describes you regarding the vaccine for COVID-19?

Which of the following best

already received at least one dose/currently registered on waiting list (Sub-subnet)

16%

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

20%

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

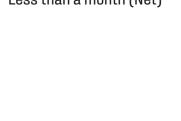
A month to up to 3 months (Net) Less than a month (Net)

Now that more and more Americans are getting

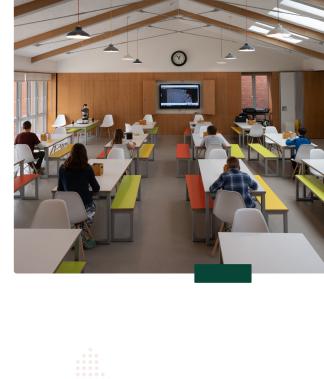
vaccinated for COVID-19, how long do you think we

access to places such as schools and businesses?

will need to continue avoiding crowds and restricting



Up to 6 months or longer (Net)



It makes me much It makes me somewhat More confident (Net) It does not change my more confident more confident current outlook

Indoor restaurants Outdoor restaurants

Stores (for in-store shopping)

interest of everyone to wear one. I will stop wearing

Staying at a hotel

Gyms/fitness centers

Flying on an airplane

29%

22%

21%

As the COVID pandemic continues to stabilize, which of these types of places/services do you anticipate going to or using in the next month or two? **Dining establishments (Subnet) 59%** Movie theaters

45%

38%

**53**%

18%

one when the infection rate is down and when nearly everyone is vaccinated against COVID.

Female, 69

Hair/nail salons/barbershops/ 34% tattoo/massage parlors ..... A large event (Subnet) 29% 23%

or convention	

**18**% Bars/Clubs **17**% Leisure establishments such as bowling alleys and arcades 14% Public transportation such as trains or buses 66 I plan to wait and travel in 2022. I do not want to pioneer the movement back to travel but rather wait until no COVID cases from traveling. Male, 65

41.4

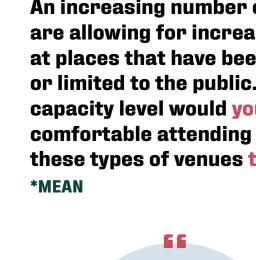
An indoor

bar/club

A movie

theater

restaurant/



An indoor recreational space, such as an arcade It will probably be about a year, or bowling alley before I feel comfortable at large events. I may be willing to attend 35.7 33.6 a large outdoor event, before I attend a large indoor event. An INDOOR arena,

46.6

An OUTDOOR

arena, such as a

baseball, football,

or soccer stadium



Male, 51

such as those used

for basketball, hockey, or concerts

March 27-29 (High point)

March 27-29 (High point)

A smaller indoor

theater, such as those used for plays

or comedy shows

Very Concerned Last March

On a whole, when you think back over the last 12

16%

Not justified (Net)

Concerned (Net)

Very justified 11%

Not really justified

Last March

Cut back eating in restaurants/

Increased usage of food delivery

Cut back eating in restaurants

Increased your usage of food

Grubhub, Uber Eats, etc.)

delivery services (i.e. DoorDash,

services (Subnet)

Not enough

Somewhat justified

Not justified at all

response here in the U.S. to the Coronavirus was: Too much Just enough

(March 2020 to now), do you think the nationwide

When you think back on the last 12 months

Wore a mask/face covering while out in the public

Stopped shaking hands

Cut back on socializing

stores for NON-ESSENTIALS

shopping (Subnet)

**53**%

49%

Cut back shopping in stores for

non-essentials/Increased online

Increased online shopping

Cut back on shopping in

Relied upon television/social media for Stocked up on essentials information about COVID-19 (Subnet) (medications, water, toilet paper, etc.) Relied upon television news reports for information about COVID-19

> Relied upon social media sites for information about COVID-19

Continuing to think about the 61% last 12 months, do you personally

18%

Took up a new hobby

Signed up for a television streaming service (i.e. Netflix,

Disney+, HBO Max, etc.)

13%

Stopped communicating with any

friends or family members because of differences in opinion about COVID-19

5%

24%

27%

**45**%

11%

Been diagnosed with Coronavirus **59**%

Been exposed

to Coronavirus

**67%** 

mandatory) because of Coronavirus

Missed / Missed a lot

Been quarantined (self or

Being able to see family members whenever you want Basic human interaction

outside the home, with

Going to the movies

friends or the general public

weddings, anniversaries, etc.)

Going to live events such as

the theater and concerts

The ability to physically go

Going to the gym/

exercise facility

shopping for non-essential items

Going to restaurants, bars, your

Sports (whether watching on TV or attending sporting events)

Gambling on sports (March

Being able to physically go to

Socialization activities for your children

Your child's school/day-care, childcare

**How important has** 

been over the last

12 months to help

Very/Somewhat

66

We really love [curbside pickup]

because it saves us time, I can

compile order online during the week and do much more

thorough price comparisons than

I previously did in a physical store.

Female, 70

Which of the following apply

pandemic started last March?

or service

For what product or service categories

**419**/<sub>0</sub>

Restaurants

**25%** 

Consumer technology

(mobile phone, tablet,

laptop, gaming system, etc.)

You tried a different retailer,

normally would for a product

store, or website than you

to you since the COVID

you get through the

**COVID-19 pandemic?** 

each of the following

facility being open [BASE = PARENTS WITH

(playing with friends, school activities such as plays, sports, band/chorus, etc.)

[BASE = PARENTS WITH CHILDREN UNDER 18]

your place of employment

[BASE = EMPLOYED]

**CHILDREN UNDER 18**]

favorite coffee shop, etc.

Celebrating special occasions with

family and friends (birthdays, holidays,

May 8-10, 2020

86% / 54% 85% / 57%

64% / 35%

66% / 37%

77% / 38%

57% / 26%

54% / 26%

87% / 55%

85% / 49% 82% / 52% 57% / 26%

55% / 27%

81% / 43%

43% / 24%

84% / 50%

55% / 34%

84% / 57%

33% / 16% 27% / 13% Madness brackets, daily wagers, fantasy sports leagues, etc.) 53% / 26% 52% / 26% Your daily commuting habits (to and from work, driving kids to school/activities, etc.)

Disney+, HBO Max, etc.) My pets 'Curbside pickup' at stores/restaurants

Virtual conferencing/meeting options for either work or social settings At home workouts Food delivery services (i.e. DoorDash, Grubhub, Uber Eats, etc.) Video games (new generation and/or classic games Professional sports leagues resuming after a brief hiatus

You tried curbside pickup at

You tried a different BRAND/

COMPANY than you normally

would for a product or

Food/groceries

Everyday household items

service, in ANY category

stores or restaurants FOR

THE FIRST TIME

**57%** 28% 55% 28% **55%** 28% 46% 22% 44%

did you try a different brand/company since the pandemic began in March?1

**37%** Clothing

Internet service

Cell phone service

**56%** 31% Online shopping options At home workouts Video get-togethers Online banking with friends/family

More at home entertainment

or service, in any category since the COVID pandemic started last March

This Online CARAVAN® omnibus survey was conducted March 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.

options/services (Streaming services, Eats, etc.) newspaper subscriptions, video games, etc.)

Food delivery services (i.e. DoorDash, Grubhub, Uber

'Curbside pickup' at stores/restaurants

Recently, 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, to what extent does this change your level of confidence that life will 'return closer to normal' sooner than

you previously expected? 66 Eventually, I will stop wearing a mask in public places, but right now, although I am not crazy about having to wear one, I truly feel it is in the best

OUTSIDE event, such as a sporting event, concert or festival INSIDE an arena or public building, such as a concert, sporting event,

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?

THE LAST 12 MONTHS At this moment in time, how concerned

are you about the Coronavirus?

months (March 2020 to now), do you think the nationwide concern over the Coronavirus was: Justified (Net)

Thinking back over the last 12 months (March 2020 to now), which of the following did you do because of the lifestyle changes brought by the pandemic? 69%

Changed plans for a vacation

24%

Worked from home

know anyone who has... May 8-10, 2020 March 13-15, 2020

March 2020 to Now

Again, when you think back over the last 12 months (March 2020 to now), how much have you missed each of the following because of the lifestyle disruptions caused by the Coronavirus pandemic?

84% / 56%

50% / 25% 84% / 48%

79% / 43% Coverage of the COVID-19 pandemic by local and national news Online banking

Online shopping options

Streaming services (i.e. Netflix,

(cleaning products, health & beauty, soap/detergent, paper products, etc.)

Which of the following 'popular' COVID driven industry changes are you likely to continue using even once the pandemic is over?

<sup>1</sup>Base = Tried a different brand/company than you normally would for a product

609-452-5400 CARAVANinfo@big-village.com

**BIG VILLAGE** 

Financial services (banks, insurance, investments)

56% / 31% 84% / 55% 72% / 47%

46%

44%

38%

29%

77%

76%

75%

68%

**67**%

61%

You tried a food delivery service

FOR THE FIRST TIME (i.e. DoorDash,

Grubhub, Uber Eats, etc.)

You tried a new digital

shopping method (i.e. a

Streaming services (Net)

29%

specific retailer app or apps

such as Instacart and Shipt)

Streaming services for television content or movies

Streaming services for

music or podcasts