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

Very Closely +/- = Change since last week

The latest updates regarding

COVID-19 vaccines **70%** -3%

Total Followed Closely

38% -1%

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

67% -6% **36%** -1%

The second impeachment of President Trump

54% -10%

27% -12%

The National Football League (NFL) playoffs **40%** +4% +2%

The inauguration of Joe Biden as the 46th President of the United States NEW 61%

37%

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

80% -3% 50% no change

Your state having to enforce new lockdown measures due to rising Coronavirus cases **69%** -4%

32% -4%

40% -1%

Contracting the Coronavirus **73%** -2%

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

69% -3% **35%** -3%

to receive the COVID-19 vaccine **55%** -2%

The amount of time you need to wait

27% -1%

Being able to go on vacation in 2021 as you would have before COVID-19 **58%** +2%

26% +2%

Your general lifestyle being disrupted by new policy decisions made by the Biden/Harris administration NEW

56% 31%

COVID-19 & THE VACCIN

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



challenge to focus strongly on 'masking up' during his first 100 days in office.

of American adults support President Biden's

59% of respondents indicate

strong support for this initiative.



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%

attendance and appearance at the inauguration

Youth poet laureate Amanda Gorman's inaugural poem

'Celebrating America', which was hosted by Tom Hanks and featured several celebrity performances

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 Gormanwhile 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

Of those who viewed, followed, or discussed Amanda Gorman's inaugural

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.

the United States right now, compared to just

of American adults

feel patriotic about

two weeks ago following the events at the Capitol Building.

THE Super Bowl

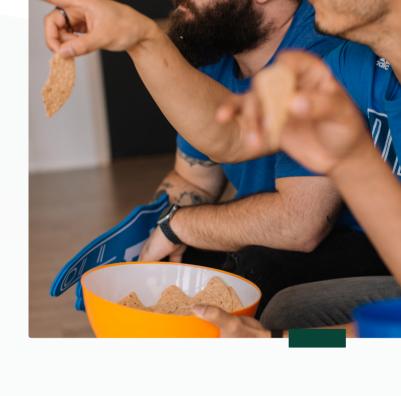
70% of American adults intend to watch the Super Bowl this year

53%

plan to watch in their own home

plan to watch at friend or family member's house

plan to watch at a bar/ restaurant setting.



You are looking forward to the Super

Strongly Agree

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

Bowl MORE THAN USUAL this year to

(Base = Plan to watch the Super Bowl)

Strongly/Somewhat Agree

serve as a distraction from current events such as politics and the pandemic **57%** 22%

You are disappointed that some of the usual brands will not be airing new commercials on this year's Super Bowl broadcast 48%

14%

You are NOT AS EXCITED to watch the game this year knowing that the stadium will not be filled with fans **73**%

40%

You are LESS INTERESTED this year because you can't gather with family and friends as you normally would

In general, the ongoing COVID-19 pandemic has caused you to be LESS

INTERESTED in the game this year

46% 26%

46%

16%

primary way that you plan to watch the Super Bowl on CBS this year? (Base = Plan to watch the Super Bowl)

As you may know, CBS

has the broadcast

this, what is the

rights to this year's **Super Bowl. Knowing**

antenna connection

Via an over-the-air television

On your local CBS affiliate via

your cable/satellite subscription

Streaming via CBS All Access/ CBSSports.com

that I plan to go to uses

On whatever format the bar/

restaurant/establishment

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

social media during the game

of Adults who plan to watch the

Super Bowl intend to comment on

8% will use TikTok

38% plan to use Facebook

25% will use Instagram

14% will use Twitter

Dig deeper with

COVID Dashboard.

The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve

meaningful insights to your specific business questions.

the Big Village Insights COVID-19: PULSE OF THE CONSUMER

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

This Online CARAVAN® omnibus survey was conducted

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

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.

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