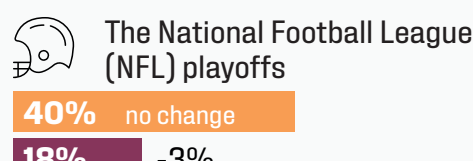
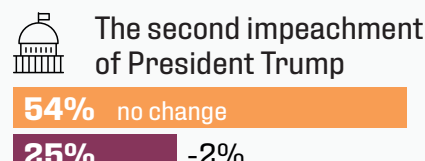
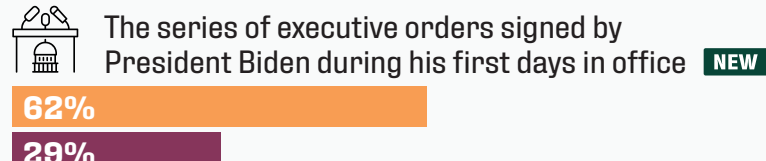
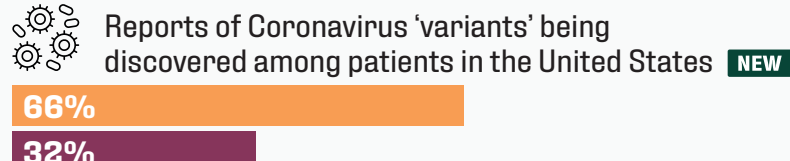
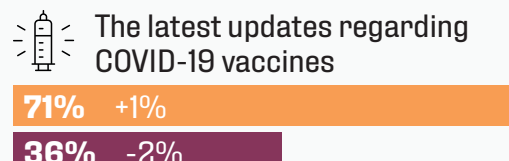


THE PULSE OF THE AMERICAN CONSUMER

CURRENT EVENTS

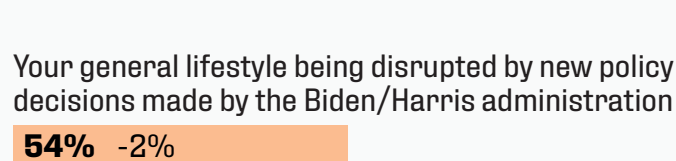
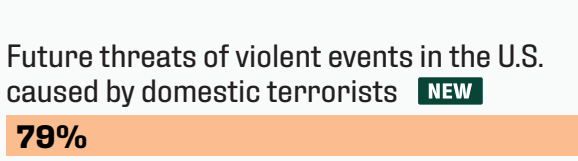
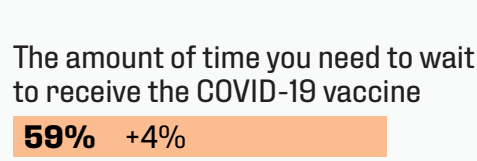
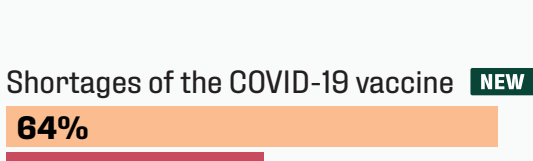
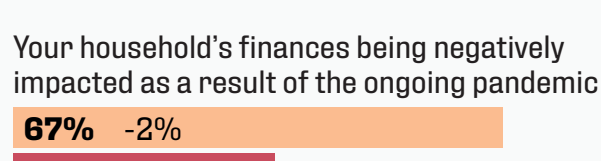
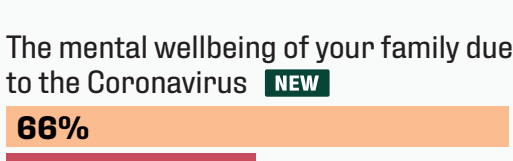
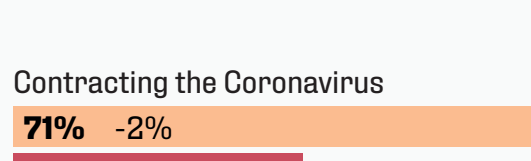
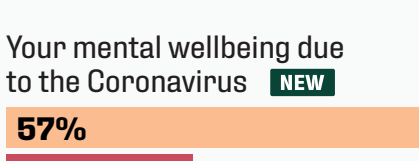
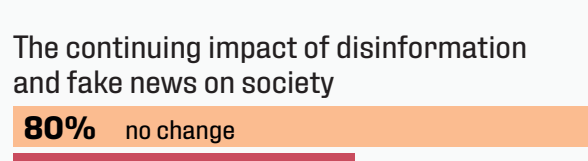
How closely have you followed these news events of the PAST WEEK?

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



How concerned are you currently about these issues?

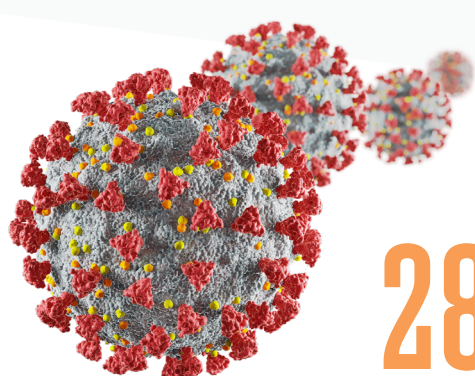
Key **Total Concerned** **Very Concerned** +/- = Change since last week



COVID-19 & THE VACCINE

24%

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



28%

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

83%

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.



Some medical experts are now recommending that people consider double-masking to help slow the spread of COVID-19.

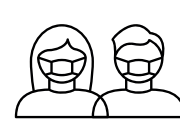
54%

of respondents are likely to consider doing this

43%

are not likely to do it

3%



portion of the population already wear more than one mask on a regular basis

Recent reports indicate it will likely be later in the summer or earlier in the fall before most Americans will have access to the COVID-19 vaccine. Knowing this, whether you actually use them or not, **which of these types of places/services would you be willing to go to or use now?**

Now, **thinking ahead** for when the COVID pandemic has been stabilized, whether you actually use them or not, **which of these types of places/services do you anticipate going to or using?**

Key **Now** **Thinking Ahead**

Stores (for in-store shopping)	61%	67%
Outdoor restaurants/ Dining establishments	39%	50%
Indoor restaurants/ Dining establishments	38%	58%
Staying at a hotel	30%	45%
Hair/nail salons/barbershops/tattoo/massage parlors	29%	42%
A large OUTSIDE event, such as a sporting event, concert or festival	20%	39%
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention	15%	31%
Movie theaters	23%	38%
Gyms/fitness centers	19%	27%
Flying on an airplane	18%	35%
Public transportation such as trains or buses	17%	24%
Leisure establishments such as bowling alleys and arcades	17%	30%
Bars/Clubs	14%	24%

THE SUPER BOWL

Who do you prefer to see win the Super Bowl next Sunday, February 7th?

37%



Kansas City Chiefs

28%



Tampa Bay Buccaneers

34%

No opinion

Which of the following statements best describes you regarding your preference to see the **Kansas City Chiefs** win the Super Bowl?

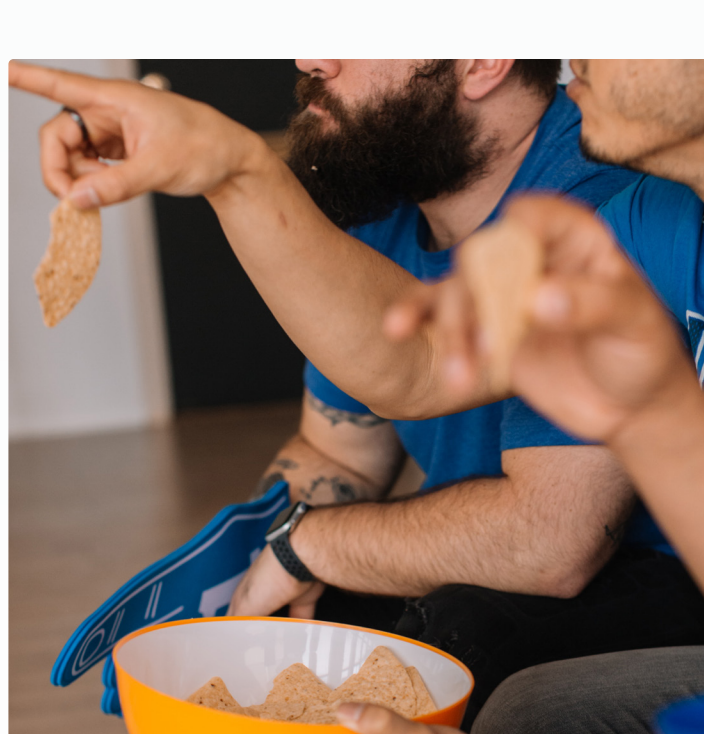
(Base = Prefer to See the Kansas City Chiefs Win The Super Bowl)

72%

Prefer to see the Kansas City Chiefs win

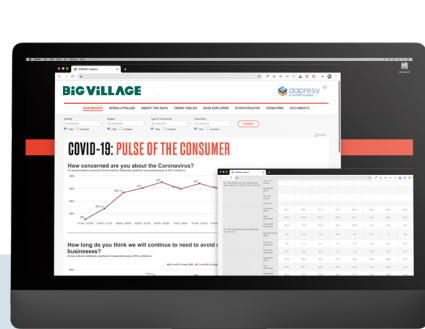
28%

Prefer to see Tom Brady lose



Dig deeper with the Big Village Insights COVID Dashboard.

The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform accessible 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 29-31, 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.