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## Wave 1

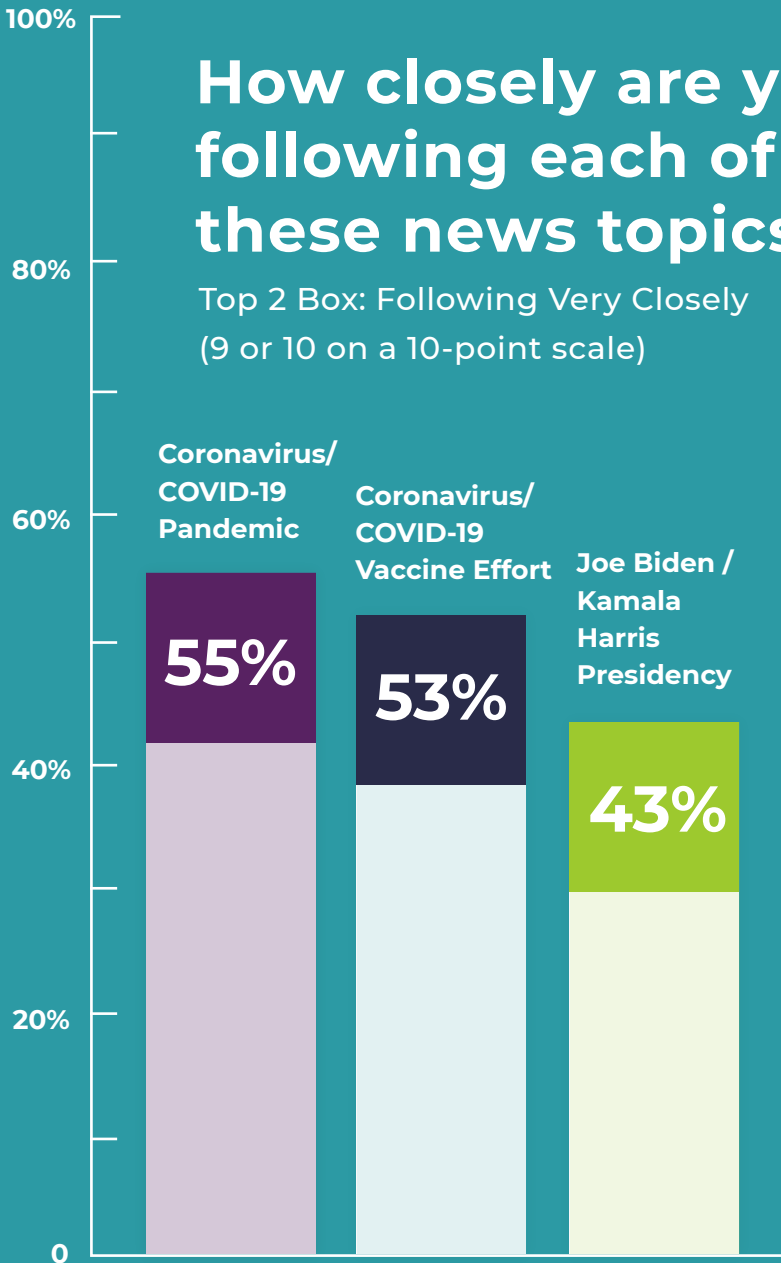
Fielded January 11-17, 2021  
among a nationally  
representative sample  
of 1,000 Americans  
aged 18 & over.

COVID-19:

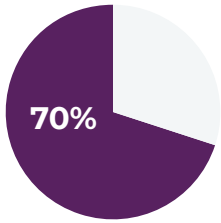
# Embracing the New Normal & Looking Ahead

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

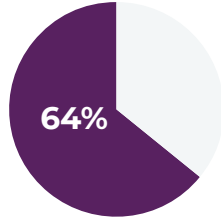
Top 2 Box: Following Very Closely  
(9 or 10 on a 10-point scale)



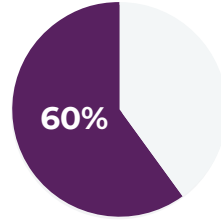
# In your opinion, what issues should be most pressing for the new President and administration to focus on?



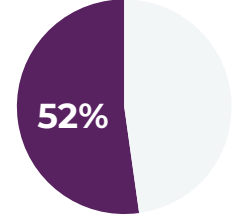
COVID-19 Pandemic



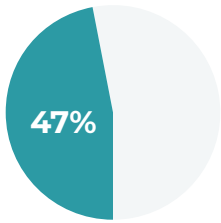
The economy



COVID-19 Vaccine roll out



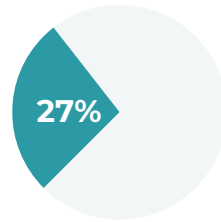
Healthcare



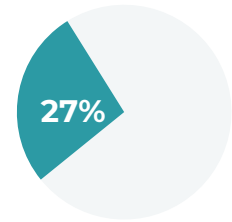
Uniting the country



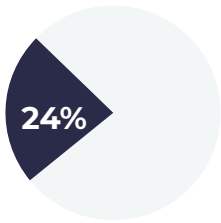
Unemployment benefits



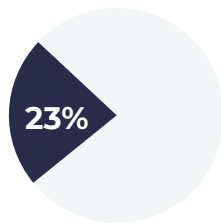
Addressing issues of racial inequality



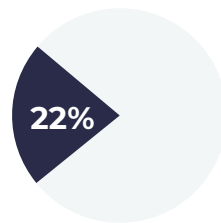
Addressing climate change & environmental concerns



Criminal justice and police reform



Improving the education system



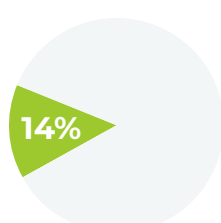
Immigration



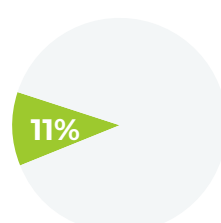
Gun Policies



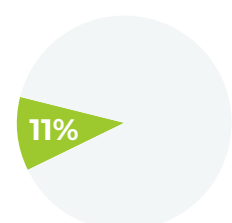
Foreign Policy



Forgiving student loan debt



LGBTQ rights



Abortion/Reproductive rights

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



**28%**

Very confident



**39%**

Somewhat confident



**15%**

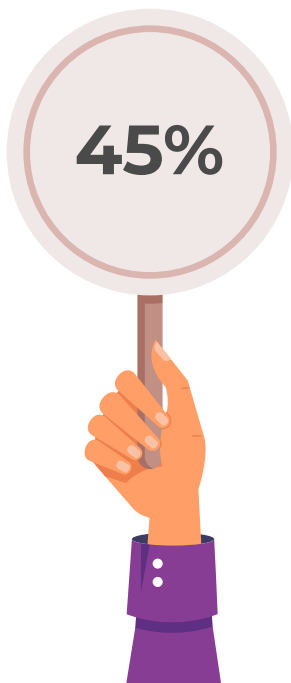
Not very confident



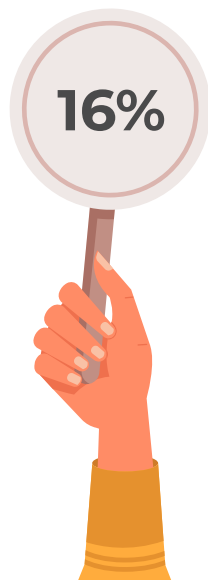
**18%**

Not at all confident

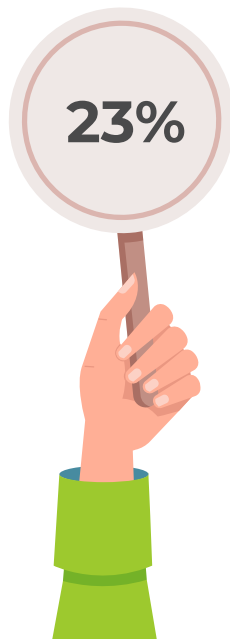
When a vaccine for COVID-19 becomes available to you, which of the following best describes your approach?



I'll get the vaccine as early as I'm able to



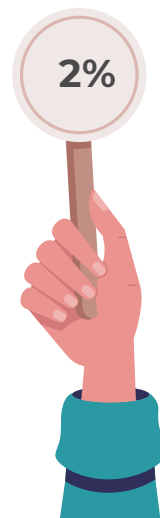
I'll get the vaccine eventually



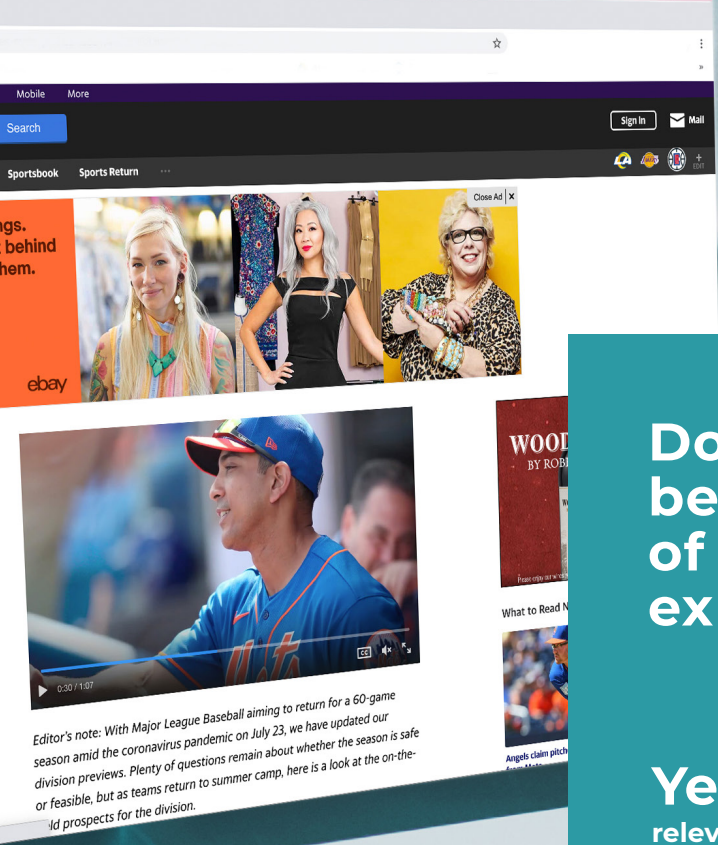
I'll wait to read more about the vaccine before deciding whether to get it



I don't plan to get the vaccine



I've already gotten the vaccine



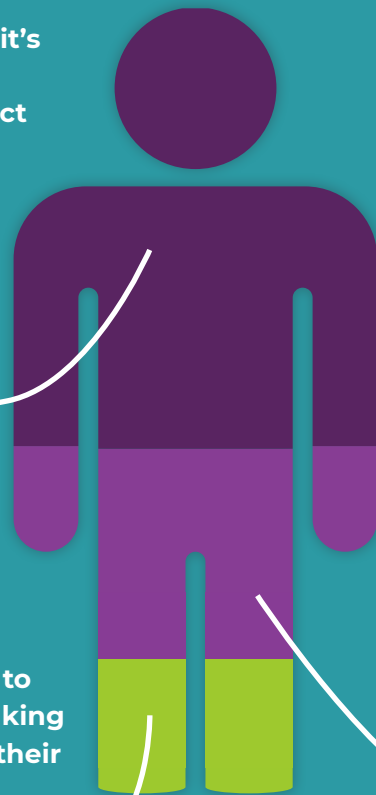
# Do you think COVID-19 should be addressed in the messaging of advertising you're currently exposed to?

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

**41%**

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

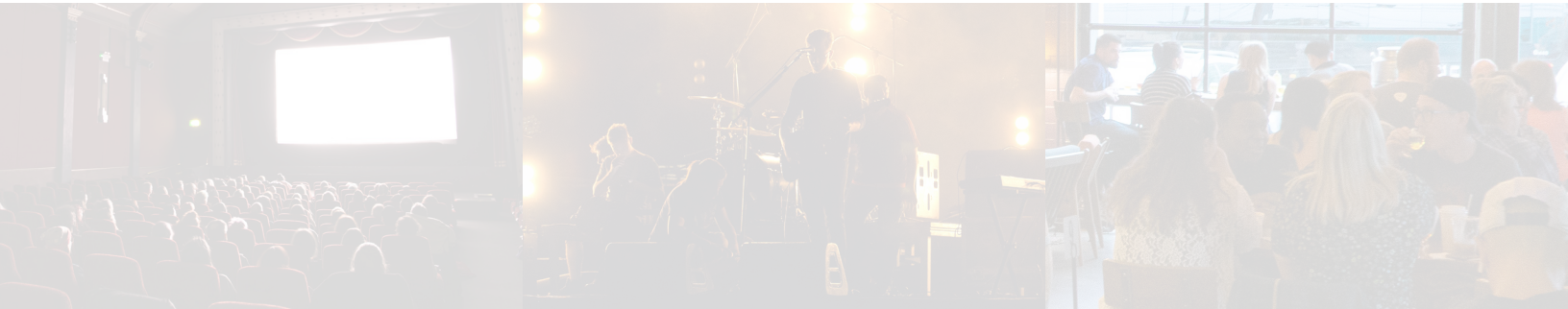
**23%**



**Yes**, it should be addressed in all advertising right now

**36%**

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

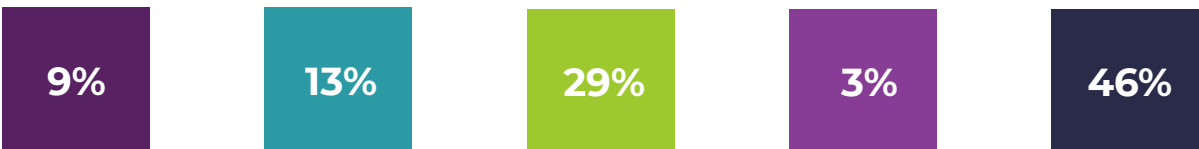
## Domestic travel for pleasure/leisure



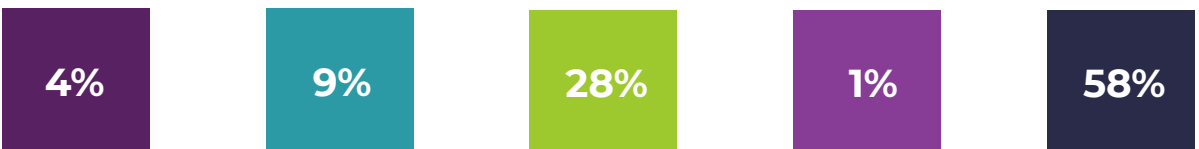
## International travel for pleasure/leisure



## Domestic travel for work/business



## International travel for work/business



## How do you feel about 2021?



**31%**

I am very hopeful about 2021



**36%**

I am somewhat hopeful about 2021



**16%**

I am neither hopeful nor not hopeful about 2021



**9%**

I am not very hopeful about 2021



**8%**

I am not hopeful at all about 2021





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