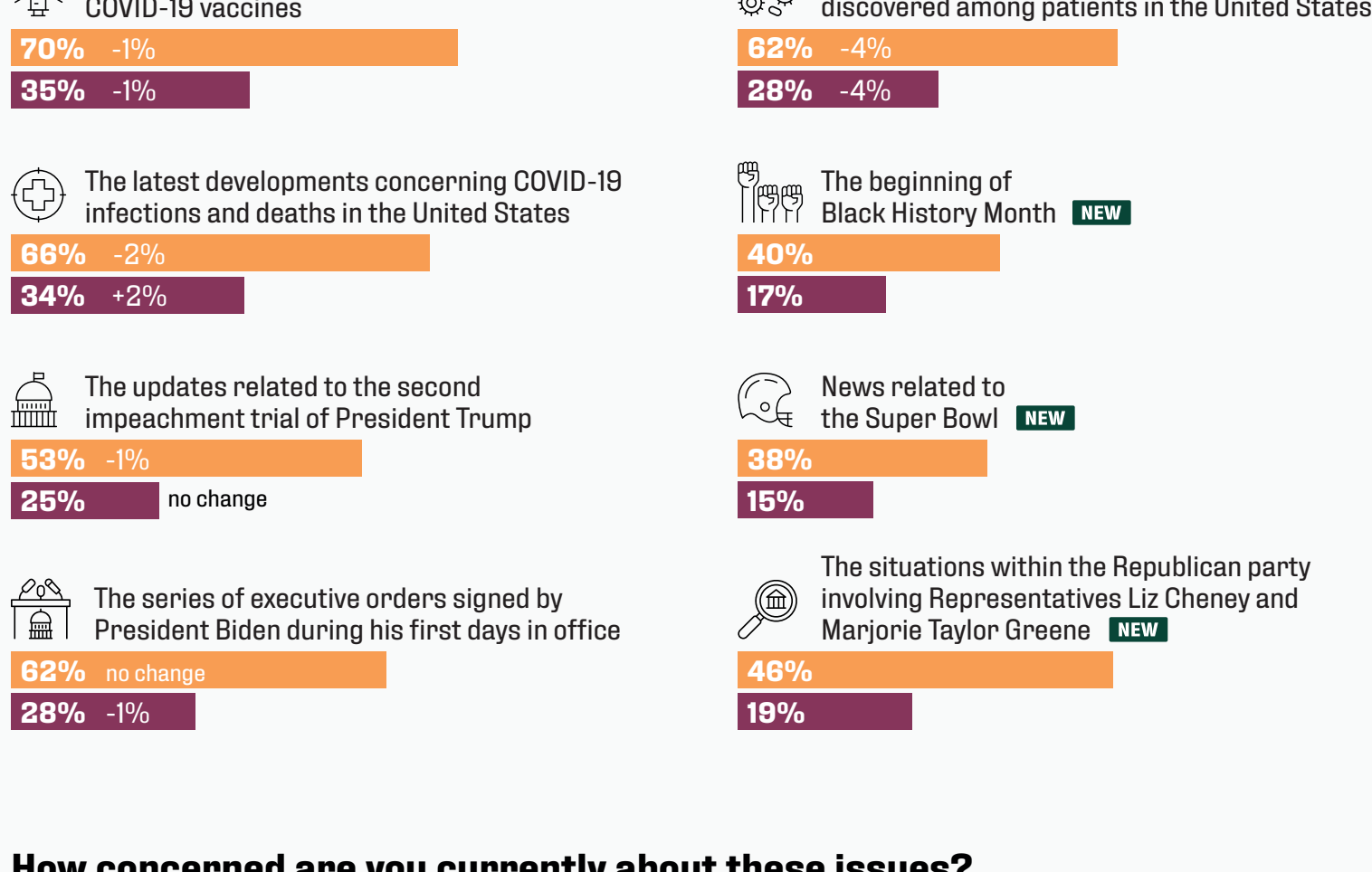


THE PULSE OF THE  
AMERICAN CONSUMERCURRENT  
EVENTS

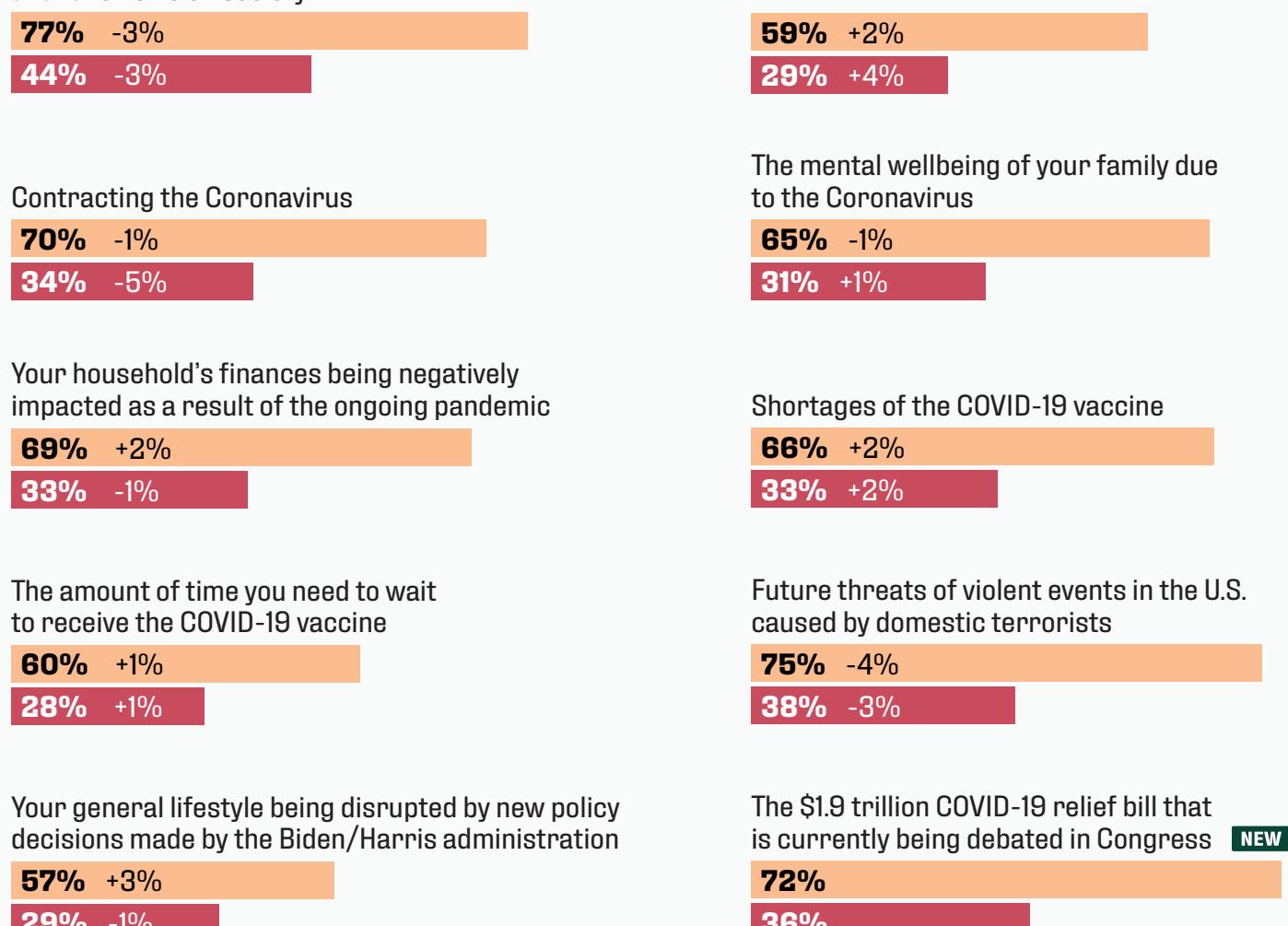
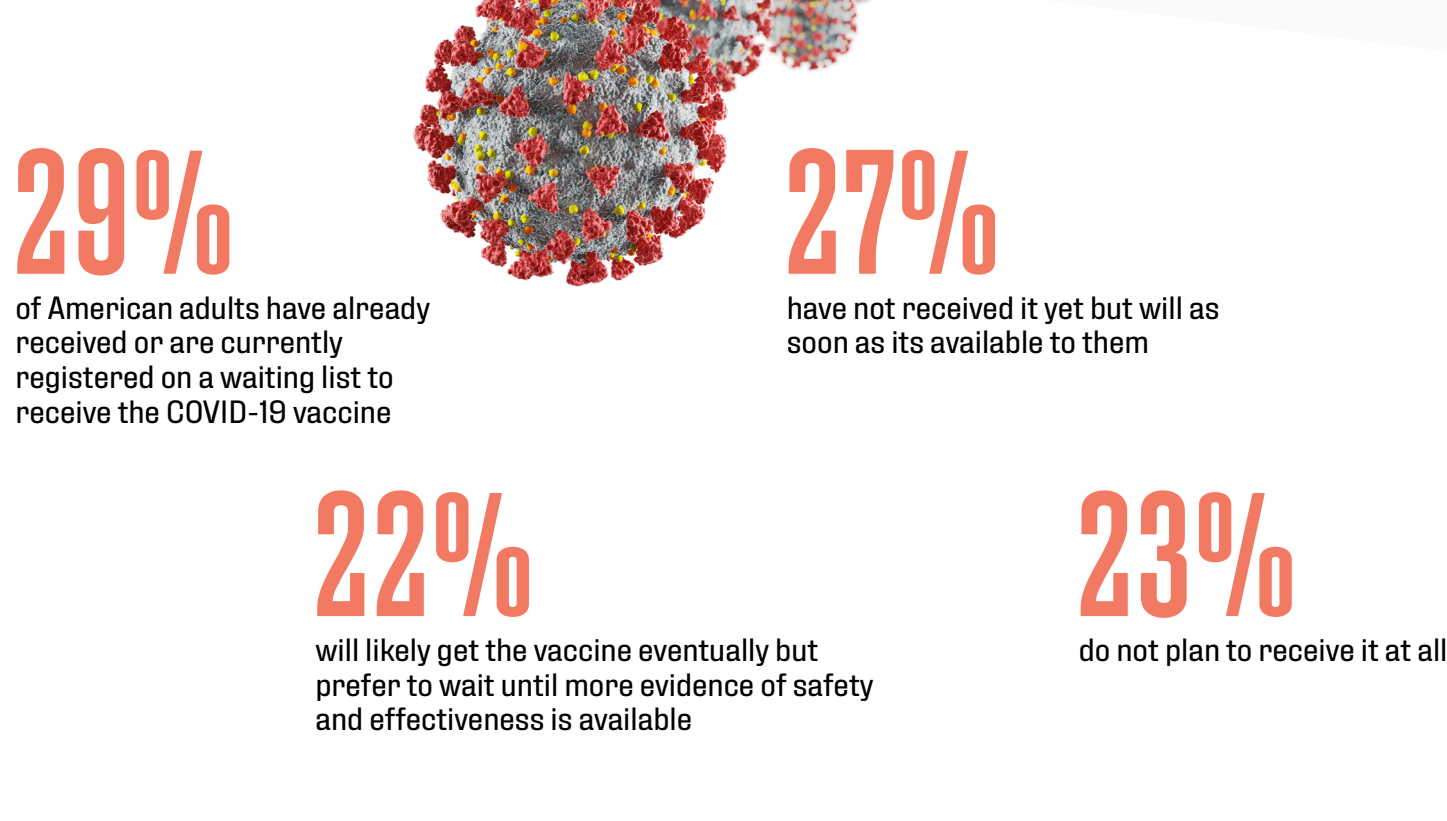
## How closely have you followed these news events of the PAST WEEK?

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

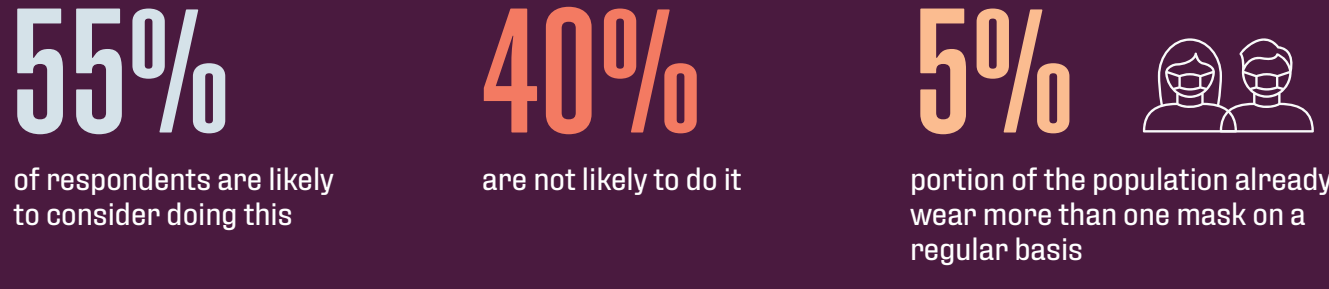


## How concerned are you currently about these issues?

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

COVID-19 &  
THE VACCINE

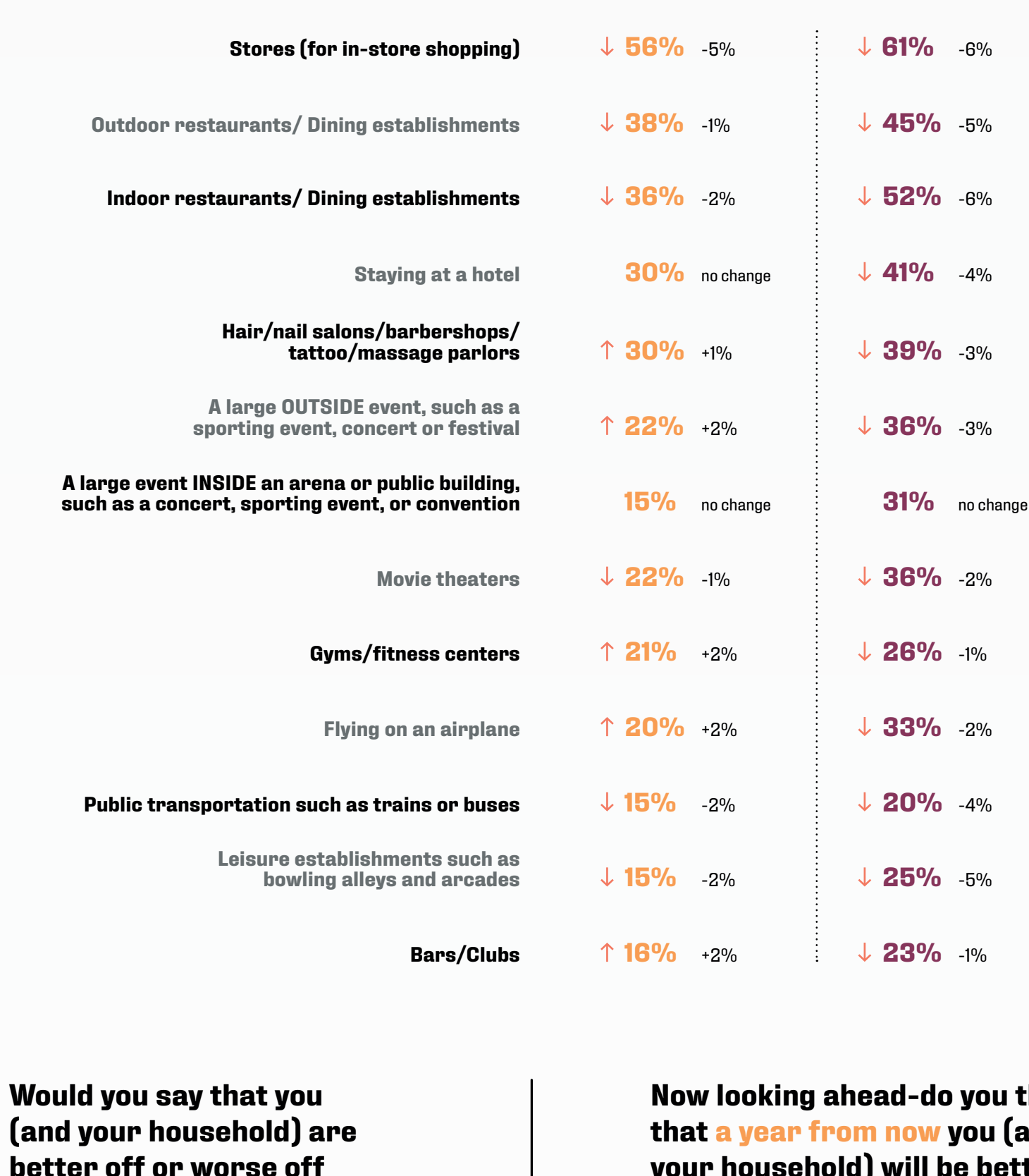
## Some medical experts are now recommending that people consider double-masking to help slow the spread of COVID-19.

CONSUMER CONFIDENCE/  
ECONOMIC OUTLOOK

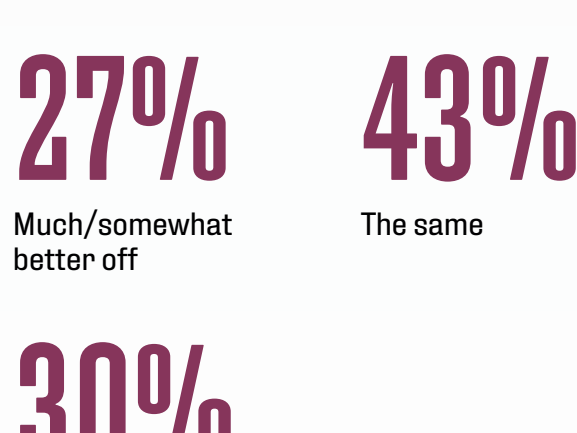
Recent reports indicate it will likely be later in the summer or earlier in the fall before most Americans will have access to the COVID-19 vaccine. Knowing this, whether you actually use them or not, which of these types of places/services would you be willing to go to or use **now**?

Now, **thinking ahead** for when the COVID pandemic has been stabilized, which of these types of places/services do you anticipate going to or using?

Key Now Thinking Ahead +/- = Change since last week



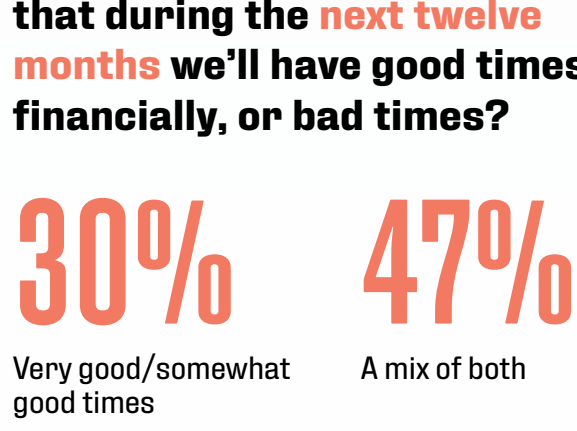
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



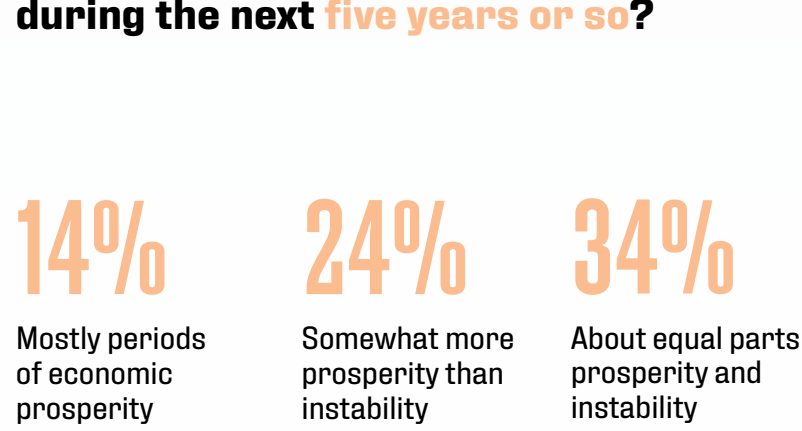
Now looking ahead-do you think that a year from now you (and your household) will be better off financially, worse off, or about the same as now?



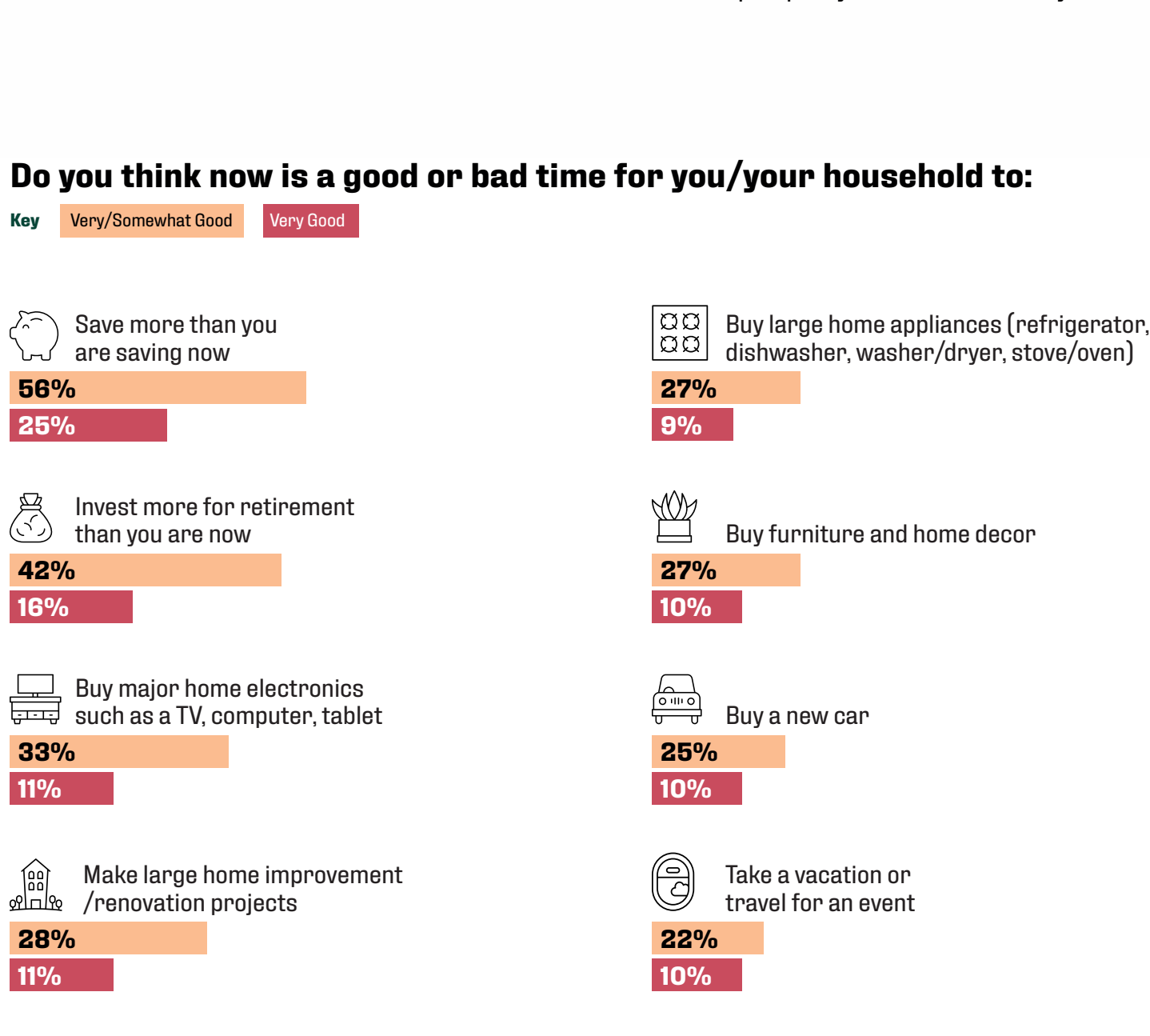
Now turning to business conditions in the United States as a whole - do you think that during the next twelve months we'll have good times financially, or bad times?



Looking ahead, which would you say is the most likely economic scenario for the United States during the next five years or so?



Do you think now is a good or bad time for you/your household to:



## INTRODUCING BIG VILLAGE'S CTV HIVE

We grabbed a virtual seat with our always-on CTV Hive community this weekend for real-time, qualitative feedback on ads running during the big game.

Results are in from our First Quarter Ad Poll and our #CTVhive viewers rate these as their top 4 #SuperBowlLV #Ads so far. What say you?



8 votes - 8 hours left  
6:24 PM - Feb 7, 2021 - Twitter Web App

Overheard just now: "This Michelob Ultra commercial was the best of the night for me so far." Will #Michelob pull out the overall ad victory by the time the game is over? #CTVhive #SuperBowlLV #Ads #LivewithViewers

8:05 PM - Feb 7, 2021 - Twitter Web App

Michelob ULTRA @MichelobULTRA - 13h  
Replying to @Engleinsight  
I think we could.

1 1 3

#Jeep utterly ran away with the Q4 Ad Poll, no one else even close. "Jeep hit me in the feels." "My favorite: the @Jeep ad when it said the ReUnited States of America. So important right now." #SuperBowlLV #Ads #LiveWithViewers

9:20 PM - Feb 7, 2021 - Twitter Web App

Stay tuned for our Best of #SuperBowlLV #Ad poll, @Miracle-Gro! You may just win it all. #LiveWithViewers

Miracle-Gro @MiracleGro - 12h  
Replying to @Engleinsight  
We are so glad you like it! #KeepGrowing 🌱

9:14 PM - Feb 7, 2021 - Twitter Web App

View Tweet activity

Miracle-Gro @MiracleGro - 11h  
Replying to @Engleinsight

Stand By Me ad bringing out all the feels. To a one, our viewers are telling stories of the first responders in their lives and honoring them alongside the NFL. "Definitely expecting to see a lot of more emotional ads like this one tonight. Great message." #SuperBowlLV #Ads

5:05 PM - Feb 7, 2021 - Twitter Web App

#RocketMortgage 🏠 winning lots of laughs. "Love Tracy Morgan! So funny. Great commercial for Rocket!" "I think I will grab my phone and order a house lol (Rocket Mortgage)." "That one was FUNNY." #SuperBowlLV #Ads #LiveWithViewers #CTV-Hives

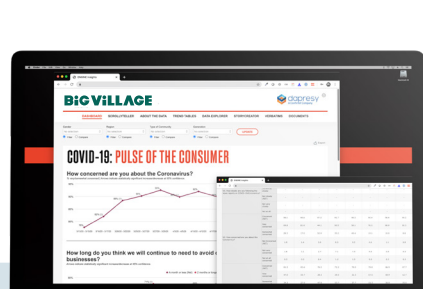
6:41 PM - Feb 7, 2021 - Twitter Web App

Big Village's CTV Hive is an always-on online community offering turnkey CTV viewer insight on advertising, products, and services, as well as rich audience understanding through video and photo diaries, guided storytelling and digital collaging.

For more information about Big Village's CTV Hive or to field your project, contact mediasolutions@big-village.com today!

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

BIGVILLAGE CARAVAN<sup>®</sup>  
Omnibus Surveys

This Online CARAVAN<sup>®</sup> omnibus survey was conducted February 5-7, 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.