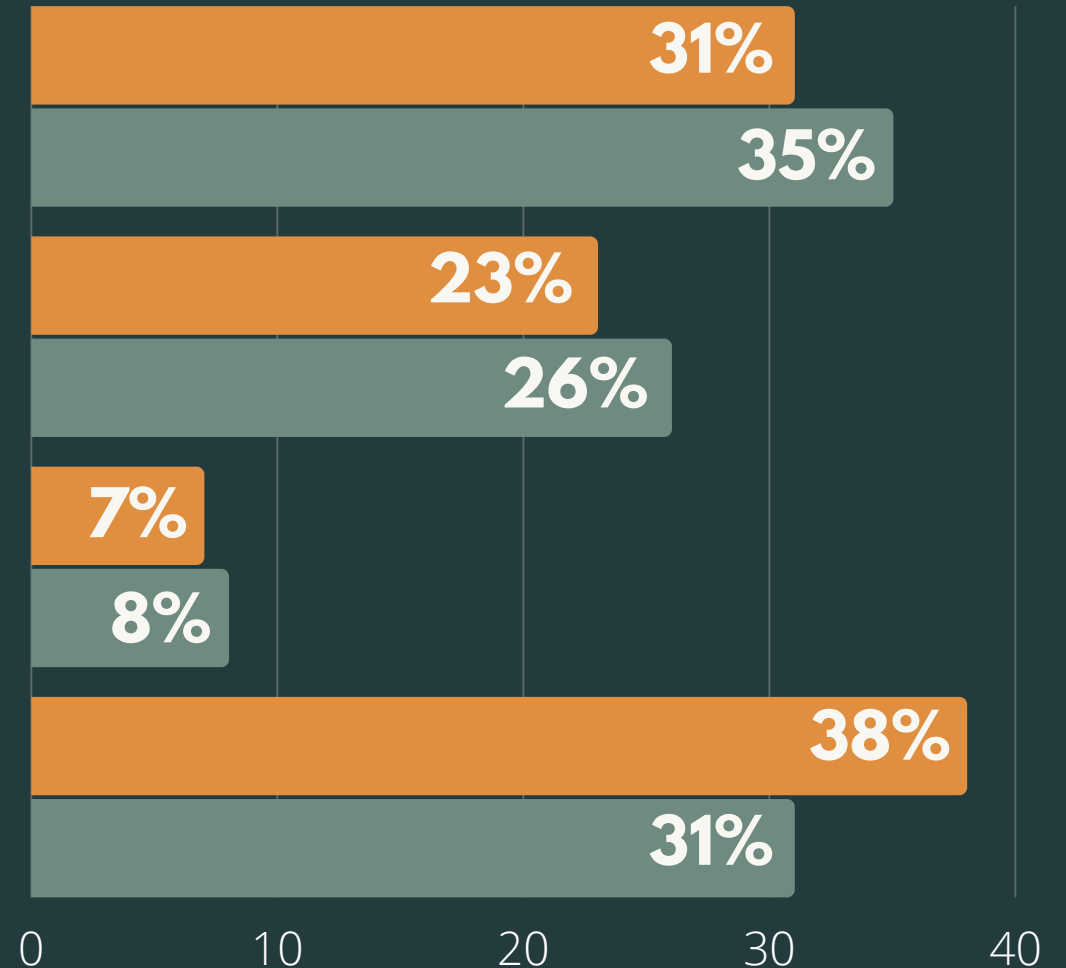
31%

I AM EMPLOYED IN A JOB THAT I ENJOY IN MY DESIRED FIELD.

I AM EMPLOYED AND LIKE MY JOB, BUT I AM OPEN TO NEW OPPORTUNITIES.

I AM EMPLOYED BUT DO NOT LIKE MY CURRENT JOB.

I AM UNEMPLOYED AND CANNOT FIND A JOB IN MY DESIRED FIELD.



UNEMPLOYED/NO JOB - NATIONAL

WHAT DO YOU BELIEVE TO BE TRUE ABOUT THE OPPORTUNITIES IN YOUR AREA OF THE U.S.?



HAS INDUSTRIES/OPPORTUNITIES - GULF SOUTH

43%



51%

HAS INDUSTRIES/OPPORTUNITIES - NATIONAL

IT HAS AN ABUNDANCE OF INDUSTRIES AND CAREER PATH CHOICES.

43%

51%

THERE IS ROOM FOR MORE INDUSTRIES TO COME IN.

56%

61%

IT LACKS THE INDUSTRIES OR CAREER PATH I AM SEEKING.

25%

23%

I WILL NEED TO MOVE OUT OF MY AREA OF THE U.S. TO PURSUE MY DESIRED CAREER PATH.

14%

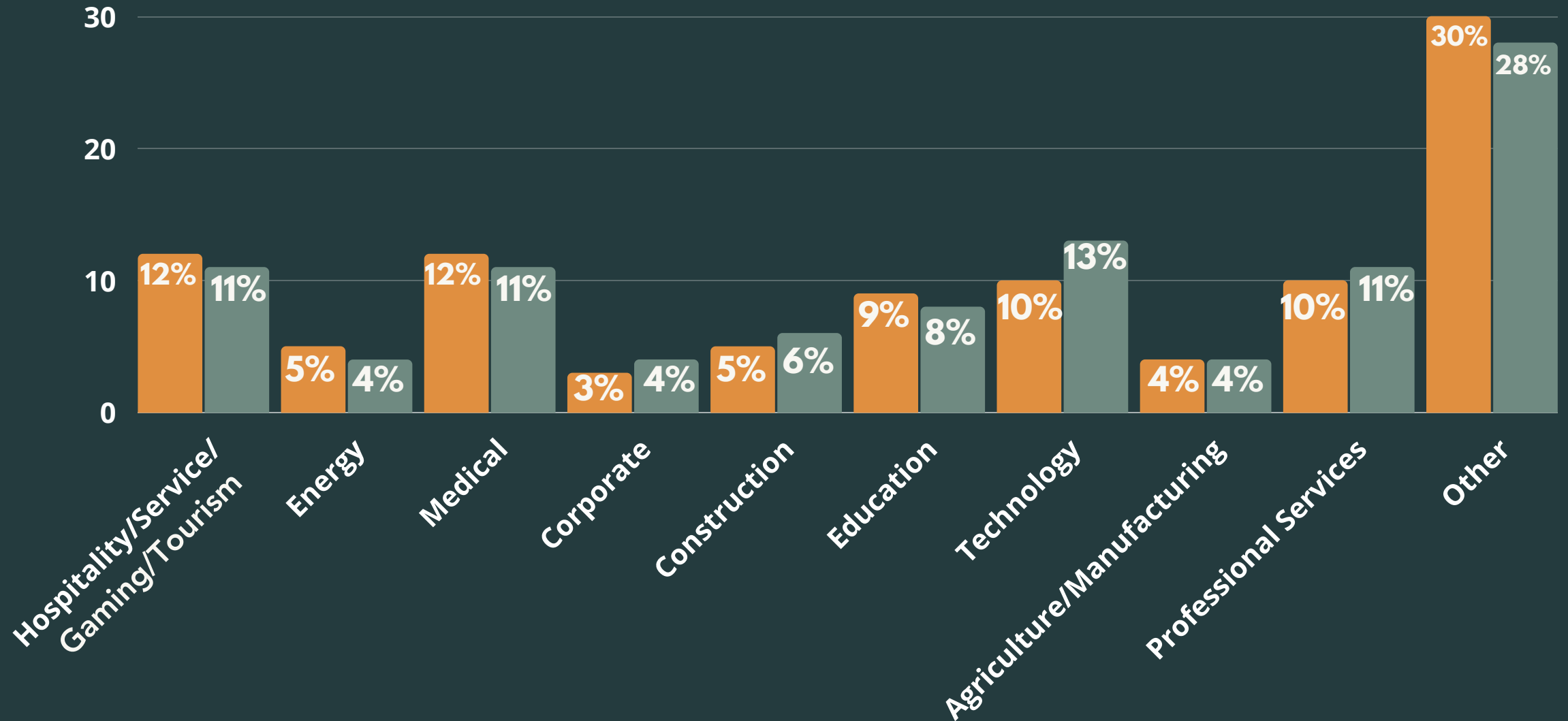
15%

0 25 50 75

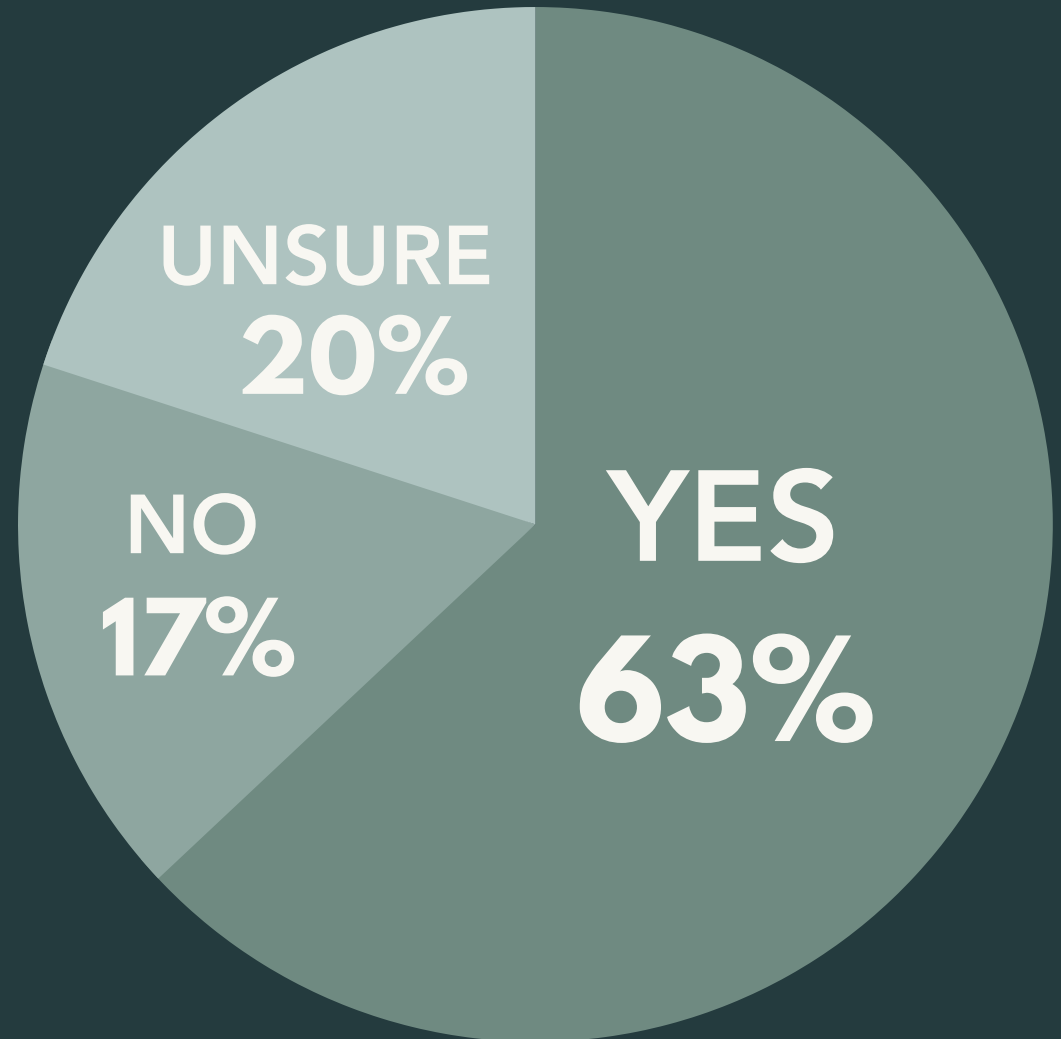
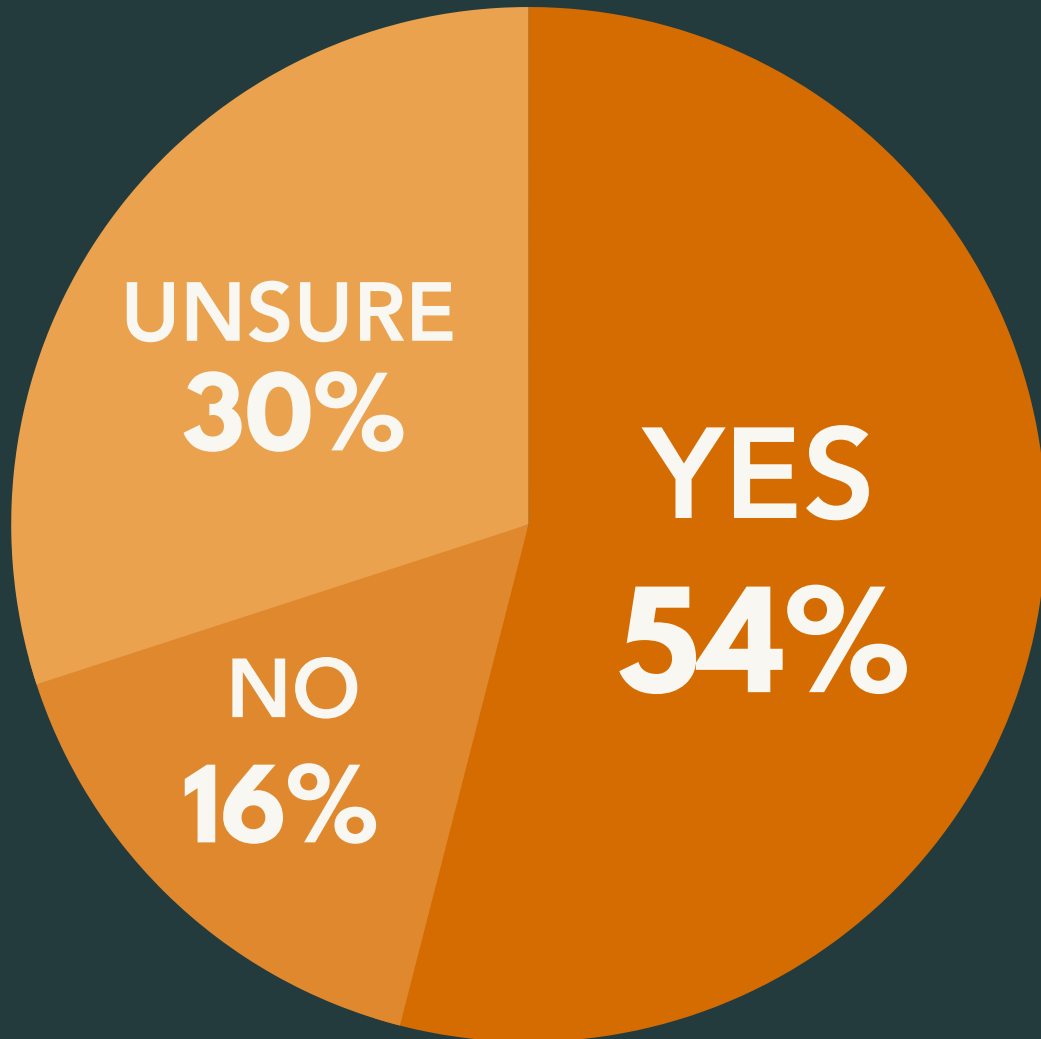
THINKING ABOUT JOBS IN YOUR STATE, WOULD YOU SAY IT IS A GOOD TIME OR BAD TIME TO FIND A GOOD PAYING JOB?



WHAT INDUSTRY DO YOU WORK IN/ARE INTERESTED IN WORKING IN?



DO YOU THINK YOUR AREA/THE GULF SOUTH OFFERS ATTRACTIVE CAREER OPPORTUNITIES IN YOUR DESIRED FIELD?



HOW DO YOU FEEL ABOUT NEWS HAPPENING IN AREAS OUTSIDE THE GULF SOUTH/YOUR IMMEDIATE AREA?

GULF SOUTH
NATIONAL

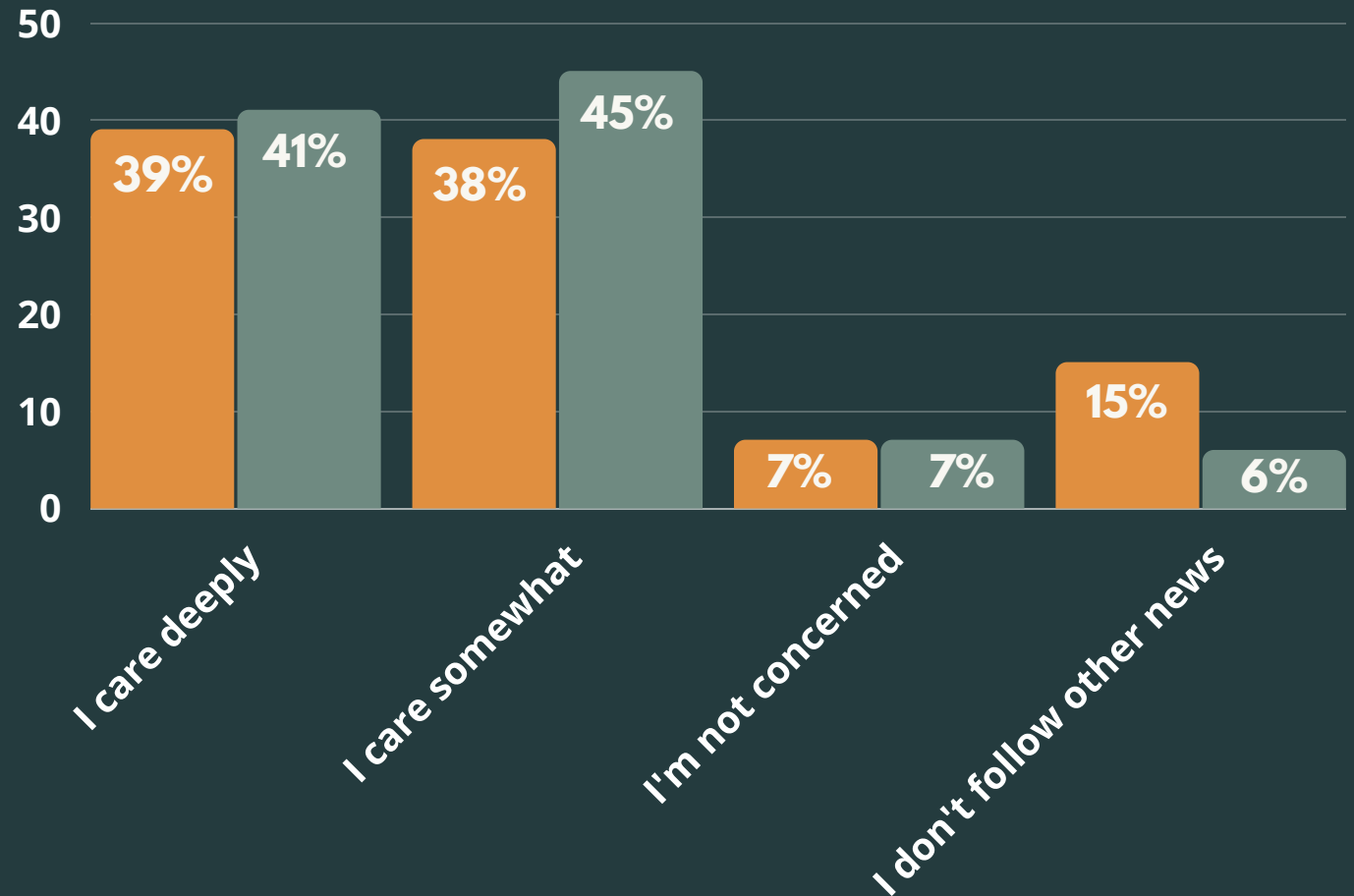
CARE DEEPLY - GULF SOUTH

39%



15%

DON'T FOLLOW - GULF SOUTH



WHAT IS YOUR IMPRESSION OF THE CORONAVIRUS SITUATION IN THE UNITED STATES? IT'S GETTING...

GULF SOUTH
NATIONAL

IT'S GETTING WORSE - GULF SOUTH

62%

A little or a lot worse

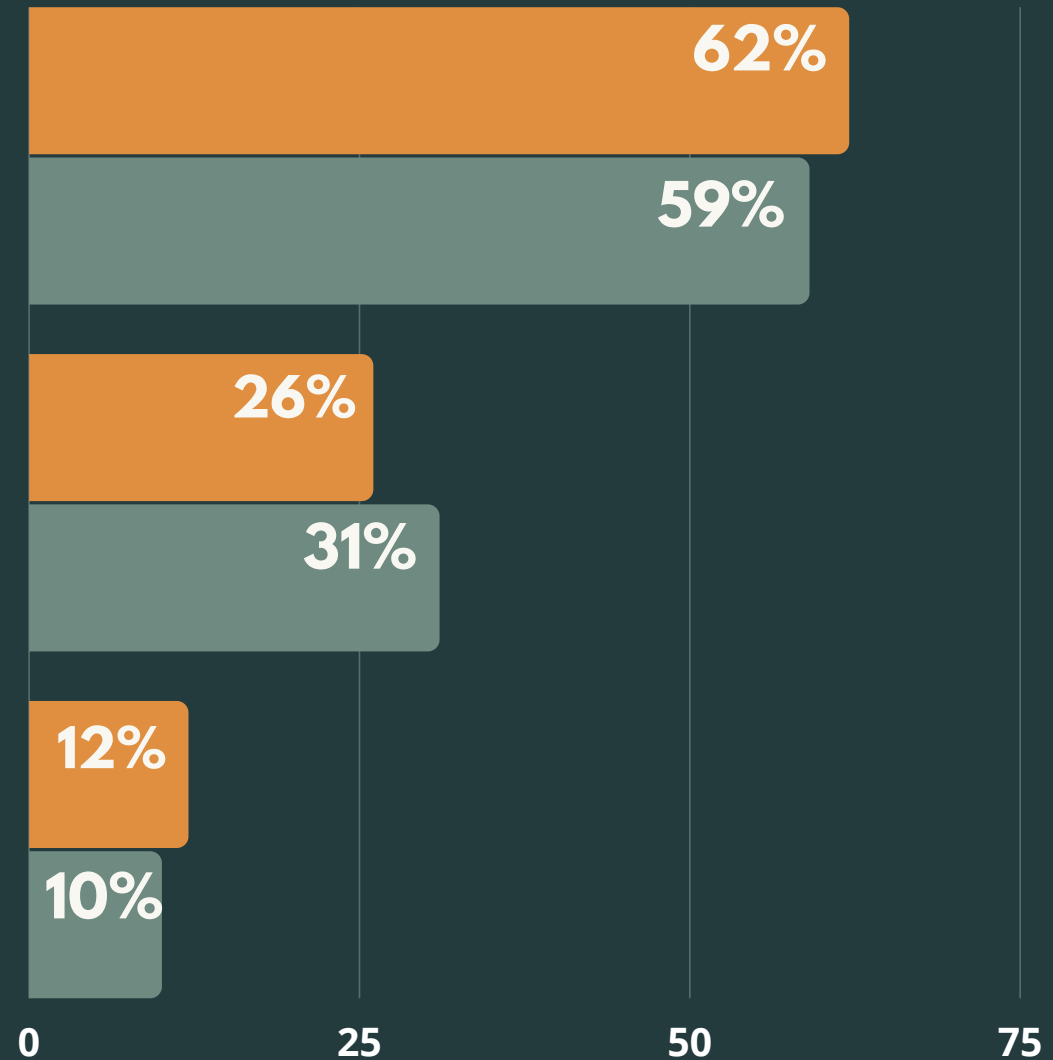


59%

IT'S GETTING WORSE - NATIONAL

A little or a lot better

Staying the same



HOW CONCERNED ARE YOU ABOUT THE NEW VARIANTS OF COVID-19?

GULF SOUTH
NATIONAL

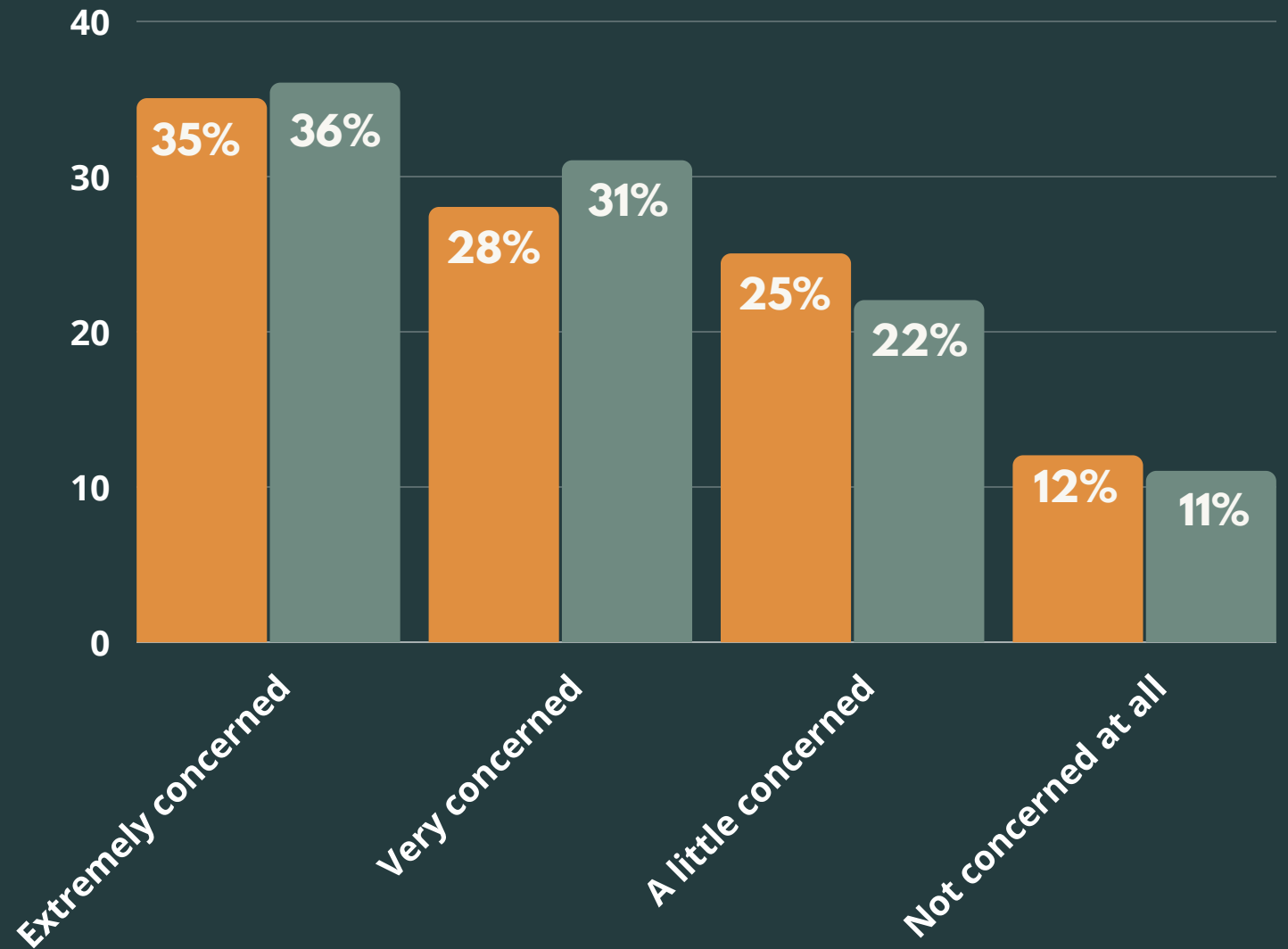
EXTREMELY OR VERY CONCERNED -
GULF SOUTH

63%



12%

NOT CONCERNED - GULF SOUTH



HOW LONG DO YOU THINK THE LEVEL OF DISRUPTION OCCURRING TO TRAVEL, SCHOOL, WORK AND PUBLIC EVENTS IN THE U.S. DUE TO COVID-19 WILL CONTINUE?



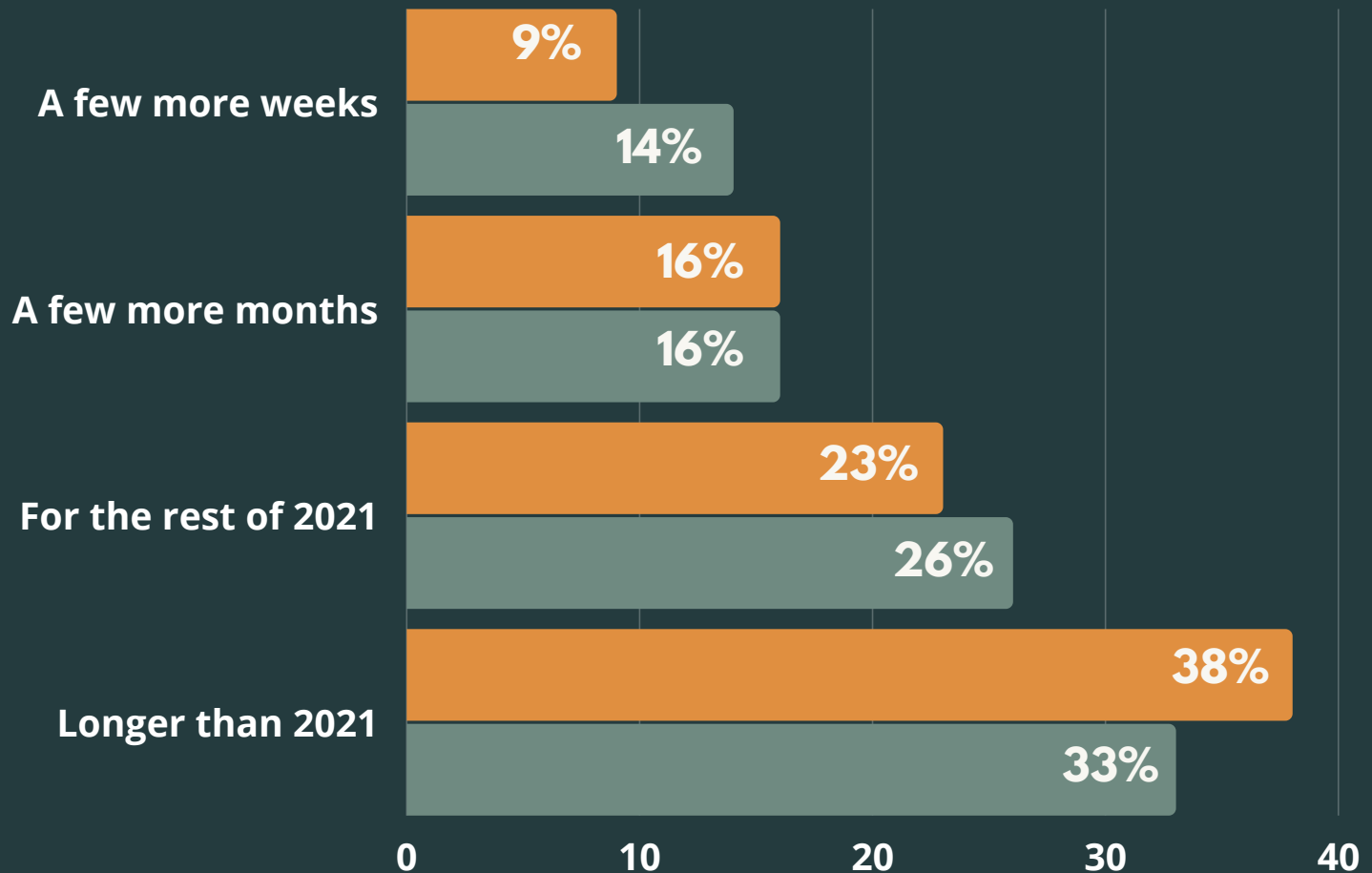
LONGER THAN THIS YEAR - GULF SOUTH

38%



33%

LONGER THAN THIS YEAR - NATIONAL



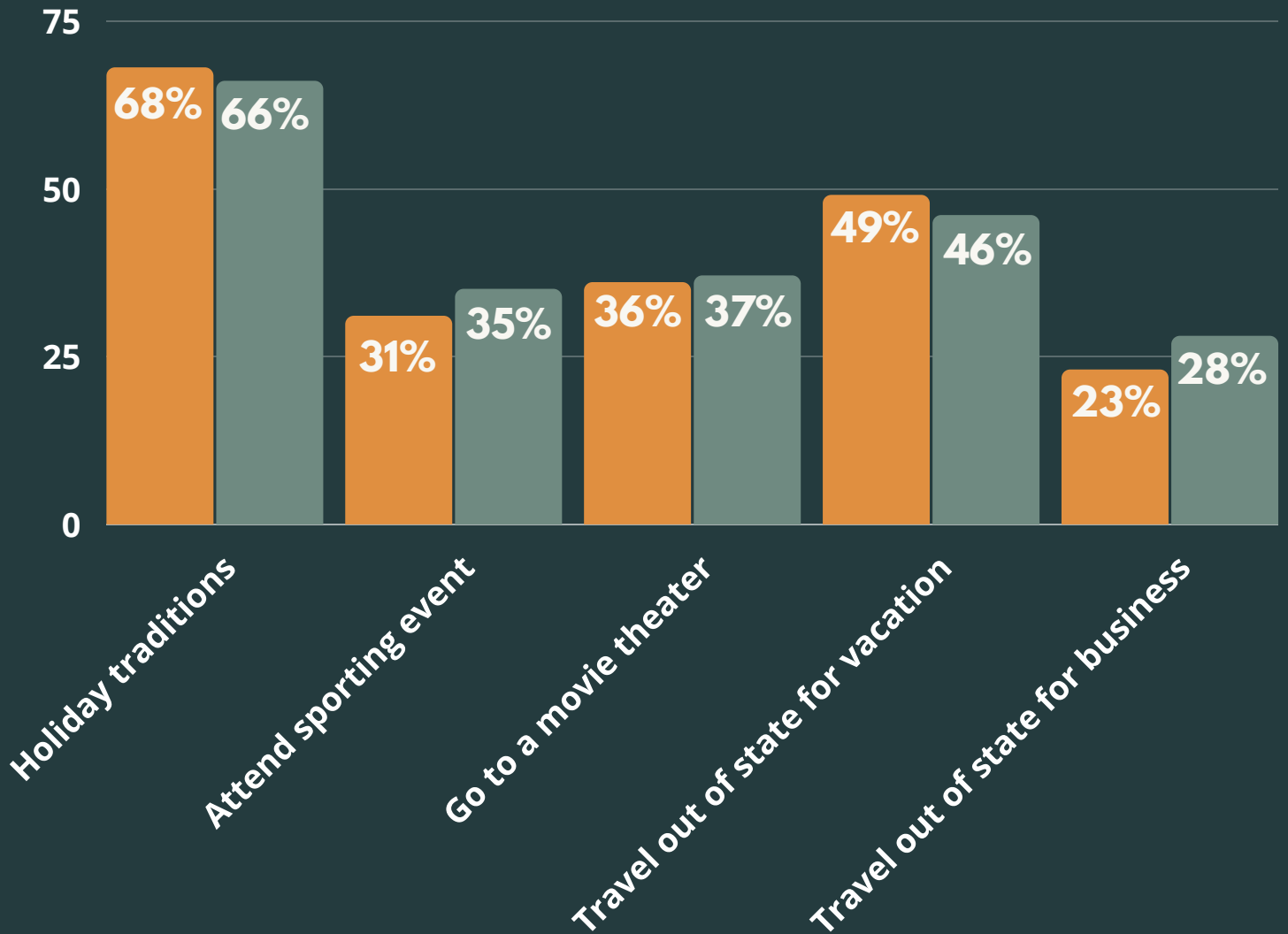
PERCENT OF PEOPLE WHO ARE LIKELY TO DO THE FOLLOWING IN THE REST OF 2021:

GULF SOUTH
NATIONAL

TRAVEL FOR VACATION - GULF SOUTH

49%

23%



TRAVEL FOR BUSINESS - GULF SOUTH

WHAT CRITERIA DO YOU THINK IS MOST IMPORTANT WHEN BOOKING A HOTEL?

GULF SOUTH
NATIONAL

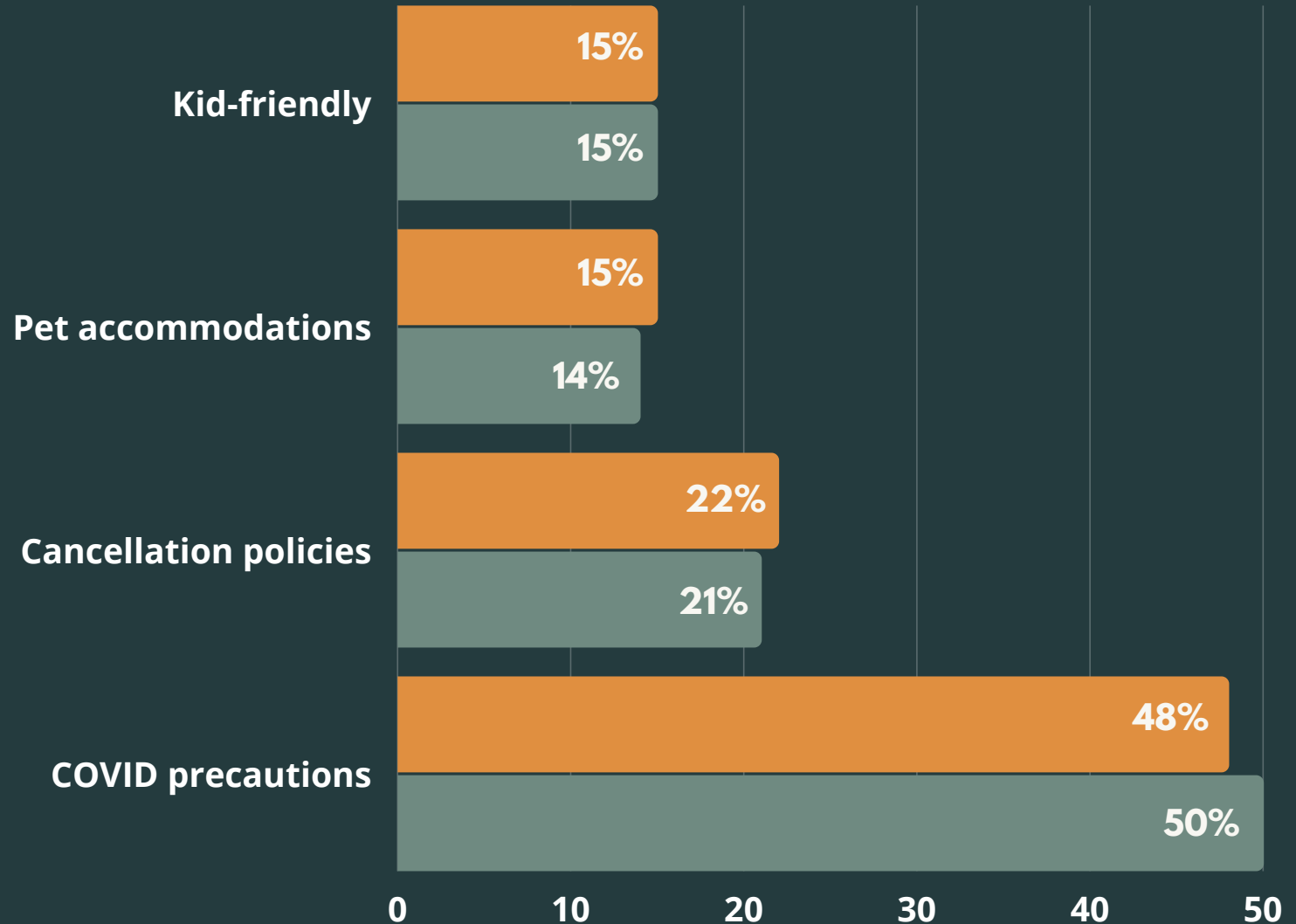
COVID PRECAUTIONS - GULF SOUTH

48%



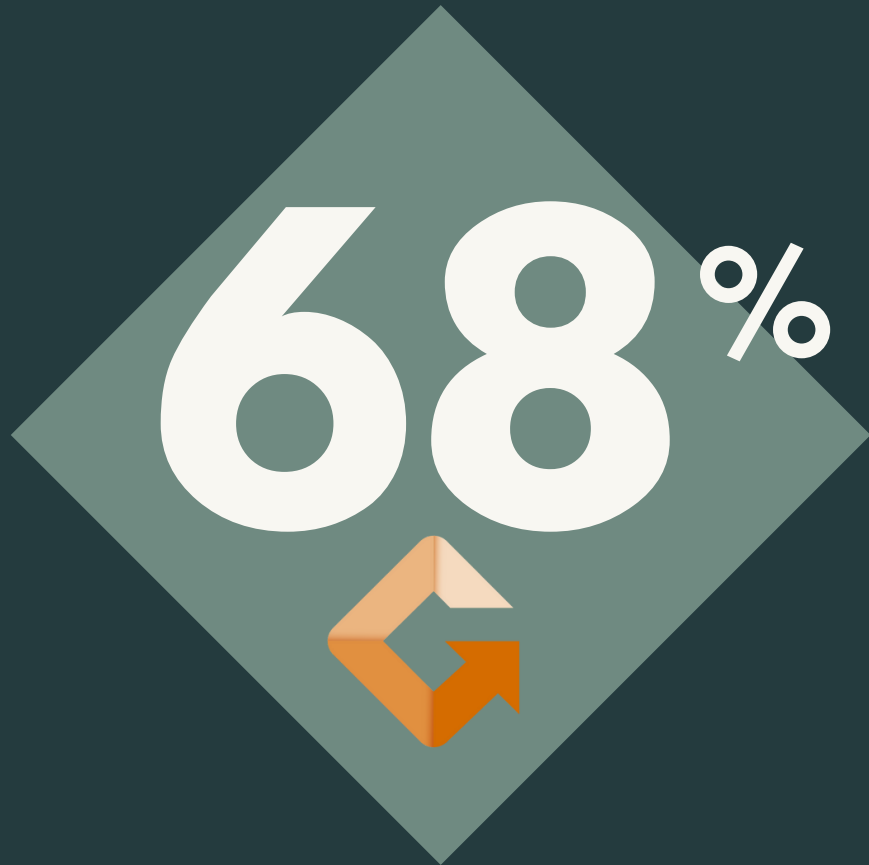
50%

COVID PRECAUTIONS - NATIONAL

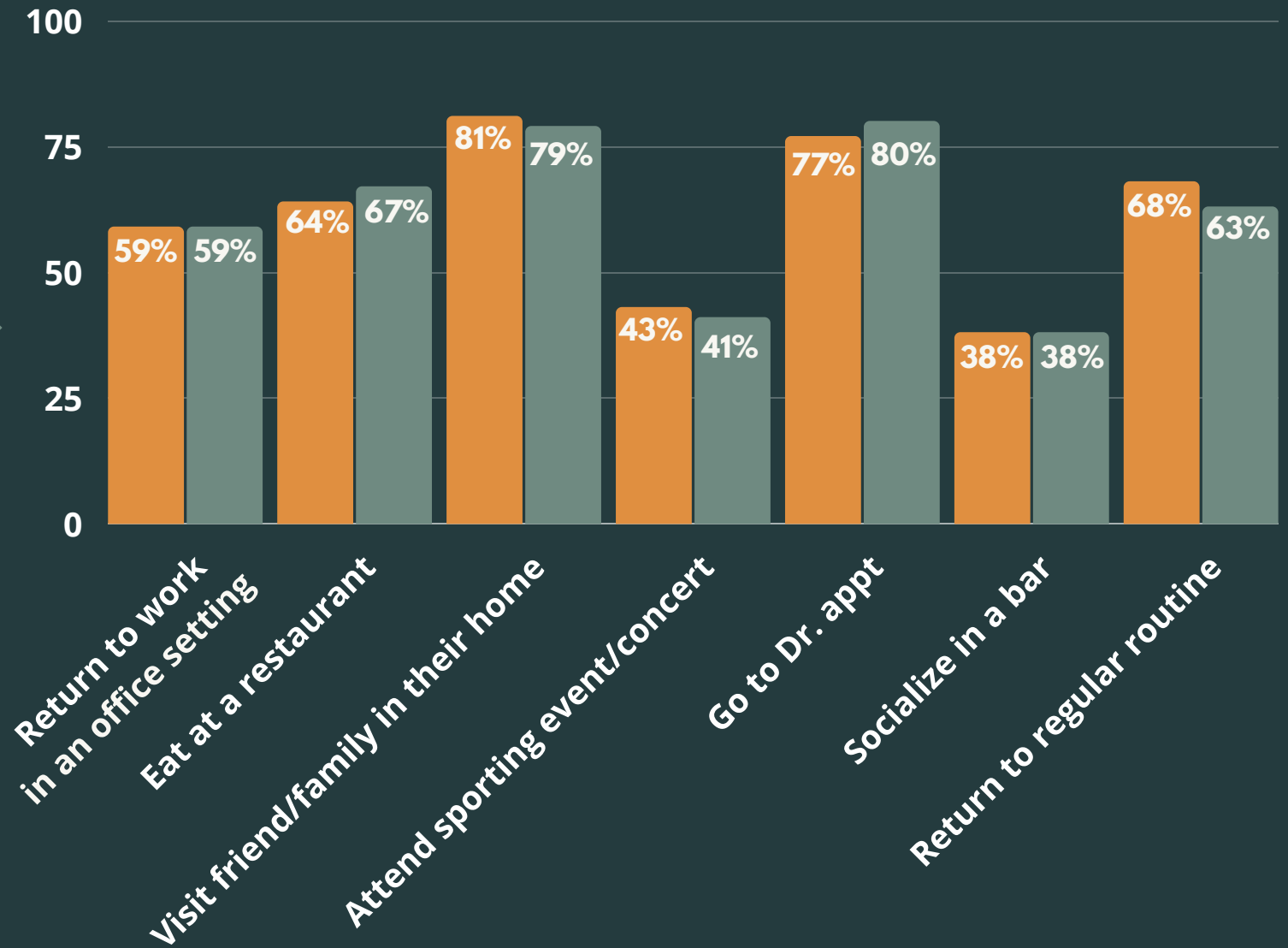


PERCENT OF PEOPLE COMFORTABLE WITH ENGAGING IN THE FOLLOWING ACTIVITIES:

GULF SOUTH
NATIONAL



RETURN TO REGULAR ROUTINE -
GULF SOUTH



HOW LIKELY ARE YOU TO CONTINUE THE FOLLOWING BEHAVIORS POST-PANDEMIC?

GULF SOUTH
NATIONAL

MASK IN PUBLIC - GULF SOUTH

54%



55%

MASK IN PUBLIC - NATIONAL



IN THE WAKE OF HURRICANE IDA, WHICH OF THE FOLLOWING BEST REPRESENTS YOUR SITUATION?



HOW LONG WILL IT BE BEFORE YOU ARE BACK TO PRE-HURRICANE IDA LIFE?

ALREADY BACK TO
PRE-HURRICANE IDA LIFE

32%

Already back to normal

32%

Weeks

10%

Months

9%

Years

3%

Will never be the same

2%

Not impacted by Ida

44%

0 10 20 30 40 50

3%

IT WILL TAKE YEARS

HOW DO WE KNOW ALL OF THIS?



CAUSEWAY SOLUTIONS AND THE EHRHARDT GROUP conducted a series of online surveys, each of 1,500 adults with a margin of error of 2.5%. Surveys were conducted on September 13, 2021.

The Gulf South Index is a cooperative project between The Ehrhardt Group, a public relations, content, issues and crisis firm, and Causeway Solutions, a nationally recognized research and data analysis company, that are both based in the Gulf South.

The Index delves into hundreds of thousands of data points to create a sharper image of how the millions of people living in Louisiana, Mississippi, Alabama and the Florida Panhandle are going about their lives. We want to find out more about how we make decisions, from what we are buying and how we are getting our news to where we plan to travel.

For more information please contact us.

MARC EHRHARDT

President

The Ehrhardt Group

marc@tegpr.com

WILLIAM SKELLY

CEO

Causeway Solutions

bskelly@causewaysolutions.com