







with each statement below? Strongly Agree

To what extent do you agree or disagree

The Republican Party should move on

from Donald Trump and the general mindset of 'Trumpism' 43%

65% [85% among Democrats, 41% among Republicans]

Liz Cheney better represents the values of the Republican Party, not Donald Trump

56% 25% [76% among Democrats, 33% among Republicans

28% 46% [78% among Republicans,

I would consider voting for Donald Trump in 2024, should he run for President again

24% among Democrats]

mask/face covering in an outdoors setting **65%** 36%

Once you are fully vaccinated against COVID-19,

there should no longer be a need to wear a

I am still nervous to get back out into the public

59% 24%

mask/face covering in an indoors setting

and resume 'normal life', despite more and more cities and states fully reopening businesses

Once you are fully vaccinated against COVID-19, there should no longer be a need to wear a

56%

29%



kind of trip in the next 12 months, whether that's for business or pleasure (64% within the next 6 months, 43% within the next 3). Of the respondents that will travel within the next 12 months: On their next trip, And they are likely travellers are likely to travel via:

76% of U.S. Adults plan on taking some

Hotel(s) **35%**

All-inclusive

resort(s)

to stay in:

72%

35%

65%

With family/friends

House or apartment rented through a marketplace such as Airbnb or Vrbo

66% 34% Car [they] own Car [they] rent

49% 22% Rideshare such

19%

Cruise ship

Air

Train

as Uber/Lyft

adults per night is \$225, with younger travellers more likely to spend at a higher rate:

The average expected

spending among these

Gen Z \$215

\$303

Gen X

Millennials

Baby Boomers

16% 37% 31%

And for their next trip, U.S. Adults are intending to:

Visit a national park or a similar/other natural resource

Go to a resort

lnnnnl

12%

Visit a foreign country

of U.S. Adults say that being able to travel plays a factor into their

Visit a historical landmark

Go to an amusement park

Attend business meetings

I would be willing to take a trip as

early as this weekend

56%

Which of the following, if any, are true for you?

decision to get vaccinated.

I plan to take trips this year to I would feel confident booking a reunite with family and friends trip I'd take 3 months from now

I would/do feel guilty for traveling right now

11%

social media right now

New Majority Ready are

of ENGINE's CARAVAN Omnibus between May 3rd - 9th.

11% I would/do feel judged for I would/do feel judged by others posting travel pictures on my for traveling right now

Majority Ready™ While multicultural/diverse households feel less represented in all programming

Scripted comedy

television series

Black/African-

American

33%

Hispanic/

36%

Latinx/Spanish

American/

29%

Pacific Islander

genres, they tend to see themselves portrayed on relatively higher level in Scripted Comedy and Sports Programming compared to other media programs, as seen below.

This data was collected among 3,014 respondents through three waves

Multicultural Marketing experts.

you and your family are adequately/sufficiently represented today from a racial/ethnic standpoint? Non-Hispanic Asian-

Please consider the following types of media

Non-Hispanic

45%

White

programming below. Which, if any, do you feel that

Scripted dramatic television series	45%	30%	37%	28%
Documentaries	43%	30%	35%	33%
Game Shows	42%	30%	31%	25%
News Programming	43%	27%	31%	24%
Sports Programming	39%	34%	30%	27%
How-to Videos	36%	22%	25%	21%
Does the ethnic makeup of your household have an impact on any of the following? Non-Hispanic Non-Hispanic Black/African- Hispanic/ Asian- American/				

15% 34% Concerns about your safety in the community

White

35% 21%

American

Latinx/Spanish

24% 29%

Financial security

Pacific Islander

Among this list, what are the top 3

life right now:

Fear of law enforcement

Personal safety/

Happiness

14%

Health & wellness

+/- = percentage change from last month *The top several priorities showed little variation by racial or ethnic makeup of the household*

priorities in your

the safety of

your family Strengthening/ 27%

renewing your Faith

Improve society/

social responsibility/

23%

Self-improvement/ embetterment

Trying new

things/finding

new passions

12%

15%

no change

Social belonging/ interaction/time

helping others

with others

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