The latest updates regarding

COVID-19 vaccines **75**%

40%

The riots at the U.S. Capitol

Building in Washington, DC

74%

45%

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

74% 42%

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

The continuing impact of disinformation

and fake news on society **81**%

Increasing unrest and violence during the final days of the Trump Administration

49%

49%

78%

Your state having to enforce new lockdown measures due to rising Coronavirus cases 74%

37%

72%

Contracting the Coronavirus

41%

Matters related to racial equality in the United States 71%

The final certification of Joe Biden's

The Georgia Senate elections

69%

41%

61%

35%

electoral vote count by the U.S. Congress

38%

Your household's finances being negatively impacted as a result of the ongoing pandemic

68% 36%

The amount of time you need to wait to receive the COVID-19 vaccine

60% 29%

Being able to go on vacation in 2021 as you would have before COVID-19

59% 27%

18% of American adults have already

received or are currently registered on a waiting list to receive the COVID-19 vaccine



25% 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



year 2021 will be better than last year. (28% very optimistic, 43% somewhat optimistic)

71% of consumers are optimistic that the

take them seriously or set them knowing they'll eventually fail.

However, for the purposes of the next few questions we'd like you to seriously focus on "goals and priorities" you'd like to set in place this year. You don't need to consider them matters that

need to be accomplished every day, but rather a set of long-term actions you seriously plan to

As you know, many people make a ceremonial 'New Year's Resolution' each year, but don't often

prioritize and set in motion for yourself in 2021.

reason to believe maybe this year will be better than the last" -Counting Crows

Writing

Cancelling

cord')

traditional cable

television service

(e.g. 'cutting the

Relying LESS on

Volunteering

more of your

609-452-5400

causes

time to SOCIAL

"...there's

PRIORITIES you are setting for yourself this year?

Concerning FINANCIAL MATTERS, which of these are GOALS AND

42%

Thinking about HEALTH AND WELLNESS, which of these are GOALS

AND PRIORITIES you are setting for yourself this year?

AND PRIORITIES you are setting for yourself this year?

media platforms

31%

COVID Dashboard.

accuracy of news

and information

you consume

Improving the quality of your sleep	Going outside more often to appreciate nature	Consuming less sugar	Eating less processed foods	Making a conscious effort to manage stressful situations more effectively	Taking a small amount of time each day to disconnect, pause and reflect	Becoming better educated about your food choices	Consuming foods and beverages that are produced with a focus on environmental sustainability	Consuming less alcohol		
Concerning your use of TECHNOLOGY which of these are GOALS										

programming, on

new platforms or

watch last year

channels you didn't

Purchasing

21%

Purchasing

21%

causes

Volunteering

more of your time

to CHARITABLE

21%

Making your

29% 21% 21% Spending LESS Organizing your Taking more Becoming more Reading Better manage

steps to increase your security online, such as adjusting privacy settings, or changing passwords	TIME on your mobile device	'tech fluent', such as learning additional skills and more efficient ways to use technology devices	more paper- based (books, magazines, etc.) content, rather than online	which mobile apps you allow to track your physical location	email inbox	home 'smarter', by implementing devices such as digital thermostats, voice-activated devices or smart locks	actual letters rather than sending e-mail messages			
Concerning matters of ENTERTAINMENT AND MEDIA CONSUMPTION, which of these are GOALS AND PRIORITIES you are setting for yourself this year?										

32% 30% Taking more Spending less Spending less time Watching new Watching less cable Attending 'binge-watching' time to verify the time on social entertainment categories of television news

normal operations												
	As a CONSUMER, which of these are GOALS AND PRIORITIES you are setting for yourself this year?											
41%	36%	32%	30 %	22 %	21 %	19%	19º/ ₀	14º/ ₀				

television shows

Purchasing Making Purchasing Purchasing Urdering Using less MORE products purchases LESS products MORE products online single-serve

venues (movies,

events) as soon

as they resume

concerts, sporting

MORE products that are made in the USA-	purchases from small/local businesses more often	LESS products that are made outside the United States	MORE environmentally friendly products	products online and then using curbside or in- store pick-up options more often	single-serve plastics-	MORE organic/ sustainably made products	from more companies and brands that focus on social causes/ improving society	online shopping
•	_		ENGAGEME are setting	-				

21%

Taking more time Working harder Paying closer Making Making conscious Becoming to understand to identify attention to the conscious efforts to be more actively points of view true vs. false messages being efforts to be more sensitive involved in your that differ from statements communicated more sensitive to matters of community by elected to matters of **GENDER** equality your own officials RACIAL equality

26%



The ENGINE 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 ENGINE's data in your hands to uncover meaningful insights to your specific business questions.

