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

The latest updates regarding COVID-19 vaccines

**71%** +1% **36%** -2%

**32%** -4%

25%

The latest developments concerning COVID-19 infections and deaths in the United States **68%** +1%

The second impeachment of President Trump **54%** no change

The National Football League (NFL) playoffs

-2%

40% no change -3% 18%

Reports of Coronavirus 'variants' being discovered among patients in the United States **NEW** 66%

32% The series of executive orders signed by

President Biden during his first days in office NEW 62% 29%

 $\textcircled{\mathbb{E}}$ (\$) The unexpected spike of many stocks, Such as GameStop and AMC NEW 45% 19%

## 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% no change

**47%** -3%

Contracting the Coronavirus **71%** -2% **39%** -1%

**67%** -2%

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

**34%** -1% The amount of time you need to wait

to receive the COVID-19 vaccine **59%** +4% **27**% no change

Your general lifestyle being disrupted by new policy decisions made by the Biden/Harris administration **54%** -2%

**30%** -1%

Your mental wellbeing due to the Coronavirus **NEW 57**% 25%

The mental wellbeing of your family due to the Coronavirus **NEW** 66% 30%

Shortages of the COVID-19 vaccine **NEW** 64% 31%

Future threats of violent events in the U.S. caused by domestic terrorists **NEW 79**% 41%

have not received it yet but will as

soon as its available to them

GOVID-19 & The vaccine

of American adults have already

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

> 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

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.

of respondents are likely

to consider doing this

are not likely to do it



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?

Stores (for in-store shopping)

Outdoor restaurants/ Dining establishments

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?

Thinking Ahead Key **61% 67**% 200/ 50%

Outdoor restaurants/ Dining establishments	39%	50%
Indoor restaurants/ Dining establishments	38%	<b>58</b> %
Staying at a hotel	30%	<b>45</b> %
Hair/nail salons/barbershops/tattoo/ massage parlors	29%	<b>42</b> %
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%	<b>27</b> %
Flying on an airplane	18%	<b>35</b> %
Public transportation such as trains or buses	<b>17</b> %	24%
Leisure establishments such as bowling alleys and arcades	<b>17</b> %	30%
Bars/Clubs	14%	24%

THE SUPER BOV

28%

Who do you prefer to see win the Super Bowl

37% **Kansas City Chiefs** 

next Sunday, February 7th?

Buccaneers

No opinion

341/n

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**%

**Tampa Bay** 

Prefer to see the Kansas City Chiefs win

Prefer to see Tom Brady lose



the Big Village Insights

Dig deeper with

**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

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

including industry specific deep-dives and online behavioral

meaningful insights to your specific business questions.

COVID-19: PULSE OF THE CONSUMER

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**BIG VILLAGE** 

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.