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

The latest updates regarding COVID-19 vaccines **70%** -1%

The latest developments concerning COVID-19 infections and deaths in the United States **66%** -2% **34%** +2%

The updates related to the second impeachment trial of President Trump **53%** -1% no change 25%

The series of executive orders signed by 62% no change **28%** -1%

President Biden during his first days in office

Black History Month NEW 40% **17**% News related to the Super Bowl NEW

38%

The beginning of

**62%** -4%

-4%

15% The situations within the Republican party involving Representatives Liz Cheney and Marjorie Taylor Greene NEW 46% 19%

Reports of Coronavirus 'variants' being

discovered among patients in the United States

## How concerned are you currently about these issues? Very Concerned +/- = Change since last week Total Concerned

The continuing impact of disinformation and fake news on society

**77%** -3% **44%** -3%

Contracting the Coronavirus

**70%** -1% **34%** -5% Your household's finances being negatively impacted as a result of the ongoing pandemic **69%** +2%

**33%** -1% The amount of time you need to wait to receive the COVID-19 vaccine **60%** +1%

**28%** +1% Your general lifestyle being disrupted by new policy decisions made by the Biden/Harris administration **57%** +3%

**29%** -1%

The \$1.9 trillion COVID-19 relief bill that

**59%** +2% **29%** +4% The mental wellbeing of your family due to the Coronavirus

Your mental wellbeing due

to the Coronavirus

**65%** -1%

**31%** +1% Shortages of the COVID-19 vaccine **66%** +2% **33%** +2%

Future threats of violent events in the U.S. caused by domestic terrorists **75%** -4% **38%** -3%

is currently being debated in Congress NEW 72% 36%

have not received it yet but will as

soon as its available to them

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 respondents are likely are not likely to do it portion of the population already wear more than one mask on a

Some medical experts are now recommending that people consider

to consider doing this

double-masking to help slow the spread of COVID-19.

Now, thinking ahead for when the COVID pandemic has been

regular basis

stabilized, which of these types

of places/services do you

anticipate going to or using?

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)

CONSUMER CONFIDENCE/ ECONOMIC OUTLOOK

Recent reports indicate it will likely

be later in the summer or earlier in

Thinking Ahead +/- = Change since last week **↓ 56%** -5% **↓ 61%** -6% **↓ 38%** -1% **45%** -5% Outdoor restaurants/ Dining establishments **↓ 36%** -2% **↓ 52%** -6%

Indoor restaurants/ Dining establishments 30% no change **41%** Staying at a hotel -4% Hair/nail salons/barbershops/ **1 30%** +1% **39%** -3% tattoo/massage parlors A large OUTSIDE event, such as a **1 22%** +2% **36%** -3% sporting event, concert or festival A large event INSIDE an arena or public building, 31% **15**% such as a concert, sporting event, or convention no change no change **↓ 22%** -1% **↓ 36%** -2% **Movie theaters 21% 4 26%** -1% **Gyms/fitness centers** +2% **33%** -2% **1 20%** +2% Flying on an airplane **↓ 15% ↓ 20%** -4% Public transportation such as trains or buses -2% Leisure establishments such as **1 25%** -5% **↓ 15%** bowling alleys and arcades -2% **16%** +2% **↓ 23%** -1% **Bars/Clubs** 

financially than you were a year ago?

Would you say that you

better off or worse off

(and your household) are

Much/somewhat better off

Much/somewhat

worse off

The same

Now turning to business conditions in the United States as a whole - do you think

Very good/somewhat A mix of both good times

that during the next twelve

financially, or bad times?

months we'll have good times

Very bad/somewhat bad times

Very/Somewhat Good

**56%** 25%

11%

Save more than you are saving now

Very Good

Will be much/ Will be the same somewhat better off

Now looking ahead-do you think

your household) will be better off

that a year from now you (and

financially, worse off, or about

the same as now?

Will be much/ somewhat worse off

Looking ahead, which would you

say is the most likely economic

scenario for the United States during the next five years or so?

of economic prosperity

prosperity

Mostly periods

Somewhat more Mostly periods of economic instability than

Buy large home appliances (refrigerator,

dishwasher, washer/dryer, stove/oven)

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

**27**%

9%

10%

Somewhat more

prosperity than

instability

instability

About equal parts

prosperity and

instability

Invest more for retirement than you are now Buy furniture and home decor **27**%

**42**% 16% Buy major home electronics such as a TV, computer, tablet 33% 11% Make large home improvement /renovation projects 28%

Buy a new car 25% 10% Take a vacation or travel for an event 22% 10%

We grabbed a virtual seat with our always-on CTV Hive community

this weekend for real-time,

qualitative feedback on ads

INTRODUCING BIG VILLAGE'S CTV HIVE

running during the

big game.

Results are in from our First Quarter Ad Poll and our #CTVHive viewers rate these as their top 4 0 #SuperBowILV #Ads so far. What say you? Miracle-Gro 🕗 @MiracleGro · 11h M&M Apologies 62.5% Replying to @EngineInsight

Doritos w Matthew M 12.5% McDonalds Car Singing GM w Will Ferrell 25% 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 #SuperBowl #Ads #LivewithViewers 8:05 PM · Feb 7, 2021 · Twitter Web App ٺ Michelob ULTRA 🤣 @Michelob ULTRA · 13h Replying to @EngineInsight I think we could.  $\bigcirc$  1 1 1 ₾

#LiveWithViewers 9:20 PM · Feb 7, 2021 · Twitter Web App

diaries, guided storytelling and digital collaging.

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

meaningful insights to your specific business questions.

So important right now." #SuperBowl #Ads

#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.

Miracle-Gro 🐶 @MiracleGro · 12h Replying to @EngineInsight We are so glad you like it! #KeepGrowing 🐲 🔅 9:14 PM · Feb 7, 2021 · Twitter Web App | View Tweet activity

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Stay tuned for our Best of #SuperBowl #Ad poll, @Miracle

-Gro! You may just win it all. #LiveWithViewers

 $\Box$ 

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 of 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 #CTVHives 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

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

the Big Village Insights **COVID** Dashboard.

Dig deeper with COVID-19: PULSE OF THE CONSUMER platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral

CARAVANinfo@big-village.com

609-452-5400

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.

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

advertising, products, and services, as well as rich audience understanding through video and photo

**BIGVILLAGE** 

This Online CARAVAN® omnibus survey was conducted