How closely have you followed these news events of the PAST WEEK? Total Followed Closely Very Closely

The latest updates regarding

COVID-19 vaccines **75**%

The riots at the U.S. Capitol

40%

Building in Washington, DC 74%

45%

infections and deaths in the United States 74%

The latest developments concerning COVID-19

42%

The final certification of Joe Biden's electoral vote count by the U.S. Congress 69% 41%

The Georgia Senate elections

61% 35%

How concerned are you currently about these issues?

Total Concerned Very Concerned

The continuing impact of disinformation and fake news on society

81%

37%

72% 41%

49%

Increasing unrest and violence during the final days of the Trump Administration **78**% 49%

Your state having to enforce new lockdown measures due to rising Coronavirus cases 74%

Contracting the Coronavirus

Matters related to racial equality in the United States 71%

38%

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

68% 36%

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

60% 29%

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

59% 27%

18% of American adults have already

received or are currently registered on a waiting list to receive the COVID-19 vaccine



25% will likely get the vaccine eventually but

prefer to wait until more evidence of safety and effectiveness is available

do not plan to receive it at all



year 2021 will be better than last year. (28% very optimistic, 43% somewhat optimistic)

71% of consumers are optimistic that the

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

As you know, many people make a ceremonial 'New Year's Resolution' each year, but don't often

prioritize and set in motion for yourself in 2021.

reason to believe maybe this year will be better than the last" -Counting Crows

20%

21%

Watching less cable

improving society

more of your time

to CHARITABLE

causes

more of your

609-452-5400

causes

time to SOCIAL

television news

18%

12%

14⁰/_n

Cancelling

traditional cable

television service

"...there's

PRIORITIES you are setting for yourself this year?

Concerning FINANCIAL MATTERS, which of these are GOALS AND

Saving money by preparing more meals at home rather than dining out	Paying down credit card debt at a faster rate	Exploring ways to improve your credit score	Better educating yourself on investment options	Helping educate younger members of your family on financial literacy	Shopping around for better options on insurance products	Worrying LESS about saving for the future and 'live for the moment' more often	Seeking the consultation of a financial advisor	Spoiling yourself with a large purchase you wouldn't otherwise make
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AND PRIORITIES you are setting for yourself this year? **42**% **42% 40%** 39% 35% 33% 29%

Thinking about HEALTH AND WELLNESS, which of these are GOALS

Improving the quality of your sleep	Going outside more often to appreciate nature	Consuming less sugar	Eating less processed foods	Making a conscious effort to manage stressful situations more effectively	Taking a small amount of time each day to disconnect, pause and reflect	Becoming better educated about your food choices	Consuming foods and beverages that are produced with a focus on environmental sustainability	Consuming less alcohol

30% 29% 21% 21%

Concerning your use of TECHNOLOGY, which of these are GOALS

AND PRIORITIES you are setting for yourself this year?

Taking more steps to increase your security online, such as adjusting privacy settings, or changing passwords	Spending LESS TIME on your mobile device	Becoming more 'tech fluent', such as learning additional skills and more efficient ways to use technology devices	Reading more paper- based (books, magazines, etc.) content, rather than online	Better manage which mobile apps you allow to track your physical location	Organizing your email inbox	Making your home 'smarter', by implementing devices such as digital thermostats, voice-activated devices or smart locks	Writing actual letters rather than sending e-mail messages		
Concerning matters of ENTERTAINMENT AND MEDIA CONSUMPTION, which of									

32% 30% 23% 22% 18%

these are GOALS AND PRIORITIES you are setting for yourself this year?

and information you consume	concerts, sporting events) as soon as they resume normal operations	new platforms or channels you didn't watch last year	(e.g. 'cutting the cord')	
•	which of these are GOALS Are yourself this year?	AND PRIORITIES		

Spending less time

'binge-watching'

television shows

Watching new

categories of

programming, on

attention to the

messages being

communicated

by elected

officials

Attending

entertainment

venues (movies,

you are cotting for your continue your r									
41%	36 %	32 %	30 %	22 %	21 %	19%	19%	14%	
Purchasing MORE products that are made in the USA-	Making purchases from small/local businesses more often	Purchasing LESS products that are made outside the United States	Purchasing MORE environmentally friendly products	Ordering products online and then using curbside or in- store pick-up options more	Using less single-serve plastics-	Purchasing MORE organic/ sustainably made products	Purchasing from more companies and brands that focus on social causes/	Relying LESS on online shopping	

Thinking about your SOCIAL ENGAGEMENT, which of these are GOALS AND PRIORITIES you are setting for yourself this year?									
33%	31%	26 %	26 %	21 %	21 %	21 %	15 %		
Taking more time	Working harder	Paying closer	Making	Making conscious	Becoming	Volunteering	Volunteering		

efforts to be

more sensitive

to matters of

GENDER equality

more actively

community

involved in your

BIG VILLAGE

often

conscious

efforts to be

more sensitive

RACIAL equality

to matters of

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

meaningful insights to your specific business questions.

data. This tool puts Big Village's data in your hands to uncover

to identify

true vs. false

statements

Taking more

to understand

points of view

your own

that differ from

time to verify the

accuracy of news

Spending less

time on social

media platforms



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