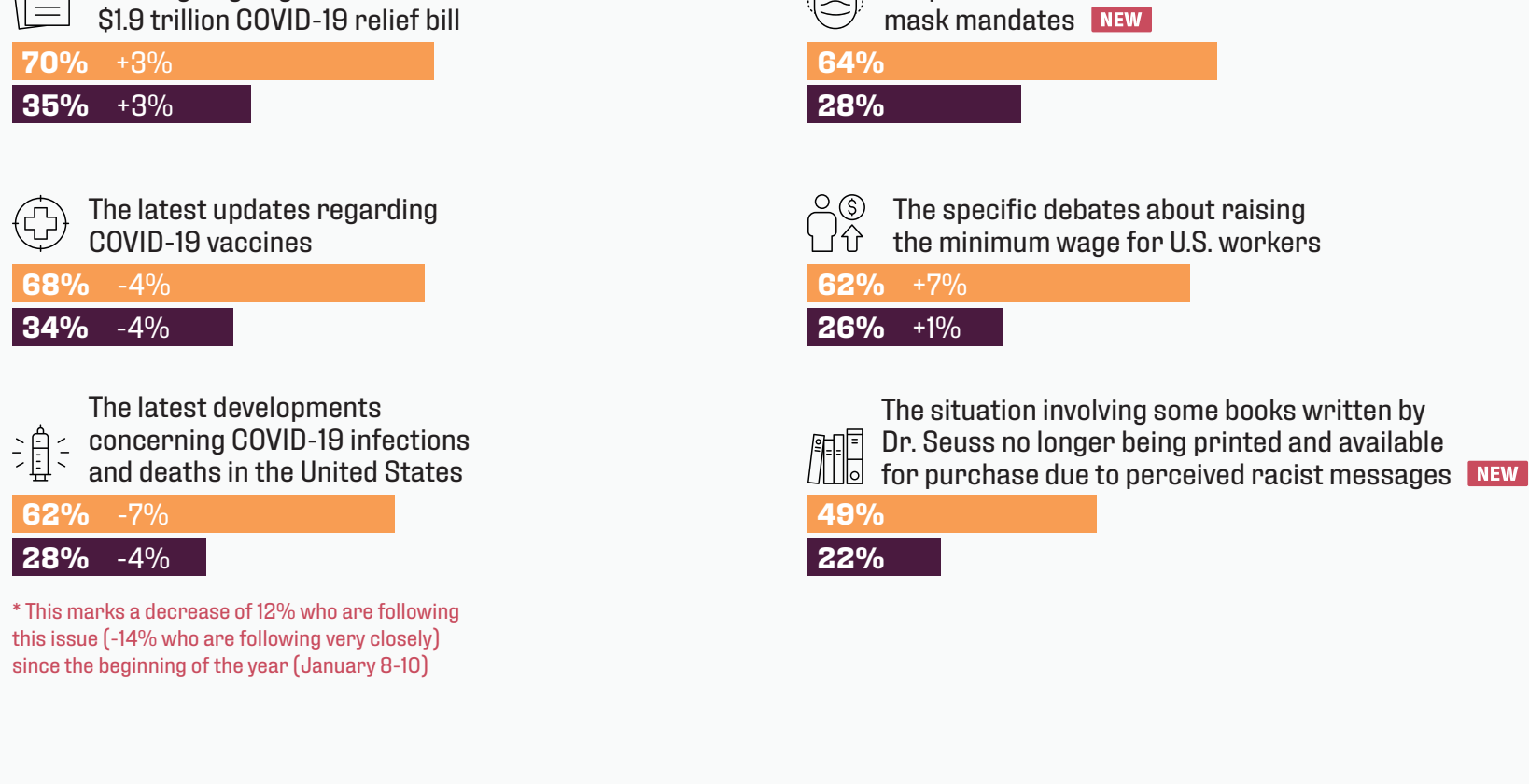


THE PULSE OF THE AMERICAN CONSUMER

CURRENT EVENTS

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

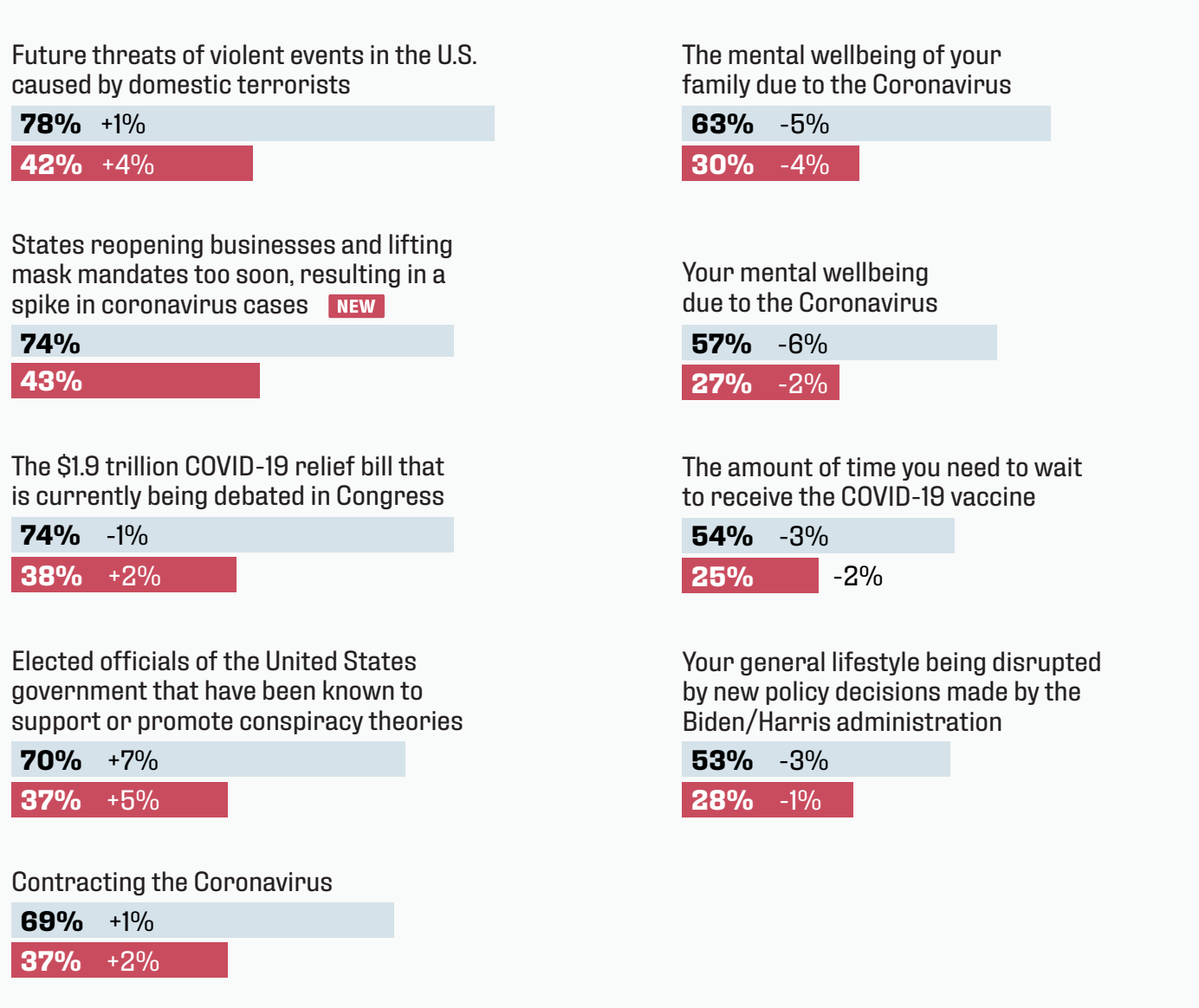
Key Total Followed Closely Vary Closely +/- = Change since last week



* This marks a decrease of 12% who are following this issue (-14% who are following very closely) since the beginning of the year (January 8-10)

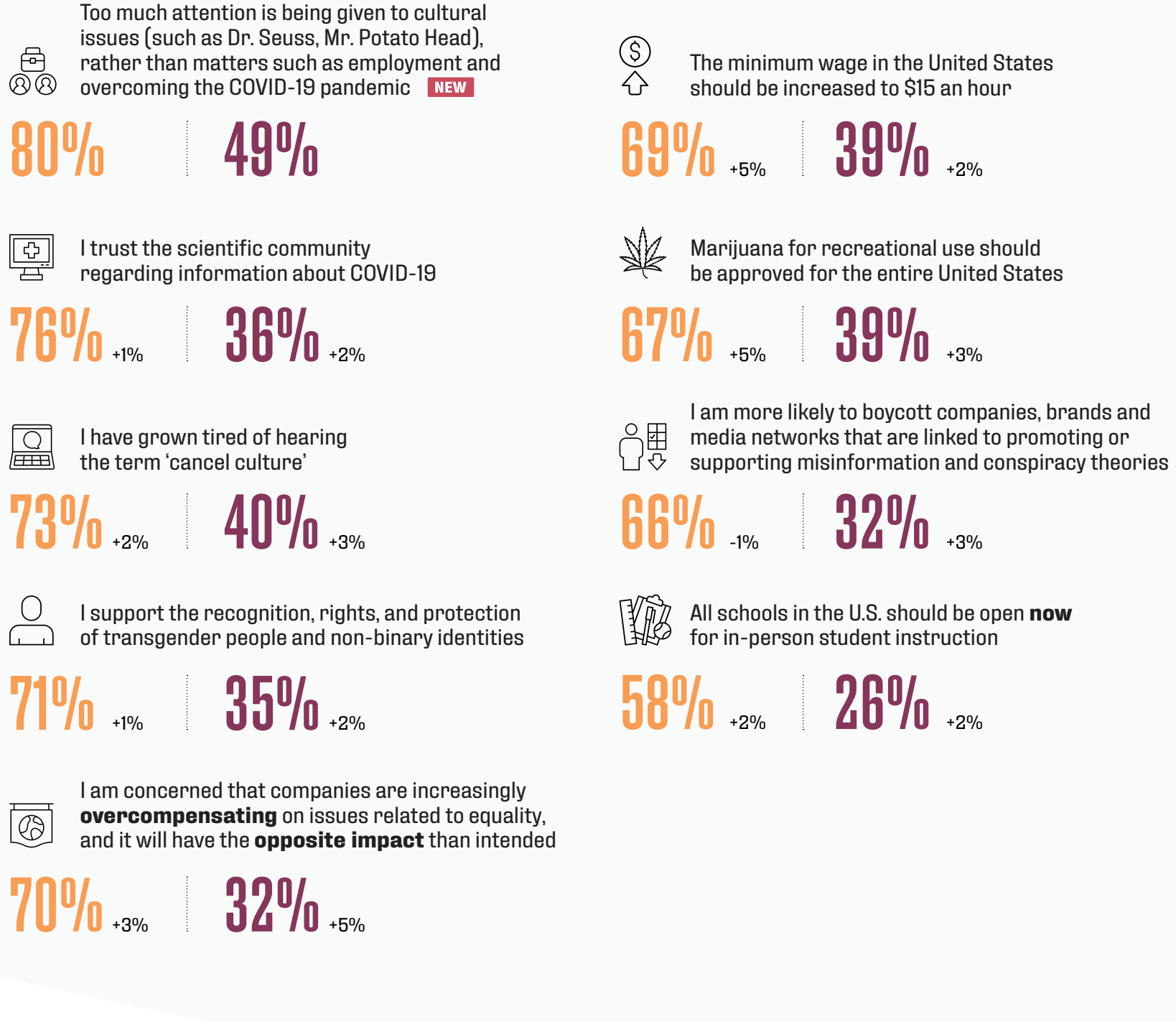
How concerned are you currently about these issues?

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

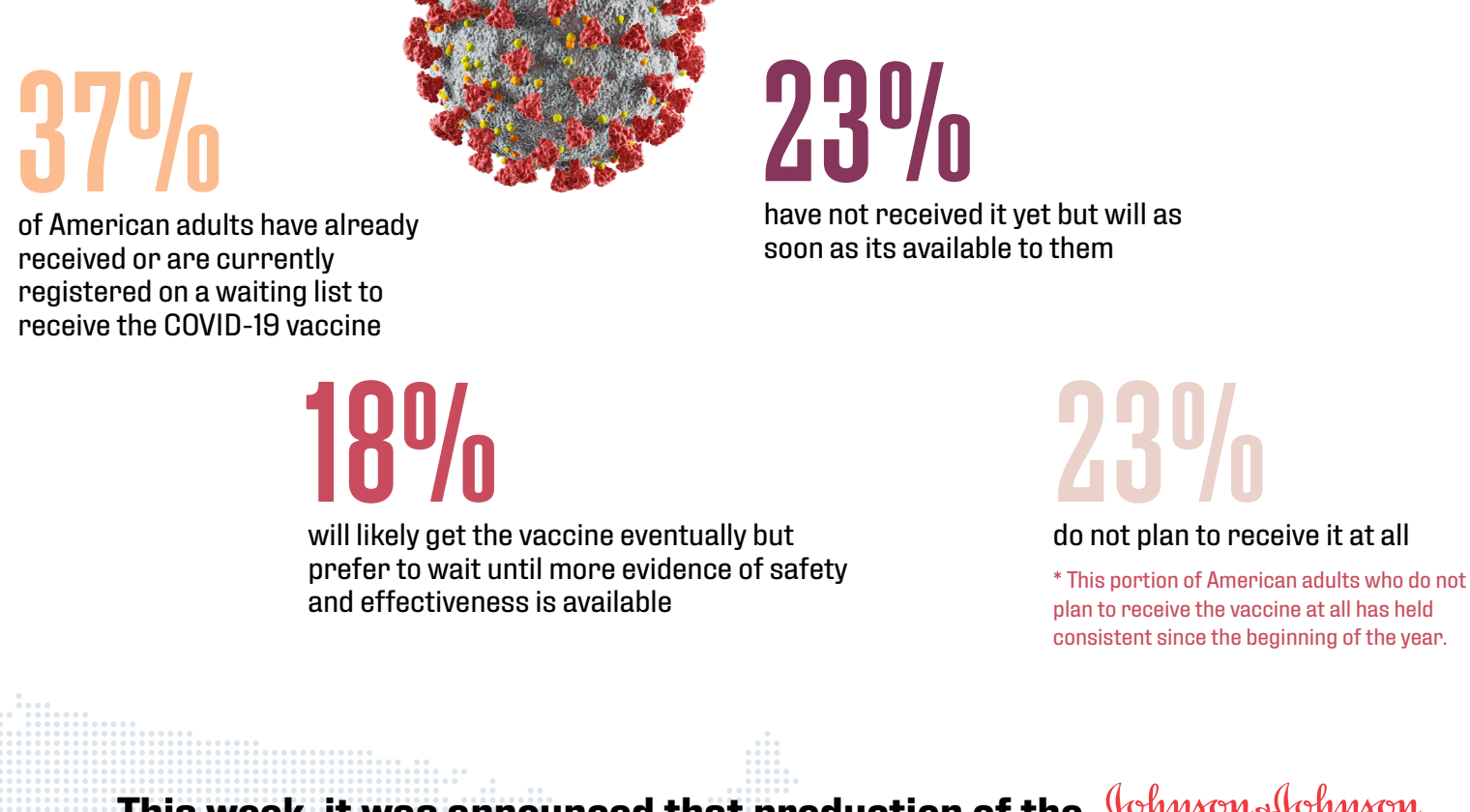


Below are several topics that have been discussed and debated a lot recently. To what extent do you agree or disagree with each statement related to them?

Key Agree Strongly Agree



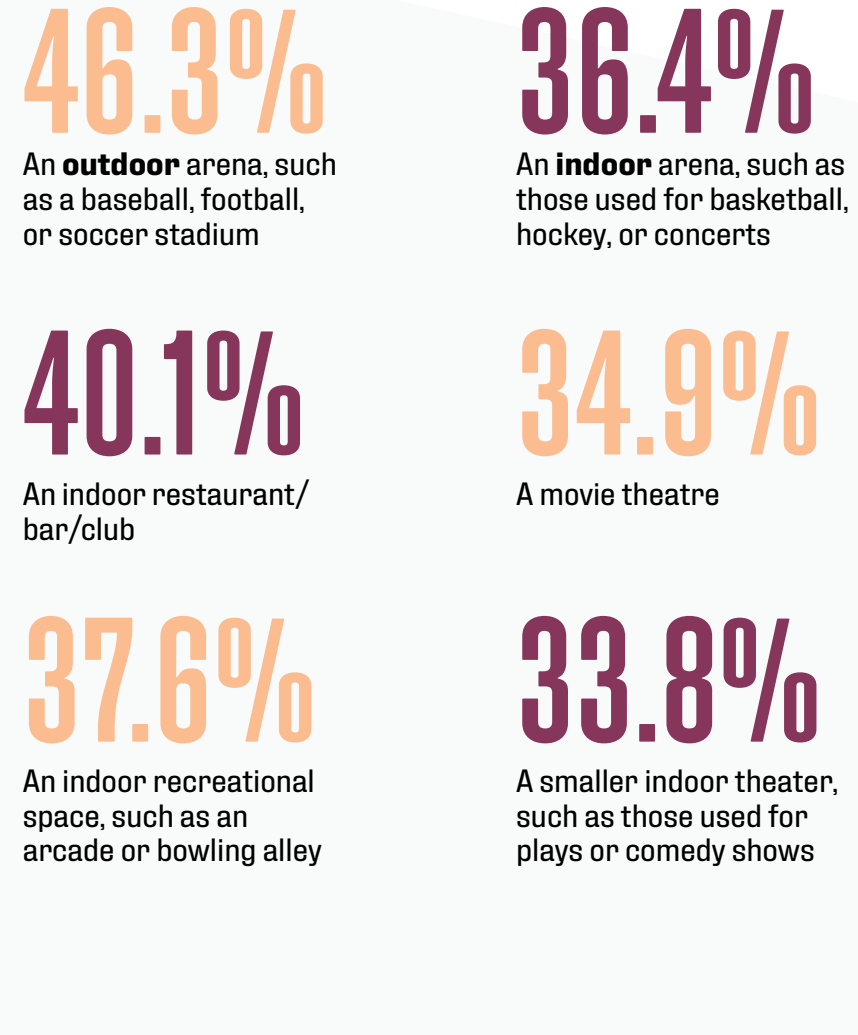
COVID-19 & THE VACCINE



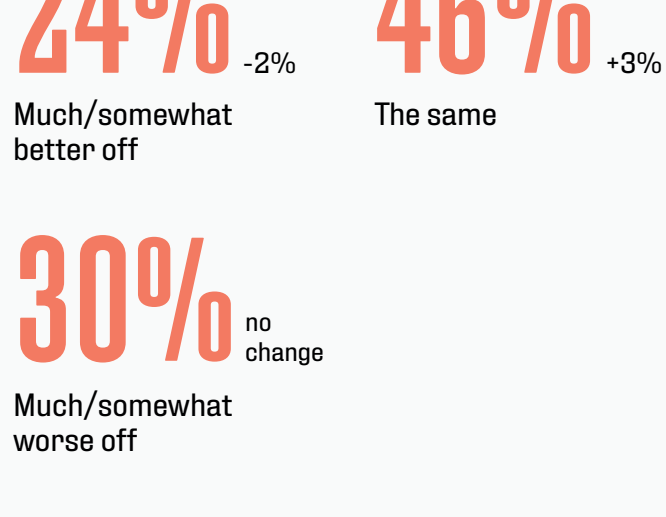
This week, it was announced that production of the **Johnson & Johnson** single-dose coronavirus vaccine will be increased through a partnership with Merck. It has since been suggested that all American adults willing to receive the vaccine should have access by the end of May, rather than July. Knowing this, **68%** of American Adults feel more confident (**35%** much more confident) that life will 'return closer to normal' sooner than previously expected. This level of confidence jumps to **80%** among those who have received or plan to receive the vaccine, **43%** who are much more confident.

CONSUMER CONFIDENCE/ ECONOMIC OUTLOOK

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**



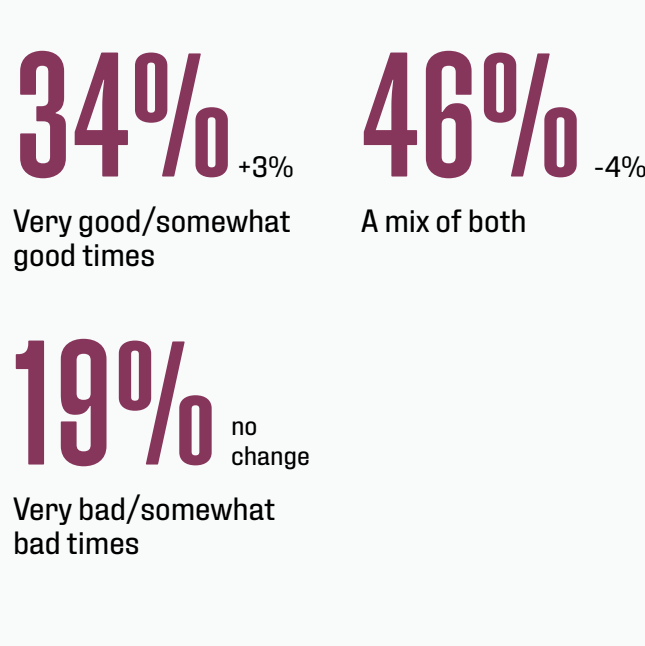
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



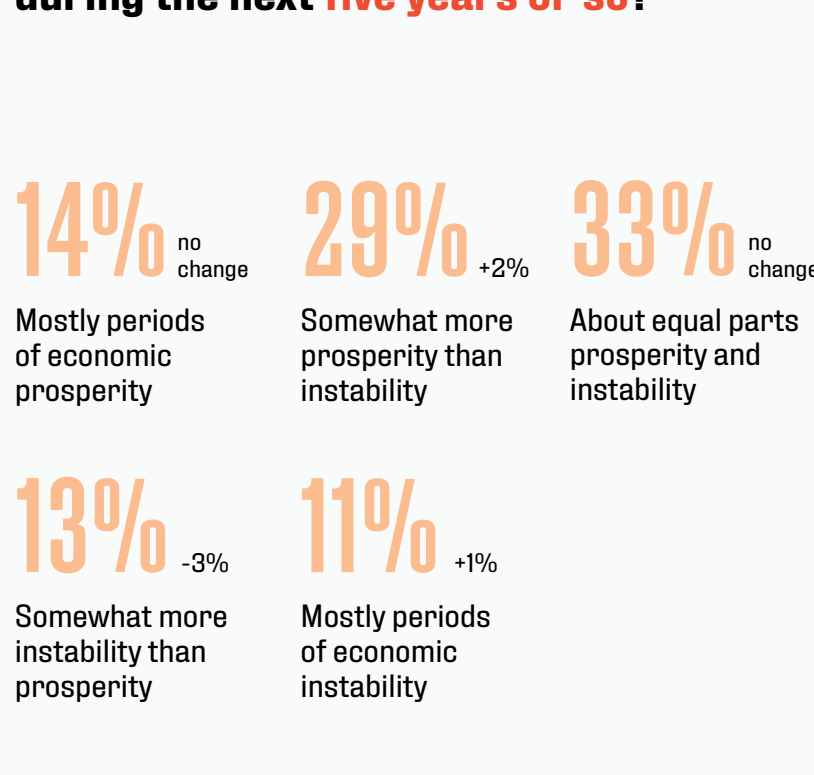
Now looking ahead-do you think that a year from now you (and your household) will be better off financially, worse off, or about the same as now?



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?

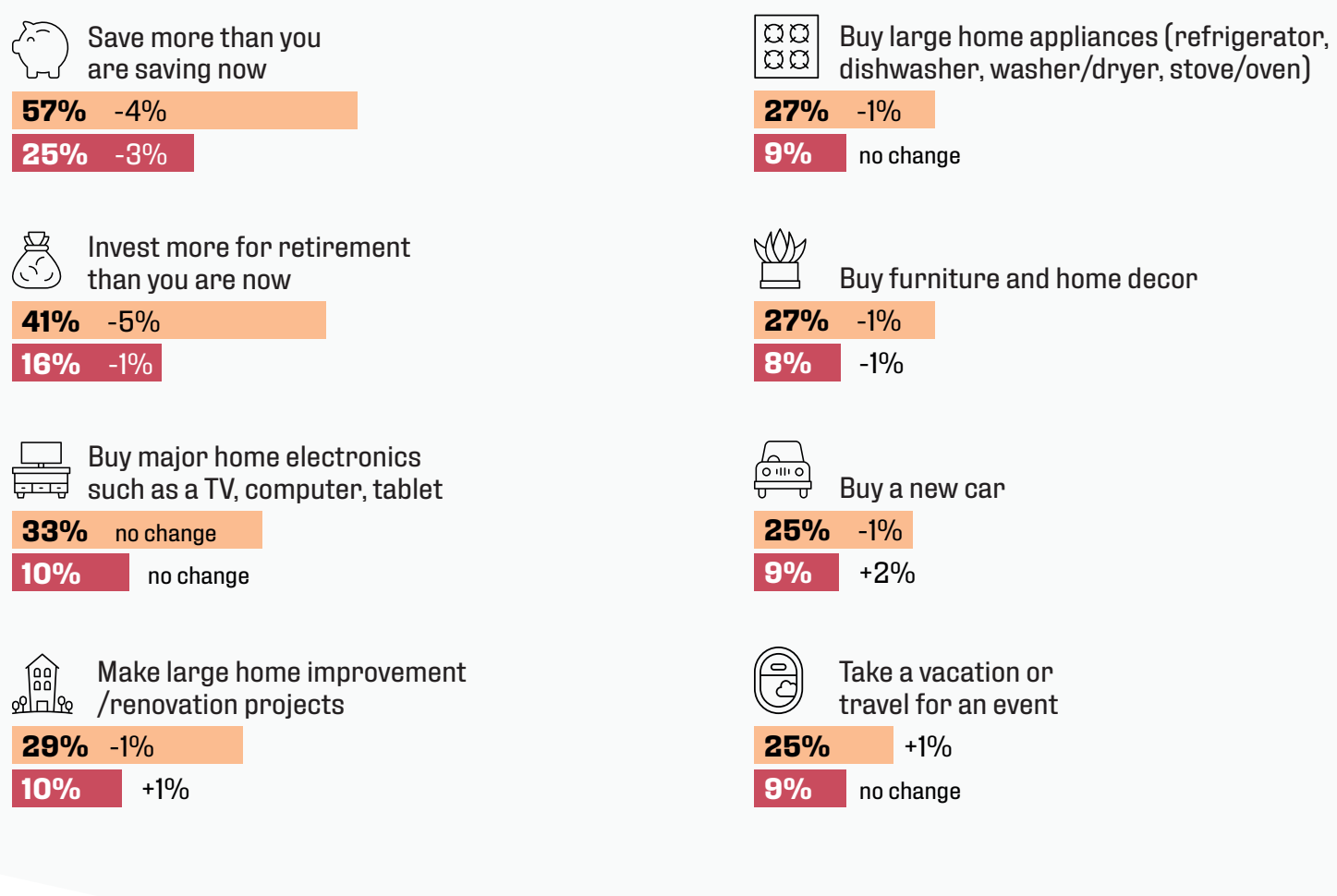


Looking ahead, which would you say is the most likely economic scenario for the United States during the next five years or so?



Do you think now is a good or bad time in terms of economic stability 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

