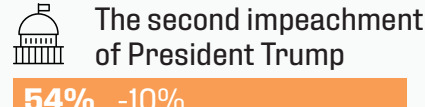
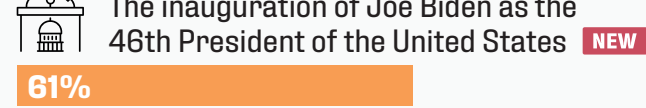
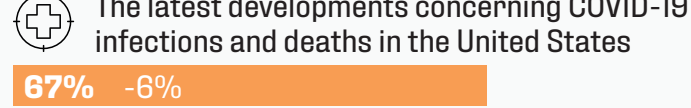
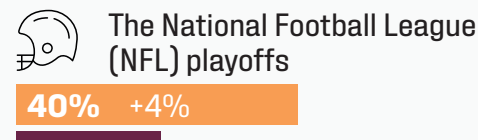
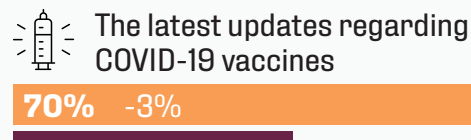


# THE PULSE OF THE AMERICAN CONSUMER

## CURRENT EVENTS

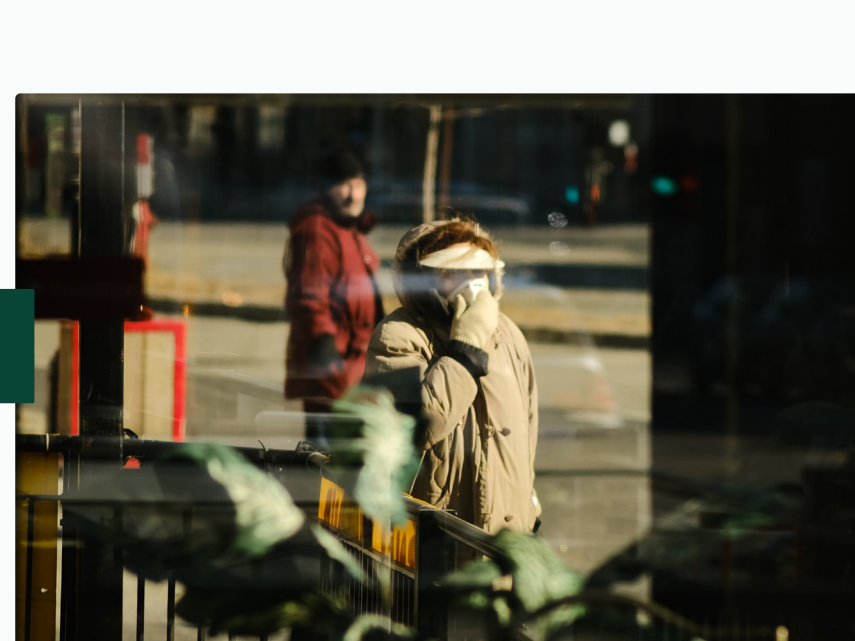
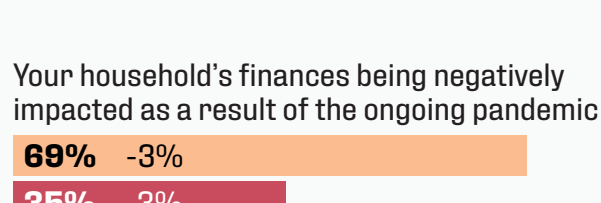
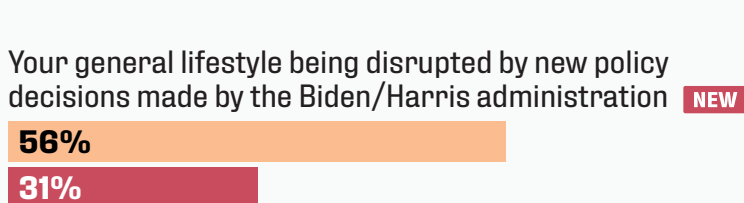
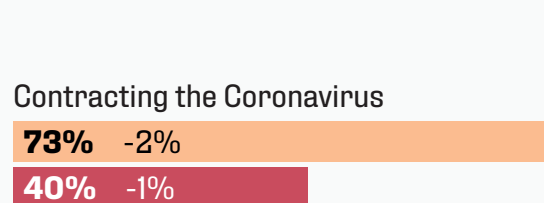
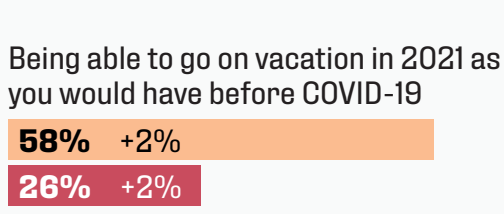
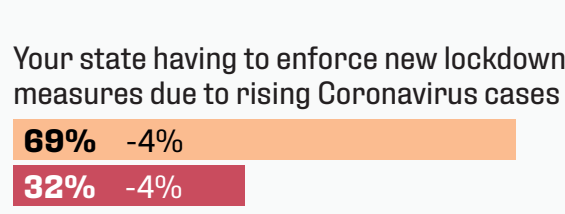
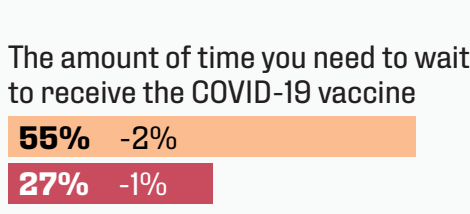
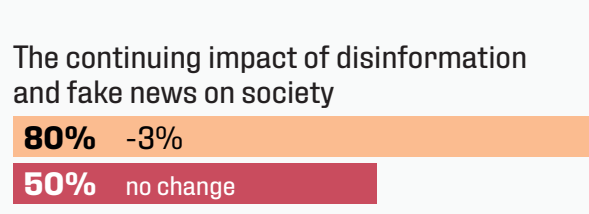
### How closely have you followed these news events of the PAST WEEK?

Key Total Followed Closely Very Closely +/- = Change since last week



### How concerned are you currently about these issues?

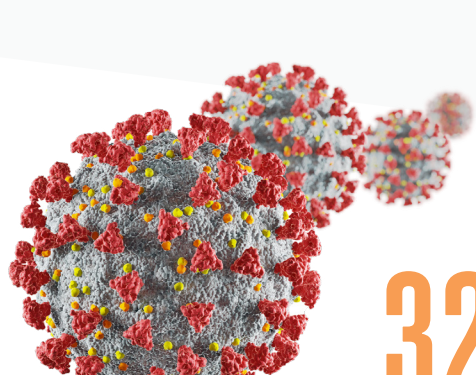
Key Total Concerned Very Concerned +/- = Change since last week



## COVID-19 & THE VACCINE

19%

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



32%

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

26%

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

82%

of American adults support President Biden's challenge to focus strongly on 'masking up' during his first 100 days in office.

59% of respondents indicate strong support for this initiative.



## AN INAUGURATION TO REMEMBER

### Beyond the actual swearing in, there have been other highly discussed topics. Which of the following have you engaged with on social media, viewed, followed, or discussed since Inauguration Day, January 20th?

50%

Senator Bernie Sanders' attendance and appearance at the inauguration

38%

Youth poet laureate Amanda Gorman's inaugural poem

24%

The prime-time television special, 'Celebrating America', which was hosted by Tom Hanks and featured several celebrity performances

Of those who viewed, followed, or discussed Amanda Gorman's inaugural poem since Inauguration Day, 56% watched it during the live broadcast, 40% have discussed it with family or friends, 31% have viewed it again since, 24% did an internet search to learn more about Amanda Gorman- while another 18% have read the full transcript. Viewers had strong emotional reactions to this poem- 66% indicated that it made them feel more hopeful, 49% felt emotional, and 41% had a feeling of confidence.

Of those who viewed, followed, or discussed Senator Bernie Sanders' attendance and appearance at inauguration, 44% have discussed it with family or friends. 44% interacted with posts about it on social media, with 12% creating their own post. 33% sent a meme to friends or family, with 8% creating their own meme of it.

78%

of American adults feel patriotic about the United States right now, compared to just



68%

two weeks ago following the events at the Capitol Building.

## THE SUPER BOWL

70%

of American adults intend to watch the Super Bowl this year

7%

plan to watch at friend or family member's house

53%

plan to watch in their own home

1%

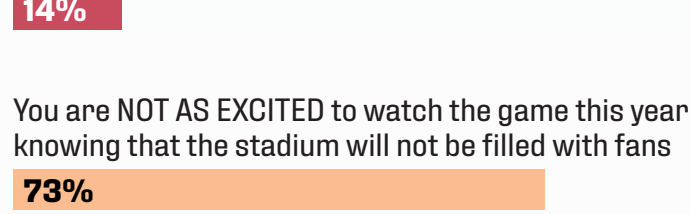
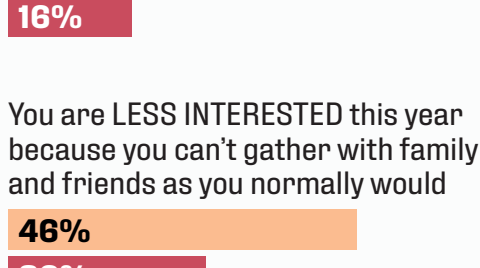
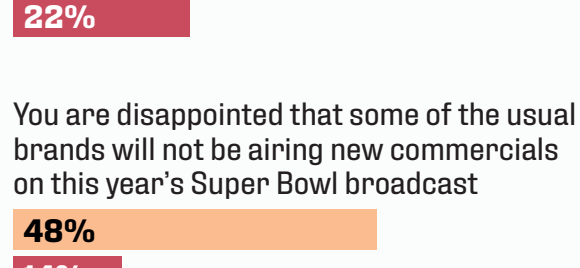
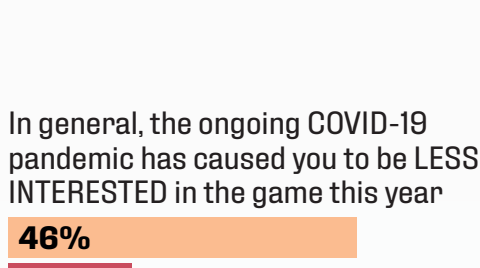
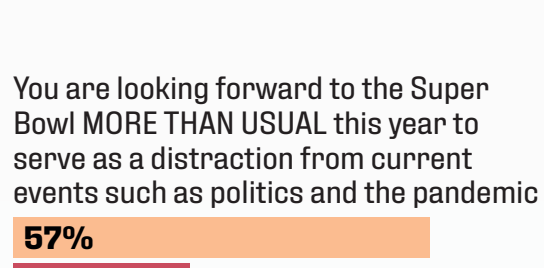
plan to watch at a bar/ restaurant setting.



### How much do you agree or disagree with these statements regarding this year's Super Bowl?

(Base = Plan to watch the Super Bowl)

Key Strongly/Somewhat Agree Strongly Agree



As you may know, CBS has the broadcast rights to this year's Super Bowl. Knowing this, what is the primary way that you plan to watch the Super Bowl on CBS this year?

(Base = Plan to watch the Super Bowl)

61%

On your local CBS affiliate via your cable/satellite subscription

14%

Streaming via CBS All Access/ CBSSports.com

24%

Via an over-the-air television antenna connection

1%

On whatever format the bar/ restaurant/establishment that I plan to go to uses

14%

of adults who intend to watch the Super Bowl this year plan on attending a Super Bowl party.

56%

of those who plan to watch the Super Bowl, but will not attend a Super Bowl party say that the COVID-19 pandemic has an impact on this decision

Of those who plan to watch the Super Bowl, 50% say that the game is their favorite part- 29% say it's the commercials, with another 21% most interested in the halftime show.



54%

of Adults who plan to watch the Super Bowl intend to comment on social media during the game

38% plan to use Facebook

25% will use Instagram

14% will use TikTok

8% will use TikTok

### 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.



609-452-5400  
CARAVANinfo@big-village.com

BIG VILLAGE CARAVAN®  
Omnibus Surveys

This Online CARAVAN® omnibus survey was conducted January 22-24, 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.