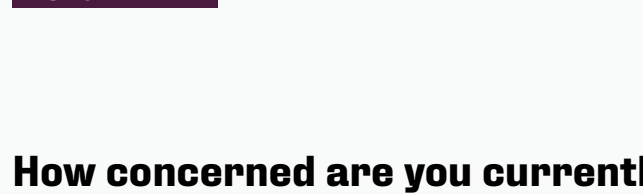
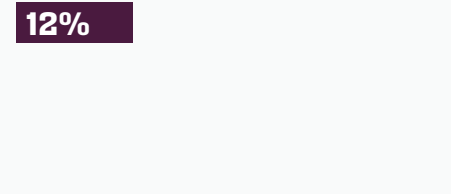
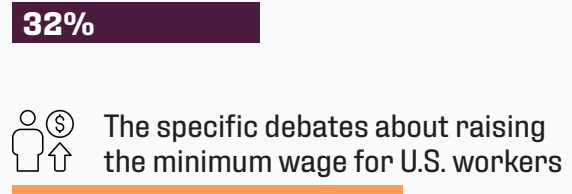
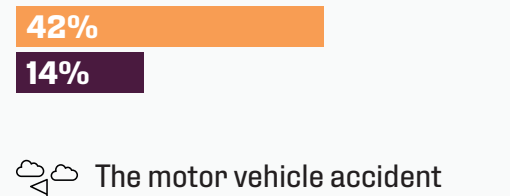
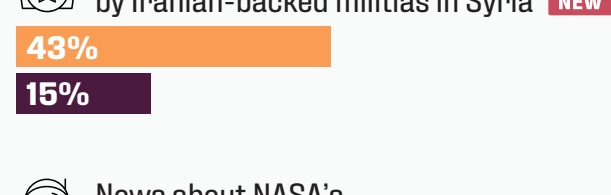
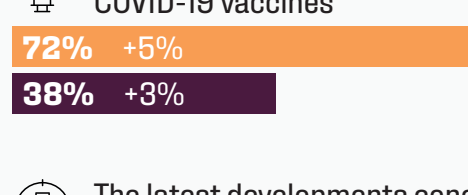


THE PULSE OF THE  
AMERICAN CONSUMERCURRENT  
EVENTS

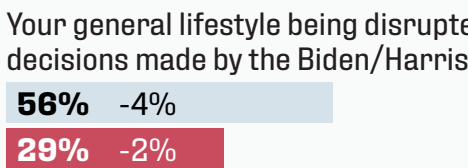
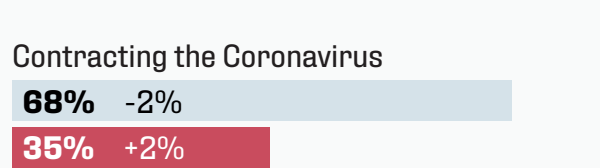
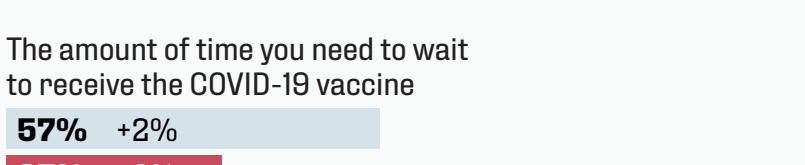
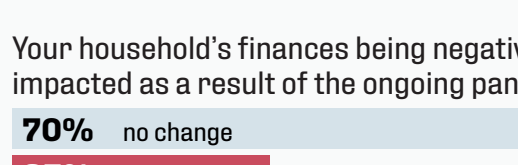
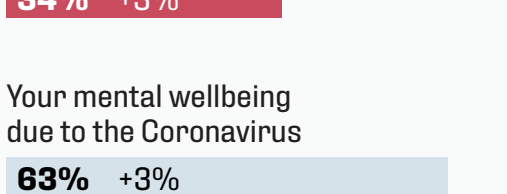
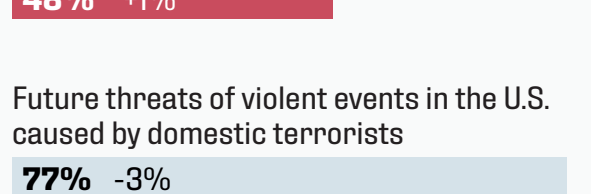
## How closely have you followed these news events of the PAST WEEK?

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



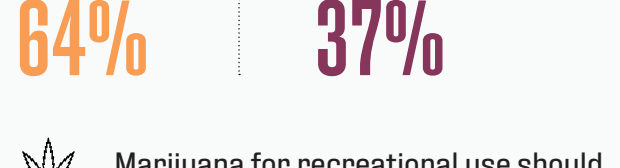
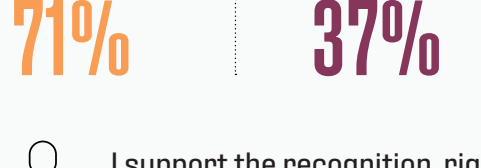
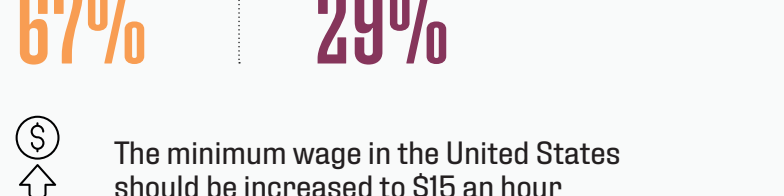
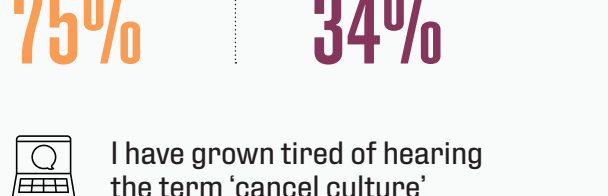
## How concerned are you currently about these issues?

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



## Below are several topics that have been discussed and debated a lot recently. To what extent do you agree or disagree with each statement related to them?

Key Agree Strongly Agree

COVID-19 &  
THE VACCINE

32%

of American adults have already received or are currently registered on a waiting list to receive the COVID-19 vaccine

24%

have not received it yet but will as soon as its available to them

21%

will likely get the vaccine eventually but prefer to wait until more evidence of safety and effectiveness is available

23%

do not plan to receive it at all

This week, it was announced that the Johnson & Johnson single-dose coronavirus vaccine will soon be available in the U.S. Knowing this, **66%** of American adults feel more confident (**29%** much more, **37%** somewhat more) that life will 'return closer to normal' sooner than they previously expected.

A GLANCE AT THE  
CONSUMER CONFIDENCE/  
ECONOMIC OUTLOOK

Though more and more Americans are getting vaccinated for COVID-19, **58%** (up 1%) of respondents think we will need to continue avoiding crowds and restricting access to places such as schools and businesses for up to 6 months or longer.

An increasing number of states are allowing for increased capacity at places that have been closed or limited to the public. At what capacity level would you feel comfortable attending each of these types of venues today? \*MEAN SUMMARY

46.6%

An outdoor arena, such as a baseball, football, or soccer stadium

37.1%

An indoor arena, such as those used for basketball, hockey, or concerts

41.2%

An indoor restaurant/bar/club

35.7%

A movie theatre

37.4%

An indoor recreational space, such as an arcade or bowling alley

34.8%

A smaller indoor theater, such as those used for plays or comedy shows

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

26% no change

Much/somewhat better off

43% +2%

The same

30% -2%

Much/somewhat worse off

+/- = Change since 2 weeks 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?

47% +1%

Will be much/somewhat better off

41% +1%

Will be the same

12% -2%

Will be much/somewhat worse off

+/- = Change since 2 weeks ago

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?

31% no change

Very good/somewhat good times

50% +4%

A mix of both

19% -4%

Very bad/somewhat 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?

14% no change

Mostly periods of economic prosperity

27% +2%

Somewhat more prosperity than instability

33% no change

About equal parts prosperity and instability

16% no change

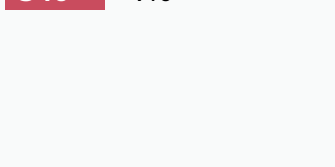
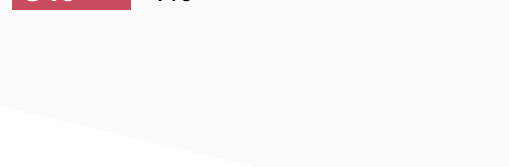
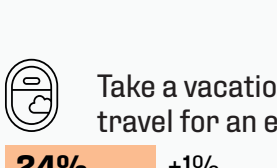
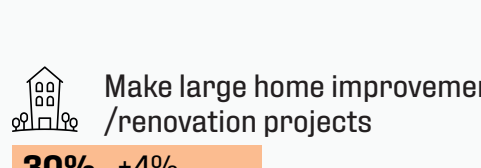
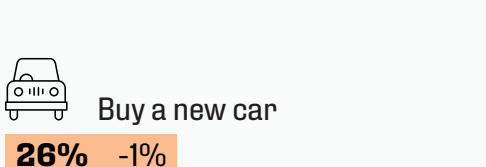
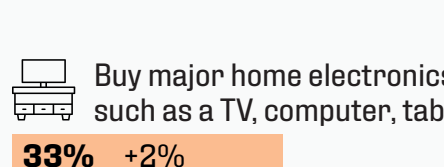
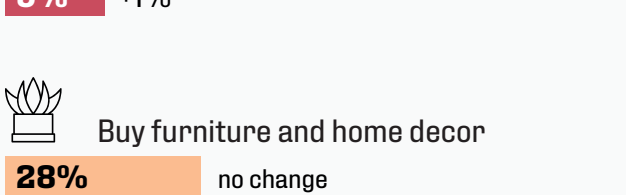
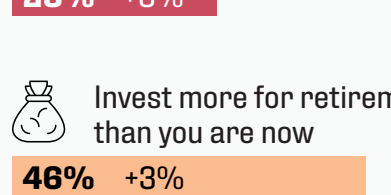
Somewhat more instability than prosperity

10% -2%

Mostly periods of economic instability

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

Key Very/Somewhat Good Very Good +/- = Change since 2 weeks ago

A GLANCE AT THE  
PRESIDENCY...

## How much do you approve or disapprove of the job President Biden is doing?

+/- = Change since last week

\*Among general population American adults

52% +2%

Approve

21% +1%

Neither approve nor disapprove

27% -3%

Disapprove

+25% +5%

Net approval rating (approve-disapprove)

\*Among Registered Voters

55% +3%

Approve

16% no change

Neither approve nor disapprove

29% -3%

Disapprove

+26% +6%

Net approval rating (approve-disapprove)



Thinking ahead to 2024, **32%** of American Adults (**67%** of Republicans) would consider voting for Donald Trump should he run for President again. An additional **15%** are undecided, while a majority (**54%**) indicate that they would not consider voting for him. However, this reflects an increase of **7%** (among all adults, as well as Republicans) who would consider voting for him since the last time this question was asked (January 15-17).

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.



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**BIG VILLAGE** **CARAVAN**  
Omnibus Surveys

This Online CARAVAN® omnibus survey was conducted February 26-28, 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.