

THE PULSE OF THE AMERICAN CONSUMER

CURRENT EVENTS

How closely have you followed these news events of the PAST WEEK?

Key Total Followed Closely Very Closely

The latest updates regarding COVID-19 vaccines



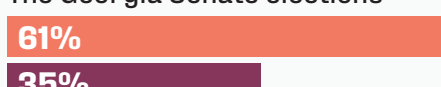
The final certification of Joe Biden's electoral vote count by the U.S. Congress



The riots at the U.S. Capitol Building in Washington, DC



The Georgia Senate elections



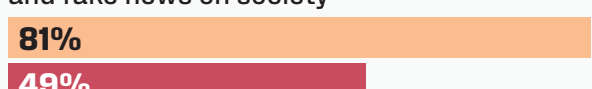
The latest developments concerning COVID-19 infections and deaths in the United States



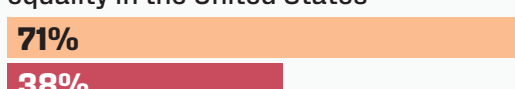
How concerned are you currently about these issues?

Key Total Concerned Very Concerned

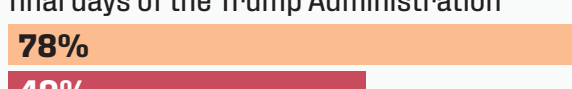
The continuing impact of disinformation and fake news on society



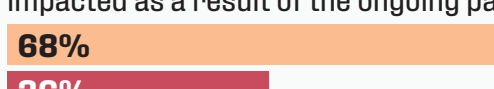
Matters related to racial equality in the United States



Increasing unrest and violence during the final days of the Trump Administration



Your household's finances being negatively impacted as a result of the ongoing pandemic



Your state having to enforce new lockdown measures due to rising Coronavirus cases



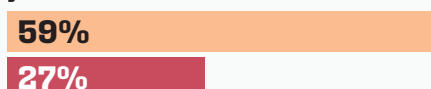
The amount of time you need to wait to receive the COVID-19 vaccine



Contracting the Coronavirus



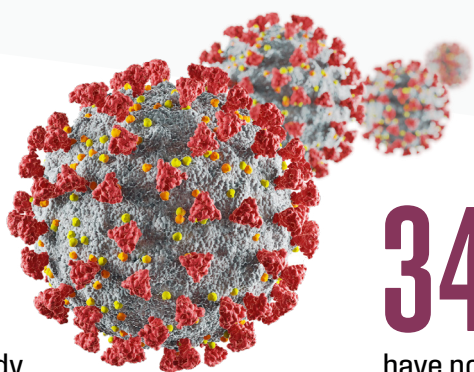
Being able to go on vacation in 2021 as you would have before COVID-19



COVID-19 & THE VACCINE

18%

of American adults have already received or are currently registered on a waiting list to receive the COVID-19 vaccine



34%

have not received it yet but will as soon as its available to them

25%

will likely get the vaccine eventually but prefer to wait until more evidence of safety and effectiveness is available

23%

do not plan to receive it at all

WHAT'S IN STORE FOR 2021

71% of consumers are optimistic that the year 2021 will be better than last year.

(28% very optimistic, 43% somewhat optimistic)

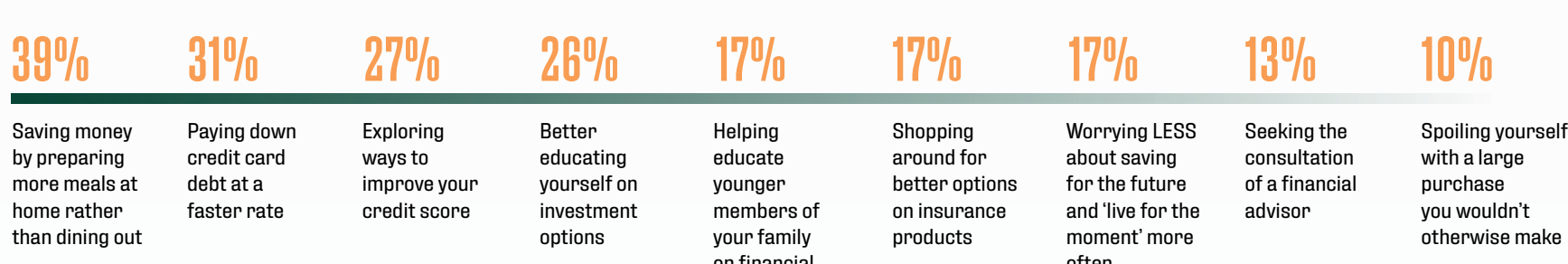
"...there's reason to believe maybe this year will be better than the last"

—Counting Crows

As you know, many people make a ceremonial 'New Year's Resolution' each year, but don't often take them seriously or set them knowing they'll eventually fail.

However, for the purposes of the next few questions we'd like you to seriously focus on "goals and priorities" you'd like to set in place this year. You don't need to consider them matters that need to be accomplished every day, but rather a set of long-term actions you seriously plan to **prioritize and set in motion** for yourself in 2021.

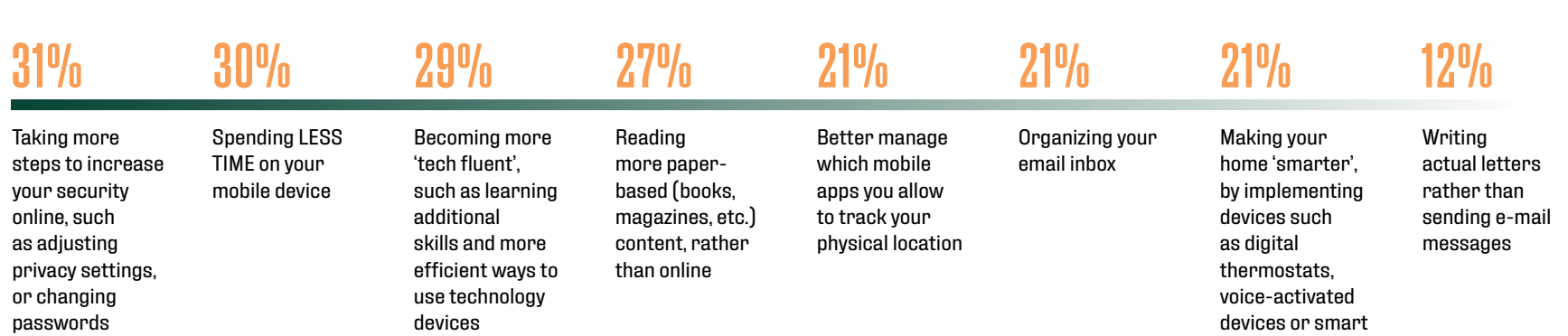
Concerning FINANCIAL MATTERS, which of these are GOALS AND PRIORITIES you are setting for yourself this year?



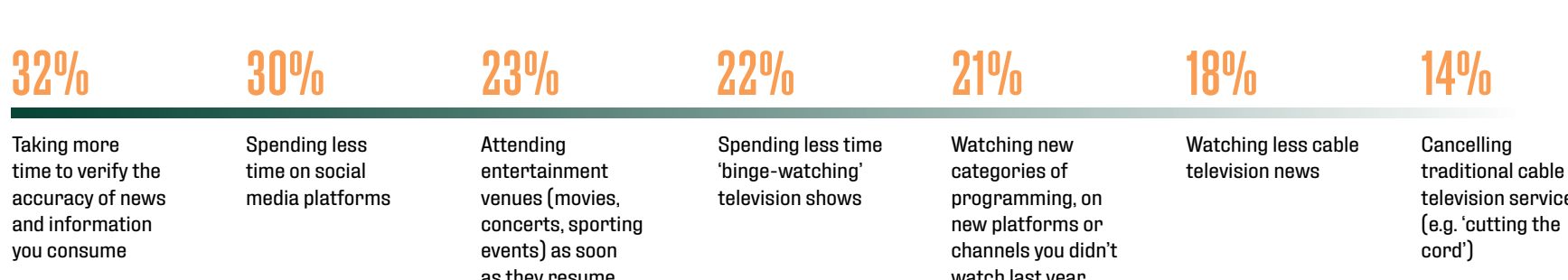
Thinking about HEALTH AND WELLNESS, which of these are GOALS AND PRIORITIES you are setting for yourself this year?



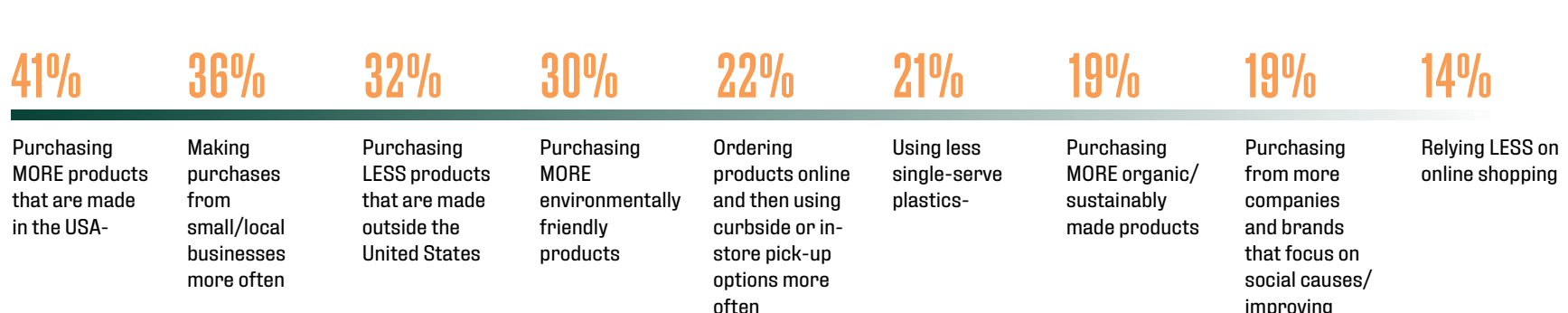
Concerning your use of TECHNOLOGY, which of these are GOALS AND PRIORITIES you are setting for yourself this year?



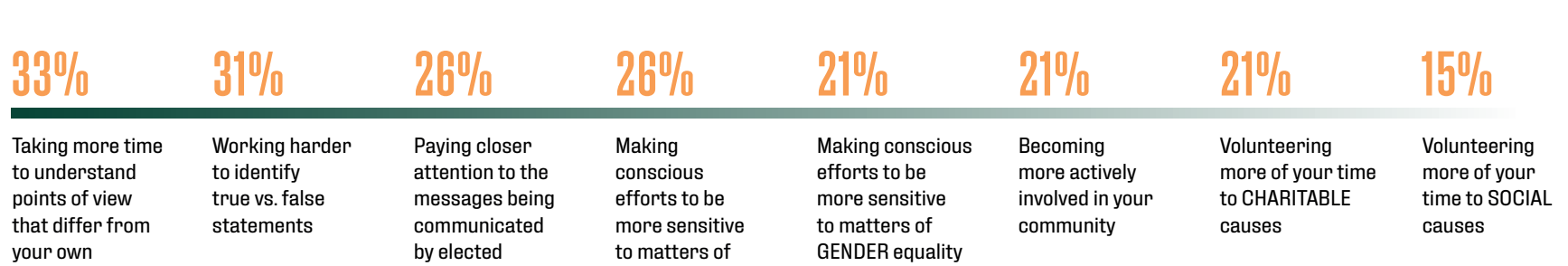
Concerning matters of ENTERTAINMENT AND MEDIA CONSUMPTION, which of these are GOALS AND PRIORITIES you are setting for yourself this year?



As a CONSUMER, which of these are GOALS AND PRIORITIES you are setting for yourself this year?



Thinking about your SOCIAL ENGAGEMENT, which of these are GOALS AND PRIORITIES you are setting for yourself this year?



Dig deeper with the Big Village Insights COVID Dashboard.

The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral data. This tool puts Big Village's data in your hands to uncover meaningful insights to your specific business questions.



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Big Village **CARAVAN**
Omnibus Surveys

This Online CARAVAN® omnibus survey was conducted January 8-10, 2021, amongst approximately 1,000 US adults selected from opt-in panels. The results are also weighted to U.S. Census data to be demographically representative.