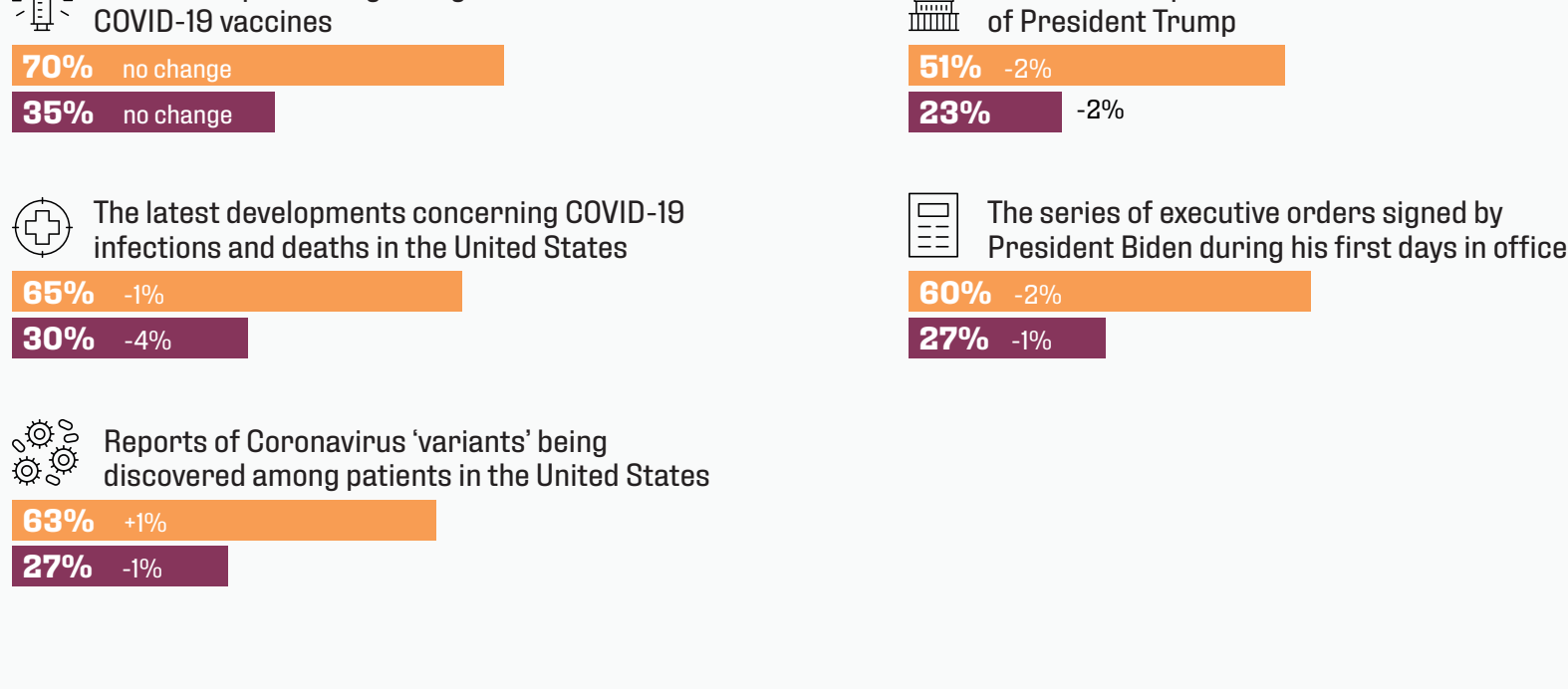


THE PULSE OF THE AMERICAN CONSUMER

CURRENT EVENTS

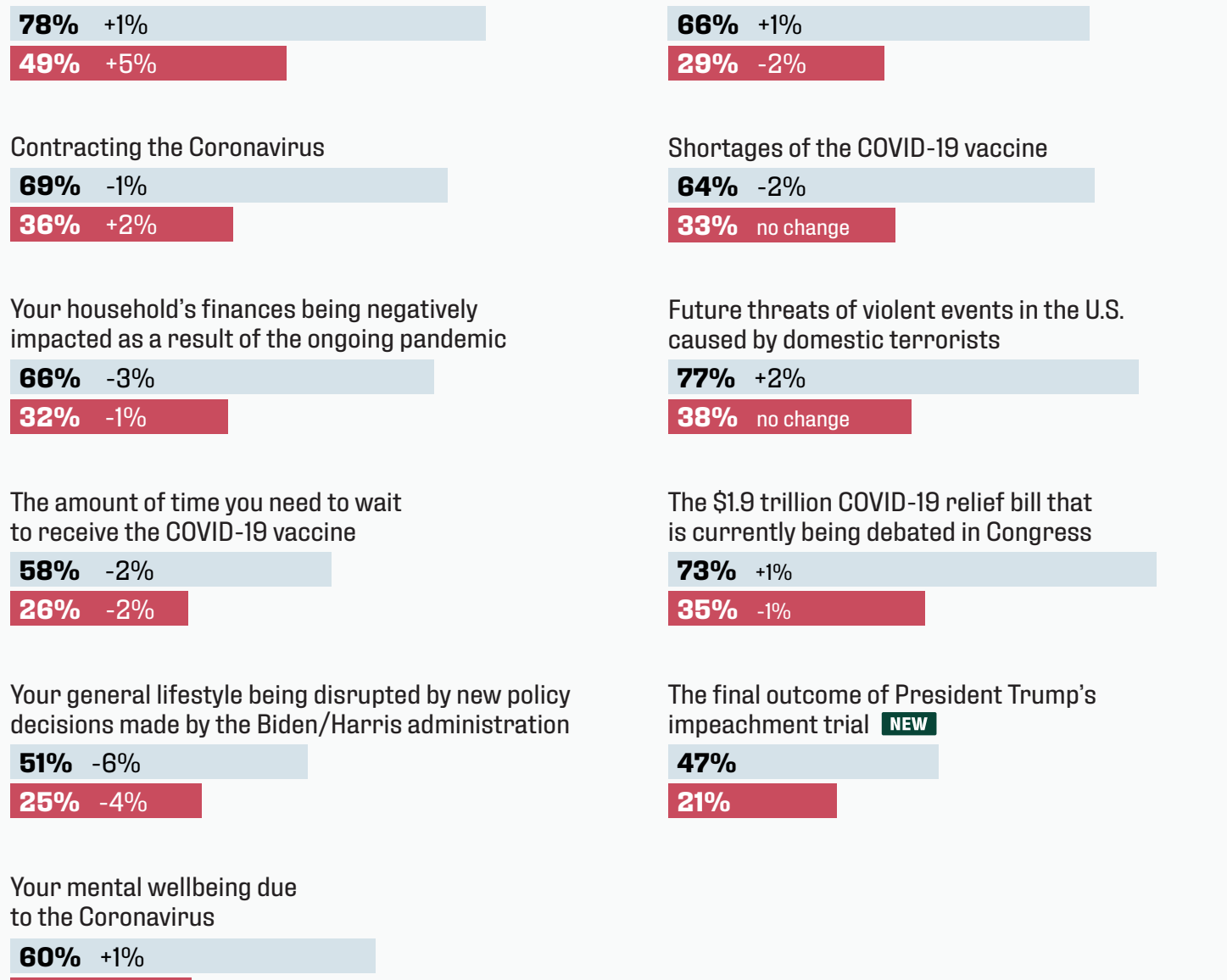
How closely have you followed these news events of the PAST WEEK?

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

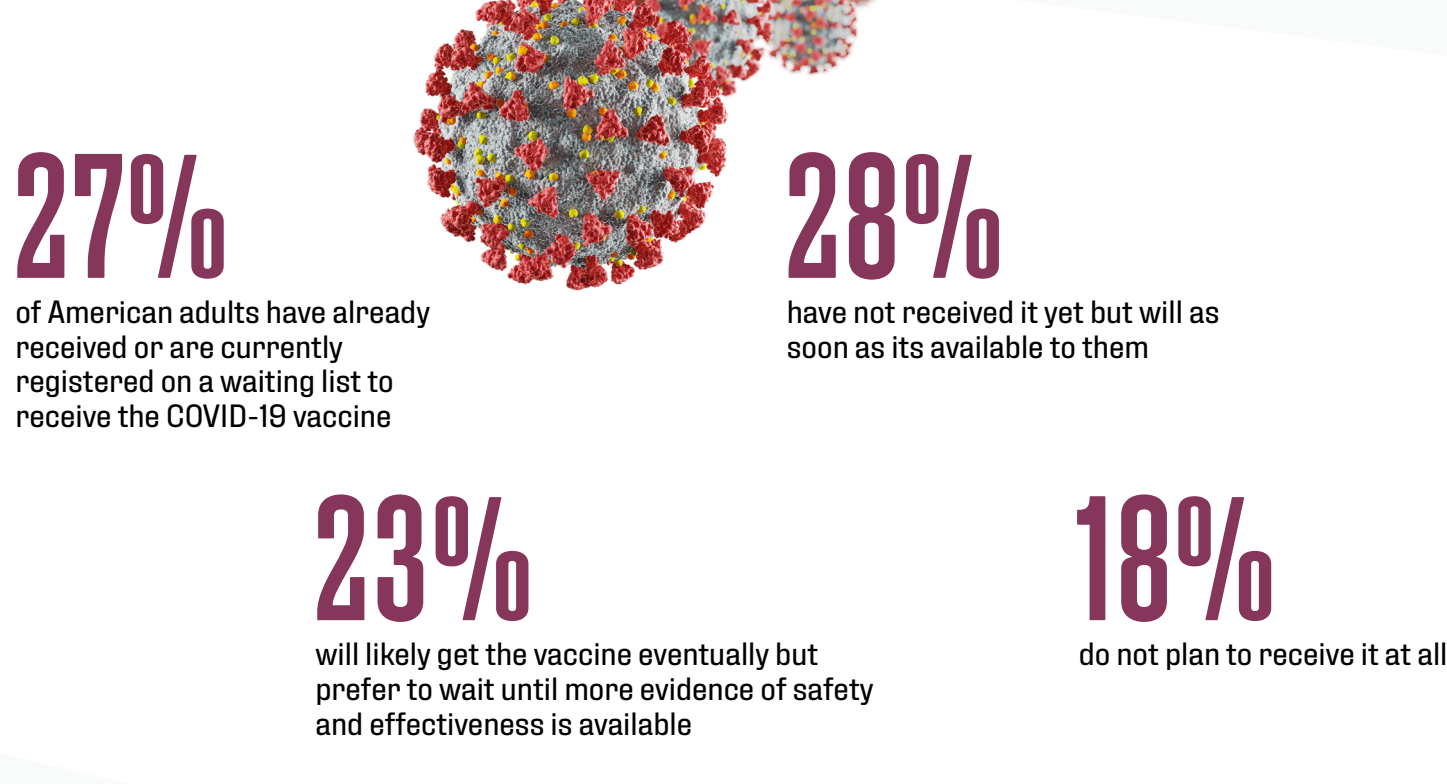


How concerned are you currently about these issues?

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



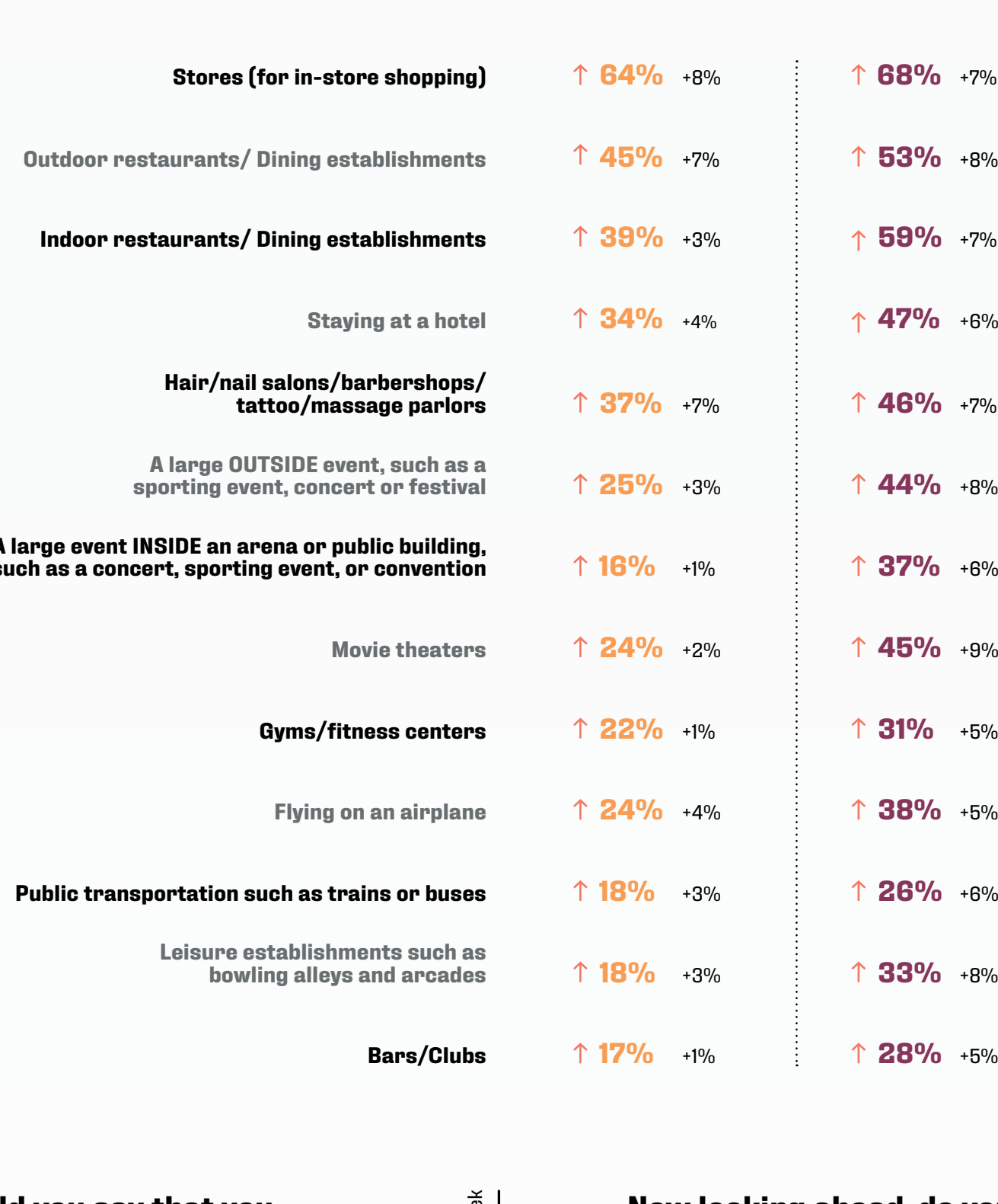
COVID-19 & THE VACCINE



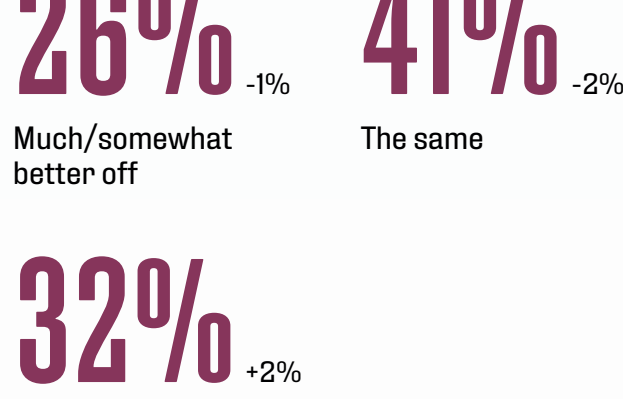
CONSUMER CONFIDENCE/ ECONOMIC OUTLOOK

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**?

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



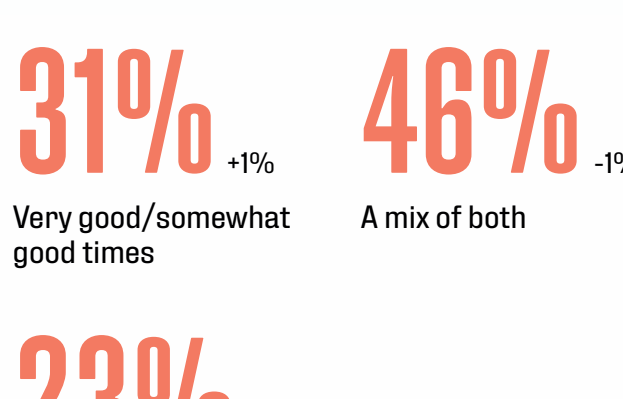
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



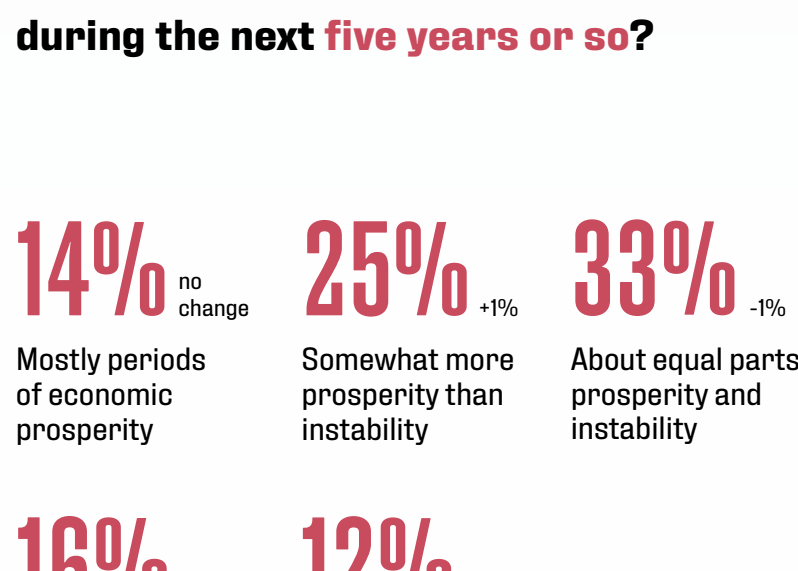
Now looking ahead-do you think that a year from now you (and your household) will be better off financially, worse off, or about the same as now?



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?

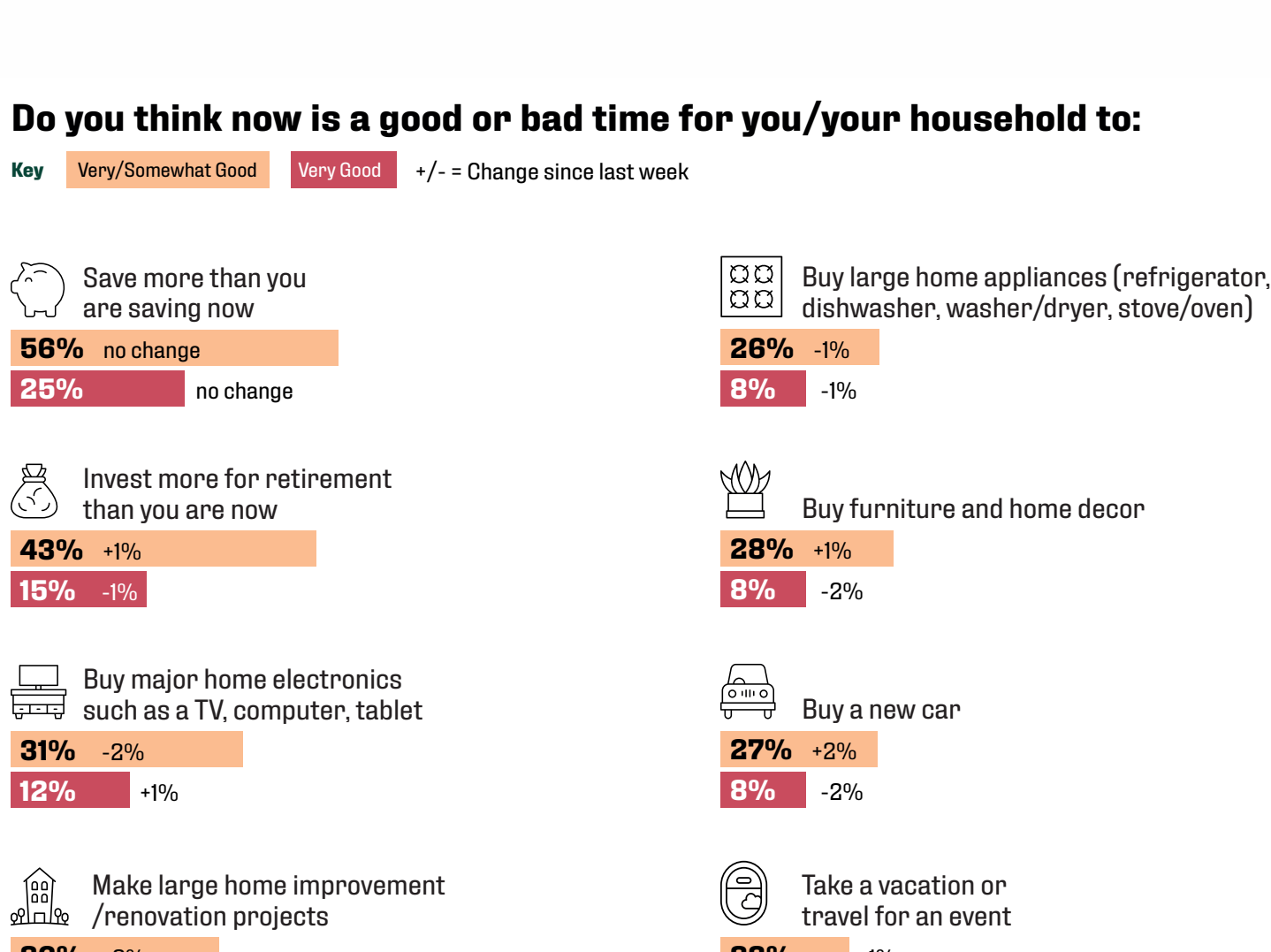


Looking ahead, which would you say is the most likely economic scenario for the United States during the next five years or so?



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

Key Very/Somewhat Good Very Good +/- = Change since last week



CASSANDRA

by **BIG VILLAGE**

THOUGHTS ON SHOPPING AND TRAVEL FROM GEN Z.

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, 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.

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.

Ikram, 18, Chicago

I I'm not used to traveling much and **I like staying home** almost all the time, even before the pandemic. So that's really why I don't have a bucket for where I want to go.

Akriti, 16, New York

I I definitely **shopped more online 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. You don't give much thought until the purchases you make.

Ikram, 18, Chicago

I I don't really have an urge to travel right away. Honestly, I'm okay with just traveling within my own city.

Sabida, 20, New York

I 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 and waiting for those long 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 that's something you have to clean everything and make sure you're good.

Sabida, 20, New York

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 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.**

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

BIG VILLAGE **CARAVAN**
Omnibus Surveys

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.