Very/Somewhat Very + = Change from **the last 3 weeks (3/19-3/21) 71%** +7% 34%

The latest developments concerning COVID-19 infections and deaths in the United States

**58%** +10%

25%

**53**%

**67**% 37%

Legislation several U.S. states are introducing to increase restrictions on voting

30% **12**%

32%

64%

32%

38%

15%

The beginning of the Major League Baseball season

from Atlanta, Georgia

The decision by Major League Baseball

to remove this summer's All-Star Game

The murder trial of former Minneapolis △¦∽ The Masters police officer Derek Chauvin for the killing golf tournament 10%

of George Floyd 49% 21%

How concerned are you currently about these issues? Very Concerned **Total Concerned** 

The continued number of mass shooting

The outcome of the trial of Derek Chauvin incidents in the United States for the killing of George Floyd 83% 65%

Strongly/Somewhat Agree Strongly Agree

Contracting the Coronavirus

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?

**79%** It is possible to address gun safety measures (e.g., stronger background checks, closing gun show loopholes, ghost gun restrictions), while protecting second amendment rights I expect prominent brands to speak out on

matters related to protecting all American citizens' right to vote

I have increased respect for prominent brands and corporations who have taken a stance on matters related to voting rights

I support the stance Major League Baseball

took in moving the All-Star Game out of Atlanta, in response to the new laws Georgia passed to restrict voting

Already received at least one dose/

currently registered on waiting list + = Change from the **beginning of 2021** 

A QUICK COVID-19 UPDATE

**69**% 68%

Recent legislation several U.S. states are

introducing to increase restrictions on voting

58%

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

Do not plan to receive it/generally

do not believe in getting vaccines

+ = Change from the **beginning of 2021** 

for anything

Positive thoughts

Which of the following words or phrases do

you associate with the vaccine for COVID-19?

Will likely get the vaccine eventually, but prefer to wait until more evidence of safety

Confidence to carry on

with a normal life again

45% among those who have

received/are likely to receive

the vaccine

A gift to the world

the vaccine

26% among those who have

received/are likely to receive

and effectiveness is available

Relief from living in fear 42% among those who have received/are likely to receive the vaccine Neutral thoughts

Life returning

**53%** among those who have

received/are likely to receive

to normal

the vaccine

Developed too quickly

**Dining establishments (Net)** 

Stores (for in-store shopping)

Hair/nail salons/barbershops/

A large OUTSIDE event, such as a

sporting event, concert or festival

A large event INSIDE an arena or public

building, such as a concert, sporting

Would you say that you

better off or worse off

(and your household) are

financially than you were

tattoo/massage parlors

A large event (Net)

event, or convention

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?

Indoor restaurants

Outdoor restaurants

Not necessary to get

I am nervous to get it Mostly about profits for pharmaceutical companies

**58%** 

46%

38%

**52%** 

35%

33%

**25%** 

21%

Negative thoughts

as bowling alleys and arcades Bars/Clubs **19**% **14%** Public transportation such as trains or buses Now looking ahead-do you think that a year from now you (and your household) will be better off

a year ago? Better off The same

Now turning to business

conditions in the United

States as a whole-do you think

that during the next twelve

financially, or bad times?

months we'll have good times

Worse off

Good times A mix of both

are saving now

**59%** 

22%

49%

19%

42%

16%

**35**%

12%

Bad times

Do you think now is a good or bad time in terms of economic stability for you/your household to: Very/Somewhat Good Very Good Save more than you

Make extra or lump sum payments to

pay off or pay down outstanding debt

Buy major home electronics such as a TV, computer, tablet in the next month

Which of the following have you/your household done in the PAST MONTH?

Made extra or lump

pay off or pay down outstanding debt

sum payments to

Invest more for retirement

than you are now

Research/book a vacation or travel for an event in the next month 33% 11%

Saved more than you

previously had been

Made or began Researched/booked a future vacation/ planning a large home improvement/ travel for an event renovation project

Representation continues

to be very important to consumers in how they

and services. These households are also most likely to expect brands/companies to take a stand on matters related to the issues that affect the multicultural population of the United States.

In addition, households with at least one African-American or Hispanic member are more likely to

see brands through

their advertising. Households with at least one Asian-American or African-American member are less likely to think their family unit/culture is adequately represented in advertising for consumer or financial products

consider a brand's stance on multicultural issues into their purchase decisions, or services that they use. **Non-Hispanic** White

**73**%

or household items) My family unit/culture is adequately represented in advertising for **financial** products and services

My family unit/culture is adequately represented

consumer products (such as food/groceries

in advertising for

I expect brands/

companies to take a stand

on matters related to tne issues that affect the

multicultural population of the United States I consider a brand's stance on multicultural issues into my purchase decisions, or services that I use

Does the ethnic makeup of your household have an impact on any of the following?

3002

Regardless of ethnicity, is top of mind for Americans right now.

Among this list, what are the top 3 priorities in your life right now:

Financial security

The top priorities showed little variation by racial or ethnic makeup of the household.

Dangerous for me

A government hoax

**32**% Movie theaters 28% Staying at a hotel Gyms/fitness centers **21%** 21% Flying on an airplane Leisure establishments such 20%

Better off The same Worse off Looking ahead, which would you

say is the most likely economic

scenario for the United States

during the next five years or so?

Somewhat more

Somewhat more

instability than

prosperity

prosperity than instability

Mostly periods

of economic

instability

financially, worse off, or about

the same as now?

Mostly periods of economic prosperity

About equal parts

prosperity and

instability

33%

10%

810 %

31%

11%

31%

10%

28%

10%

Purchased furniture/

Purchased large

home appliances

dishwasher, washer/ dryer, stove/oven)

(refrigerator.

New

**Majority** 

**Ready™** 

April 5th-11th.

Non-Hispanic

African-

American

Buy furniture and home decor in the next month

renovation project in the next month

Make or begin planning a large home improvement/

Buy large home appliances (refrigerator, dishwasher,

washer/dryer, stove/oven) in the next month

Buy a new car in the next month

Purchased major home electronics

Purchased a

new car

**New Majority Ready are** 

Asian/

61%

15%

Single Ethnicity/

10%

Single Ethnicity/

Non-Blended HH's

4% of Non-Hispanic

White HH's feel this way

Non-Blended HH's

11% of Non-Hispanic

White HH's feel this way

**Pacific Islander** 

Multicultural Marketing experts.

home décor (such as a TV, computer, tablet)

Invested more for

retirement than you

previously had been

felt they were being adequately represented when it came to messaging in certain product categories. This was especially true for Asian Americans.

This data was collected among 3,012 census representative US

Hispanic/

Latinx/

Spanish

adults through three waves of Big Village's CARAVAN Omnibus between

Across all segments, there were no ethnicity groupings that wholly

57% 62% **55%** 

> their safety in the community **22**% VS. of Multi-Ethnic/ Blended HH's said they have fear of law enforcement

54% 67% 62%

28%

of Multi-Ethnic/ Blended HH's had

concerns about

New Majority

Ready<sup>™</sup>

Personal safety/the **Happiness** 

CARAVANinfo@big-village.com

609-452-5400

Strengthening/

renewing your Faith

**BIG VILLAGE** 

safety of your family Self-improvement/ Improve society/ social responsibility/ embetterment helping others

This Online CARAVAN® omnibus survey was conducted April 9-11, 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.

Health & wellness

Trying new things/ Social belonging/ interaction/time finding new passions with others