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 70% no change 35% no change

The latest developments concerning COVID-19 infections and deaths in the United States **65%** -1% **30%** -4%

Reports of Coronavirus 'variants' being discovered among patients in the United States

27% -1%

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

The impact of disinformation

and fake news on society **78%** +1% **49%** +5%

Contracting the Coronavirus

58% -2%

25% -4%

69% -1% **36%** +2% Your household's finances being negatively

impacted as a result of the ongoing pandemic

66% -3% **32%** -1% The amount of time you need to wait

26% -2% Your general lifestyle being disrupted by new policy decisions made by the Biden/Harris administration **51%** -6%

Your mental wellbeing due to the Coronavirus **60%** +1% **26%** -3%

The mental wellbeing of your family due to the Coronavirus **66%** +1% **29%** -2%

Shortages of the COVID-19 vaccine

The second impeachment trial

The series of executive orders signed by

President Biden during his first days in office

of President Trump

-2%

51% -2% 23%

60% -2%

27% -1%

64% -2% 33% no change Future threats of violent events in the U.S.

caused by domestic terrorists **77%** +2% 38% no change

The \$1.9 trillion COVID-19 relief bill that is currently being debated in Congress **73%** +1%

35% -1%

The final outcome of President Trump's impeachment trial **NEW 47**%

21%

have not received it yet but will as

soon as its available to them

SUMER CONFIDENCE, NOMIC OUTLOOK

(48)

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

> Now, thinking ahead for when the COVID pandemic has been stabilized, which of these types

do not plan to receive it at all

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)

Recent reports indicate it will likely

of places/services do you anticipate going to or using? Thinking Ahead +/- = Change since last week

1 64% +8% **1 68%** +7% **1 45%** +7% **1 53%** +8% Outdoor restaurants/ Dining establishments **1 59%** +7% Indoor restaurants/ Dining establishments **1 39%** +3% **1 34%** +4% **47%** +6% Staying at a hotel Hair/nail salons/barbershops/ **1 46%** +7% **1 37%** +7% tattoo/massage parlors A large OUTSIDE event, such as a **1 25%** +3% **144%** +8% sporting event, concert or festival A large event INSIDE an arena or public building, **1 37%** +6% **16%** such as a concert, sporting event, or convention **1 45%** +9% **Movie theaters 1 24%** +2% **1 22%** +1% **131% Gyms/fitness centers** +5% **1 24%** +4% **138%** +5% Flying on an airplane **1 26%** +6% **18%** Public transportation such as trains or buses +3% Leisure establishments such as **133%** +8% **18%** bowling alleys and arcades +3% **17% 1 28%** +5% **Bars/Clubs**

+/- = Change since last week

+/- = Change since last week

better off or worse off financially than you were a year ago?

Would you say that you

(and your household) are

Much/somewhat better off

The same

Now turning to business

Much/somewhat

worse off

that during the next twelve months we'll have good times financially, or bad times?

conditions in the United States

as a whole - do you think

good times

Very bad/somewhat

Very good/somewhat

bad times

the same as now? Will be much/ Will be the same

Now looking ahead-do you think that a year from now you (and

your household) will be better off

financially, worse off, or about

somewhat better off

Will be much/ somewhat worse off

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

Looking ahead, which would you

say is the most likely economic

Mostly periods of economic prosperity

Somewhat more instability than

prosperity

26% -1%

-1%

8%

8%

Mostly periods

of economic

Somewhat more

prosperity than

instability

About equal parts

prosperity and

instability

instability

Do you think now is a good or bad time for you/your household to: Very Good +/- = Change since last week Very/Somewhat Good

A mix of both

25% no change Invest more for retirement

43% +1% **15%** -1% Buy major home electronics such as a TV, computer, tablet **31%** -2%

+1%

than you are now

Save more than you

are saving now

56% no change

12%

Make large home improvement /renovation projects **26%** -2% 8% -3%

ASSANDRA

by **BiG VillAGE**

Buy furniture and home decor **28%** +1% 8% -2% Buy a new car **27**%

Buy large home appliances (refrigerator,

dishwasher, washer/dryer, stove/oven)

travel for an event 23% +1% 8% -2%

+2%

-2%

Take a vacation or

I feel like I too want to travel but I'm subconscious of getting sick. I think right now in my life, I feel like it's just not the right time for me to be traveling,

When I was young, my family traveled a lot. So I feel like I've already been to a lot of places. So I don't feel like an urgent need to go somewhere.

THOUGHTS ON SHOPPING

AND TRAVEL FROM GEN Z.

I'm not used to traveling much and I don't really have an urge to I like staying home almost all the travel right away. Honestly, time, even before the pandemic. I'm okay with just traveling So that's really why I don't have a within my own city.

especially as a student. Even over the summer, I plan on taking classes and

internships. I feel like I probably wouldn't just because it's not for me.

Akriti, 16, New York

bucket for where I want to go.

Ikram, 18, Chicago

I definitely shopped more online I feel like I've done even less shopping now that I'm at home because of the fact that I just don't want to have to deal with going out

> lines. Having to prep myself because when I come home, I have to sanitize properly. Obviously, that's something you do all the time. But now

> > sure you're good.

and waiting for those long

with the pandemic, you have

to clean everything and make

Sabida, 20, New York

Sabida, 20, New York



FRAVELING

since the pandemic. I don't feel like it was even intentional. It's not like I was trying to avoid stores at that point. I started shopping more online and then it was just hard to stop at that point. It's just real. I need this too and I need this too. And I think it's just how easy it is. the purchases you make.

SHOPPING

You don't give much thought until Ikram, 18, Chicago

moment—albeit digitally and virtually—seeking out the cultural

signals that will help brands understand what they need to do right now and learn what they need to do to prepare during this unprecedented time and for the future.

COVID-19: PULSE OF THE CONSUMER

At **Cassandra**, we are constantly in the field talking to young consumers and observing their habits and behaviors to help brands See Tomorrow™. We're still in the field at this critical

BIG VILLAGE

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This Online CARAVAN® omnibus survey was conducted February 12-14, 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.

Dig deeper with

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

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

meaningful insights to your specific business questions.

the Big Village Insights **COVID** Dashboard. platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral