THE PULSE OF THE AMERICAN CONSU

How closely have you followed these news events of the PAST WEEK? Very Closely +/- = Change since last week Total Followed Closely

The latest updates regarding

COVID-19 vaccines **73%** -2%

The aftermath of the riots at the U.S. Capitol Building in Washington, DC **70%** -4%

The latest developments concerning COVID-19

infections and deaths in the United States **73%** -1%

37% -5%

42% -3%

The second impeachment of President Trump NEW 64% 39%

> The National Football League (NFL) playoffs NEW

36% 19%

The first Jeopardy! episodes featuring

Ken Jennings as guest host NEW 23% 11%

How concerned are you currently about these issues? Total Concerned Very Concerned +/- = Change since last week

The continuing impact of disinformation

and fake news on society **83%** +2%

50% +1%

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

77% -1% **44%** -5%

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

73% -1% **36%** -1%

Contracting the Coronavirus

41% no change

75% +3%

Matters related to racial equality in the United States

70% -1% 38% no change Your household's finances being negatively impacted as a result of the ongoing pandemic **72%** +4%

38% +2% The amount of time you need to wait

to receive the COVID-19 vaccine **57%** -3% **28%** -1%

Being able to go on vacation in 2021 as you would have before COVID-19 **56%** -3%

24% -3%

Violent protests in your state leading up to the

inauguration of the Biden Administration NEW 68% 35%



GOVID-19 & The vaccine

17%

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

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

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



restrictions were put in place due to COVID-19. As a result, many have had to spend far more time at home, with more daily usage of several types of items.

The United States will soon be closing in on 1 year since many business, school and travel

having to replace sooner/have you already replaced sooner as a direct result of increased home usage since the pandemic began?

As a consumer, which of the following do you anticipate

Small appliances such as

a coffeemaker, microwave or toaster oven

Television

Personal desktop/ laptop computer

Living room furniture, such as chairs or sofas

Bed/mattress

Office furniture, such as

a desk or computer chair

such as a stove/ oven, dishwasher bathroom fixtures

such as faucets

Tools/hardware

Outdoor grill

anticipate now waiting longer to replace/purchase due to decreased usage or need since the pandemic began?

On the other hand, which of the following categories do you

Clothes for social occasions

Car/motor vehicle

Shoes/footwear

Clothes for work

Luggage/travel

accessories

AS ONE ADMINISTRATION ENDS, ANOTHER BEGINS...

Party supplies

cosmetics

Fitness/workout clothing

Jewelry/fashion accessories

Sporting goods

Donald Trump presidency of the last 4 years favorably, while 56% [+5%] view it unfavorably. Only 25% [-4%], however, would consider voting for him should he run again in 2024, with an additional 13% [-2%] not sure. 40% of consumers feel more positive about companies that have spoken out and said they would pause political donations since the attacks on the U.S. Capitol building on January 6th, while 20% feel more negative. Another 40% said it does not

impact their feelings toward these companies.

As it reaches its conclusion, on a whole 44% [-5%] view the

Administration will have a positive impact on each of these key issues for the **United States?**

How optimistic are you that

the incoming Biden/Harris

Overall, 65% of the country is optimistic that the incoming Biden/Harris administration will have a positive impact on the standard of living for their

Education Healthcare **Racial equality Gender equality** Controlling the COVID-19 pandemic Foreign relations

The environment

30% 39% 40% 30% 42% 38% 38% 41% 37%

EXTREMELY/

VERY

SOMEWHAT

households (34% Extremely/ very, 31% somewhat).

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

68% 26% **68%** 30% 31% **68% 67**% 26% **65% 27**% **National security 65%** 36% **29% National employment** 64% 35% 28% The economy **64%** 35% 28% Policing/Criminal justice system 63% **35**% 28% 34% 28% An overall sense of cooperation 62% among United States citizens

OPTIMISTIC

(NET)

70%

69%

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

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CARAVANinfo@big-village.com

609-452-5400