



prodege

## Wave 2

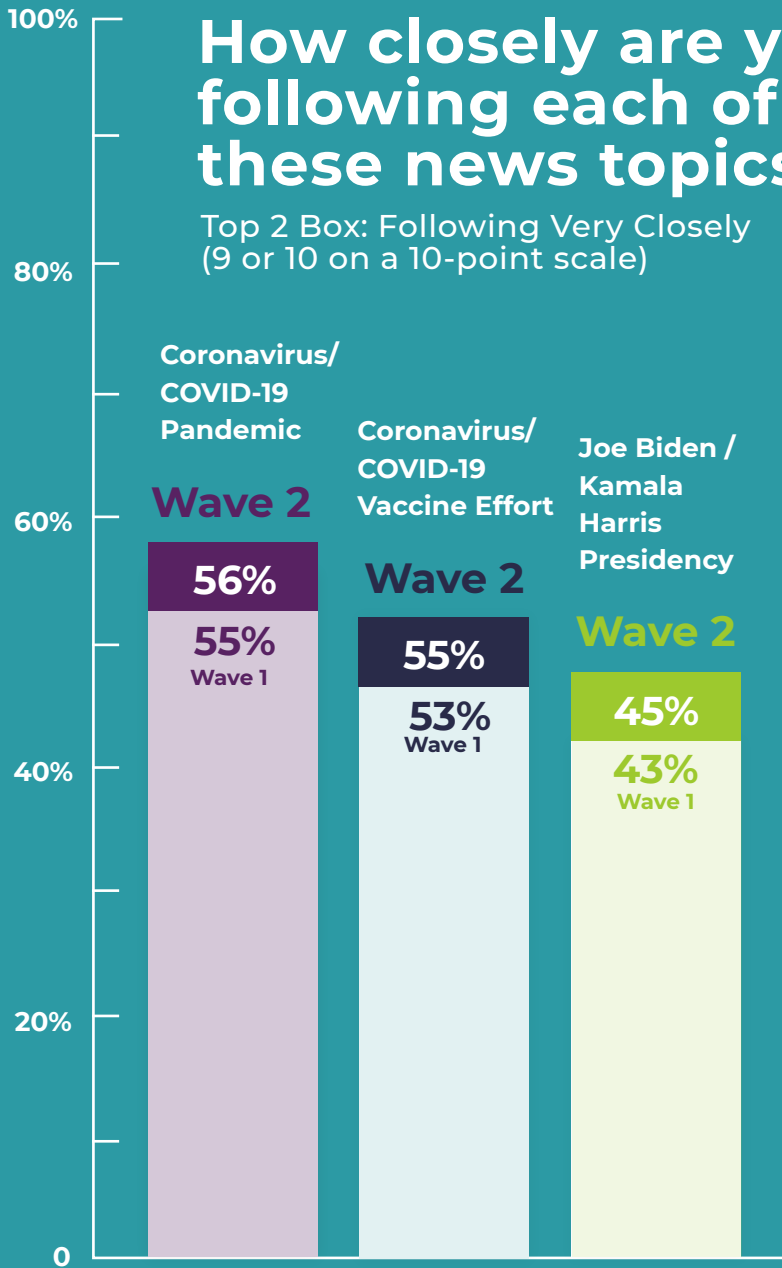
Fielded January 18-24, 2021  
among a nationally  
representative sample  
of 1,000 Americans  
aged 18 & over.

COVID-19:

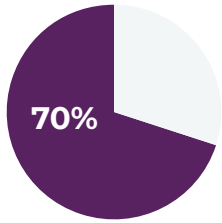
# Embracing the New Normal & Looking Ahead

# How closely are you following each of these news topics?

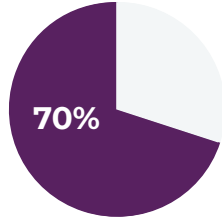
Top 2 Box: Following Very Closely (9 or 10 on a 10-point scale)



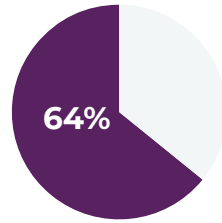
# In your opinion, what issues should be most pressing for the new President and administration to focus on?



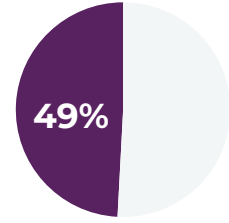
COVID-19 Pandemic



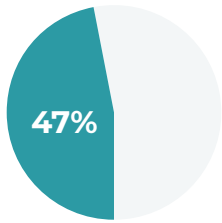
The economy



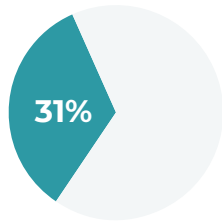
COVID-19 Vaccine roll out



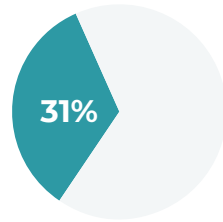
Healthcare



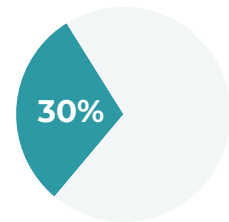
Uniting the country



Unemployment benefits



Addressing issues of racial inequality



Addressing climate change & environmental concerns



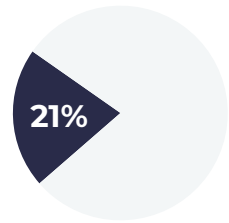
Criminal justice and police reform



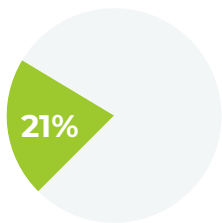
Improving the education system



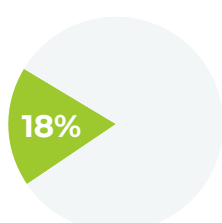
Immigration



Gun Policies



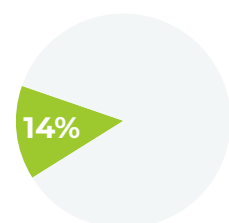
Foreign Policy



Forgiving student loan debt



Abortion/Reproductive rights



LGBTQ rights

With a new President, how confident are you in Joe Biden and his administration's ability to help stabilize COVID-19?



Very confident



Somewhat confident



Not very confident



Not at all confident

Wave 2

**31%**

**38%**

**14%**

**17%**

Wave 1

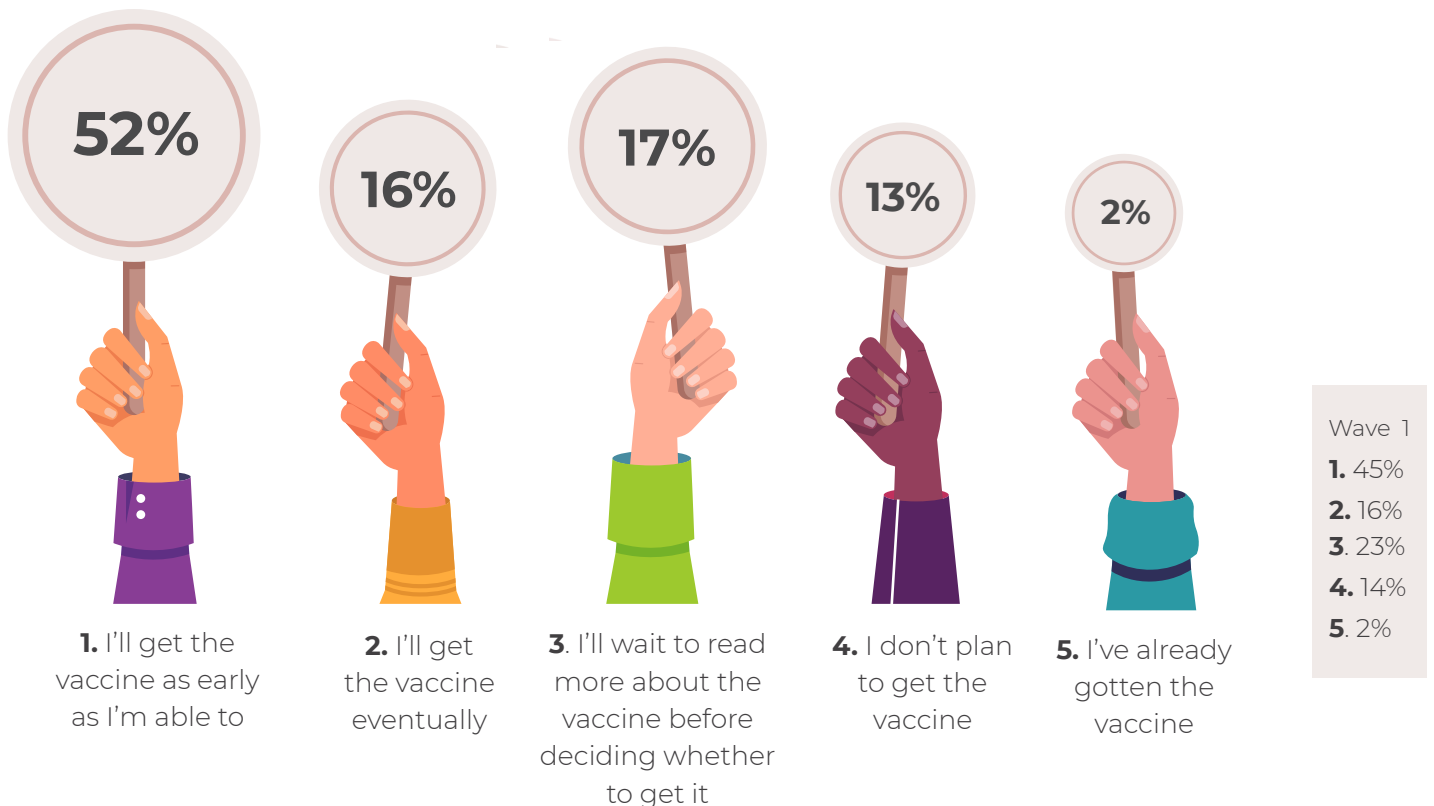
**28%**

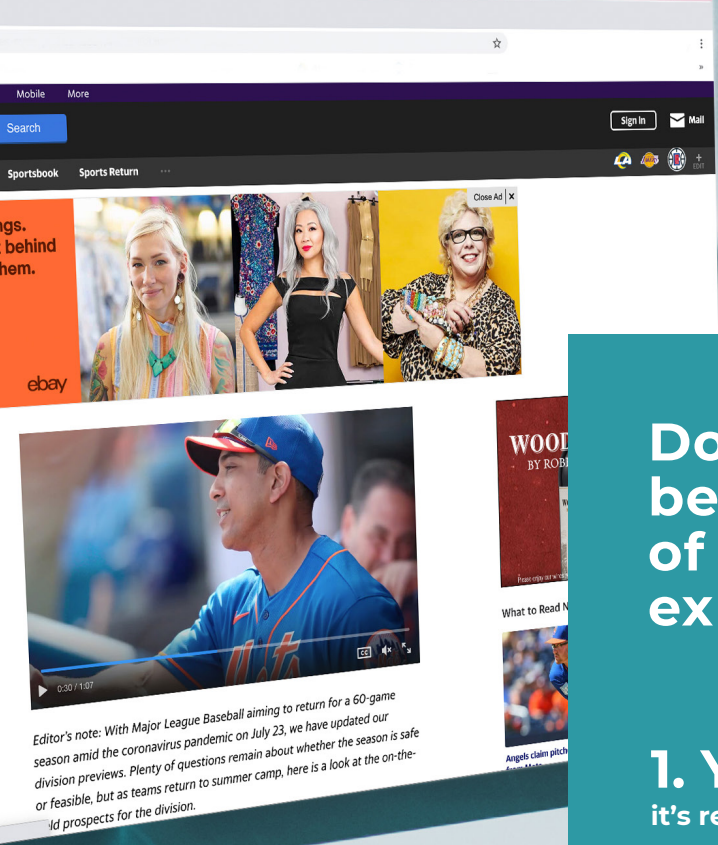
**39%**

**15%**

**18%**

When a vaccine for COVID-19 becomes available to you, which of the following best describes your approach?



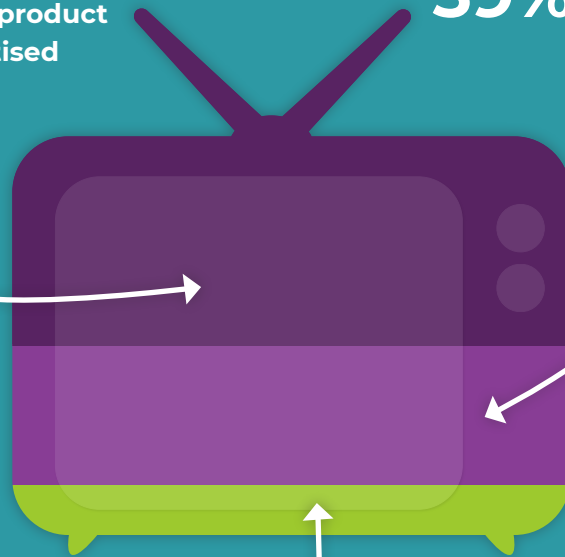


# Do you think COVID-19 should be addressed in the messaging of advertising you're currently exposed to?

**1. Yes, but only if it's relevant to the company or product being advertised**  
**43%**

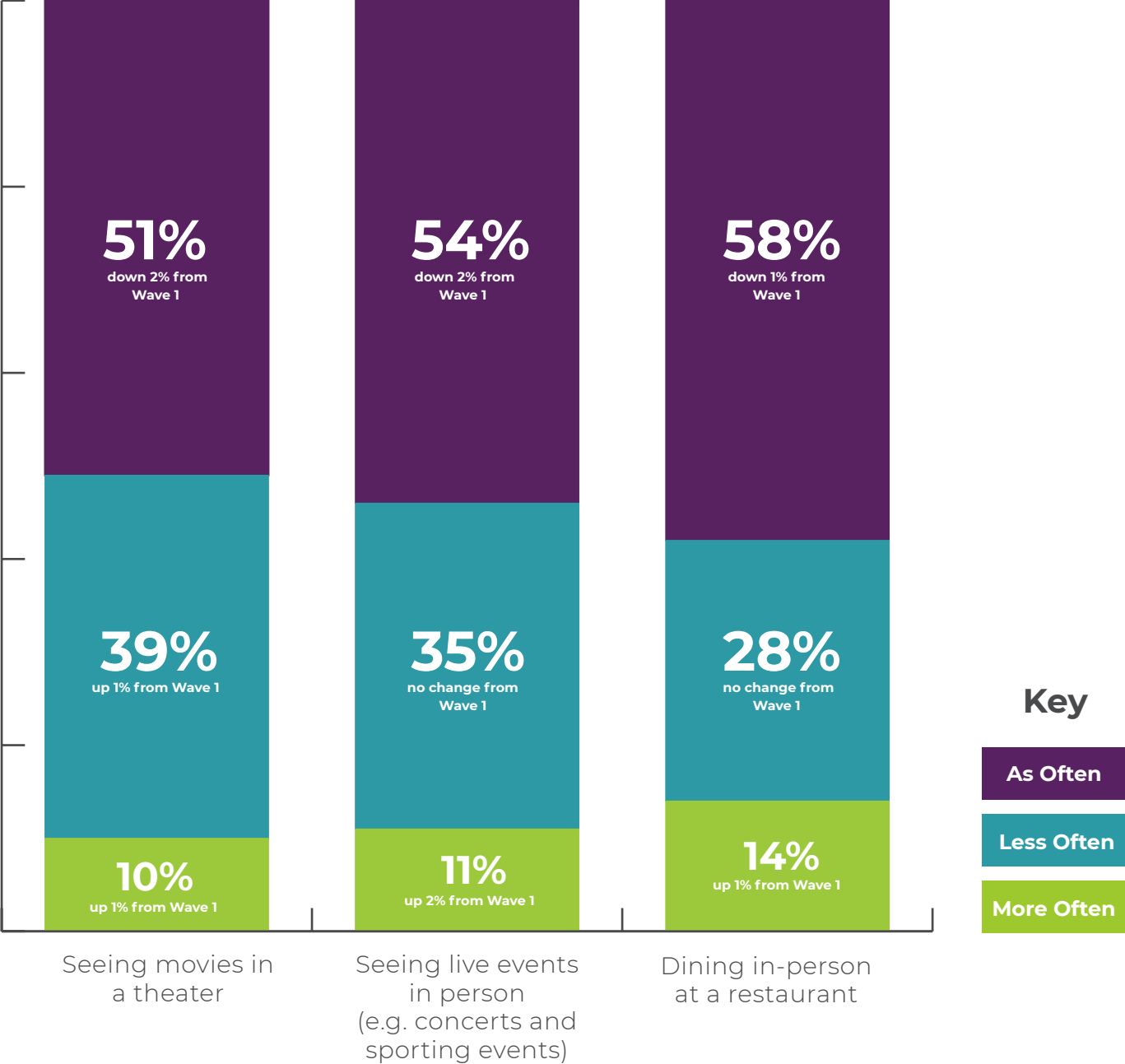
**2. Yes, it should be addressed in all advertising right now**  
**39%**

**3. No, I don't want to hear companies talking about COVID-19 in their advertisements**  
**18%**



Wave 1  
**1.** 41%  
**2.** 36%  
**3.** 23%

When thinking back to your behaviors pre-pandemic, once a vaccine is widely available/restrictions are lifted, how often do you anticipate doing the following?



# When do you anticipate being comfortable flying on an airplane for each of the following types of travel?

Within the next 3 months

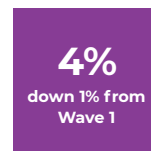
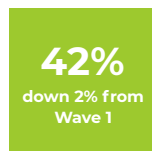
Within the next 4-6 months

Not until a vaccine has been widely distributed

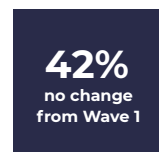
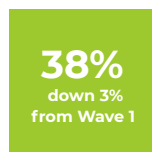
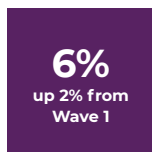
I have already been flying for this type of travel in recent months

I do not normally travel this way

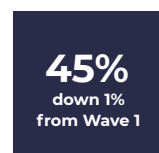
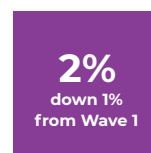
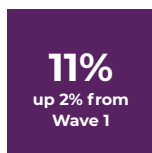
## Domestic travel for pleasure/leisure



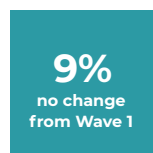
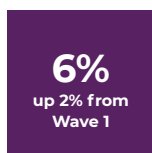
## International travel for pleasure/leisure



## Domestic travel for work/business



## International travel for work/business



## How do you feel about 2021?



**29%** down 2%  
from Wave 1  
I am very hopeful  
about 2021



**38%** up 2% from  
Wave 1  
I am somewhat  
hopeful about 2021



**15%** down 1%  
from Wave 1  
I am neither  
hopeful nor not  
hopeful about 2021



**11%** up 2%  
from Wave 1  
I am not very  
hopeful about 2021



**7%** down 1%  
from Wave 1  
I am not hopeful  
at all about 2021







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