



prodege

Wave 5

Fielded Feb 8-14, 2021
among a nationally
representative sample
of 1,000 Americans
aged 18 & over.

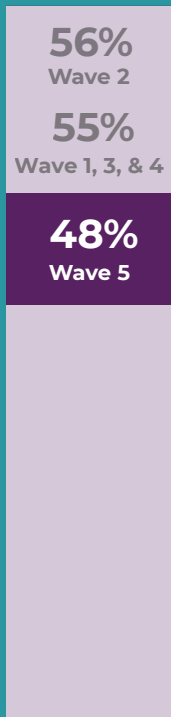
COVID-19:

Embracing the New Normal & Looking Ahead

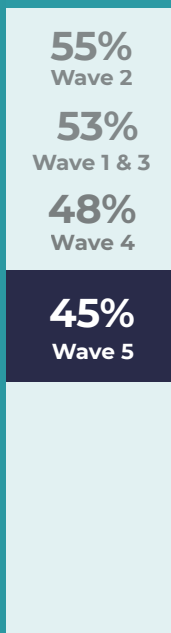
How closely are you following each of these news topics?

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

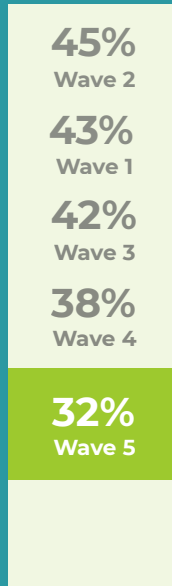
Coronavirus/
COVID-19
Pandemic



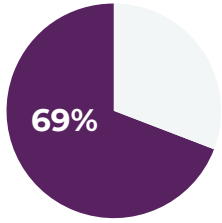
Coronavirus/
COVID-19
Vaccine Effort



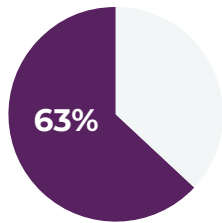
Joe Biden /
Kamala
Harris
Presidency



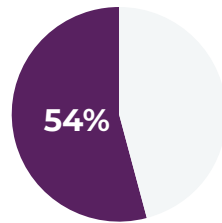
In your opinion, what issues should be most pressing for the new President and administration to focus on?



COVID-19 Pandemic



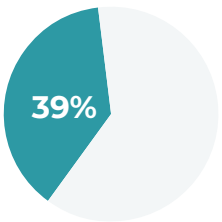
The economy



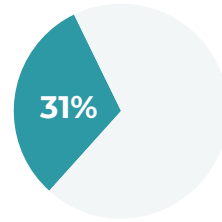
COVID-19 Vaccine roll out



Healthcare



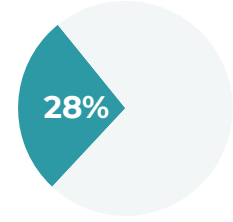
Uniting the country



Immigration



Addressing climate change & environmental concerns



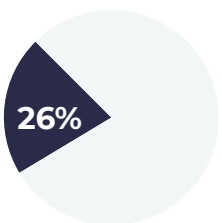
Addressing issues of racial inequality



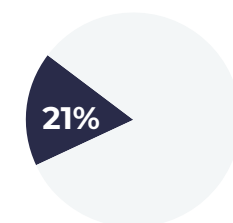
Improving the education system



Criminal justice and police reform



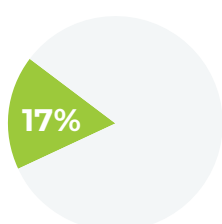
Unemployment benefits



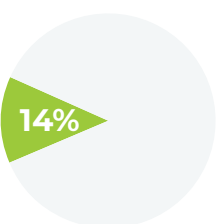
Foreign Policy



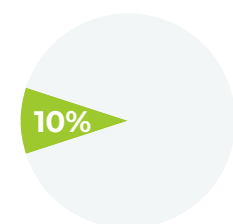
Gun Policies



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 5

29%

40%

11%

20%

Wave 4

30%

39%

13%

18%

Wave 3

30%

38%

17%

15%

Wave 2

31%

38%

14%

17%

Wave 1

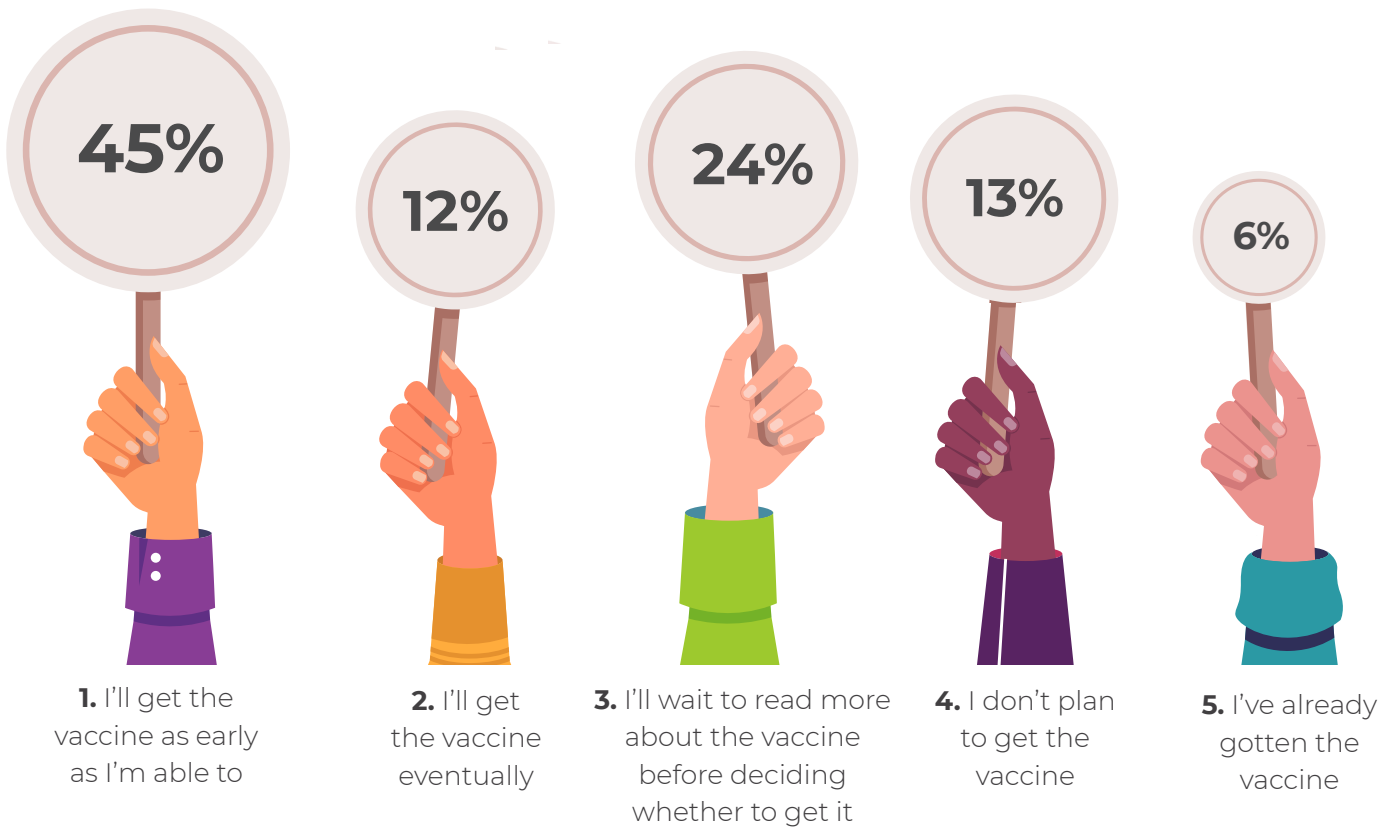
28%

39%

15%

18%

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



Wave 4

53% 14% 19% 10% 4%

Wave 3

48% 17% 21% 11% 3%

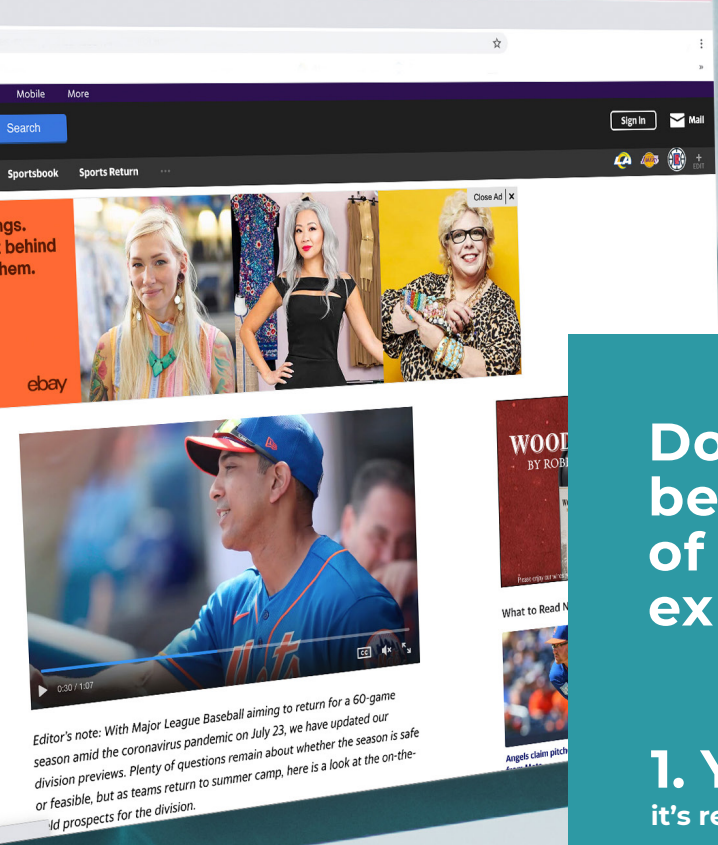
Wave 2

52% 16% 17% 13% 2%

Wave 1

45% 16% 23% 14% 2%

Wave 5



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

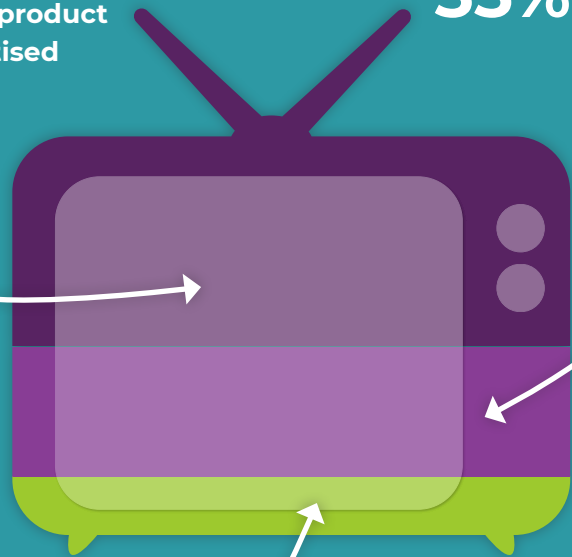
45%

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

35%

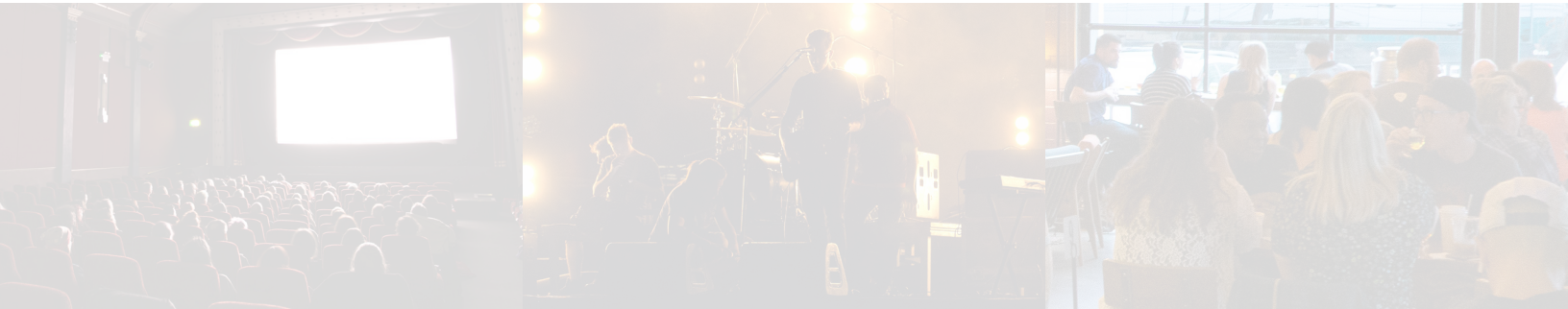
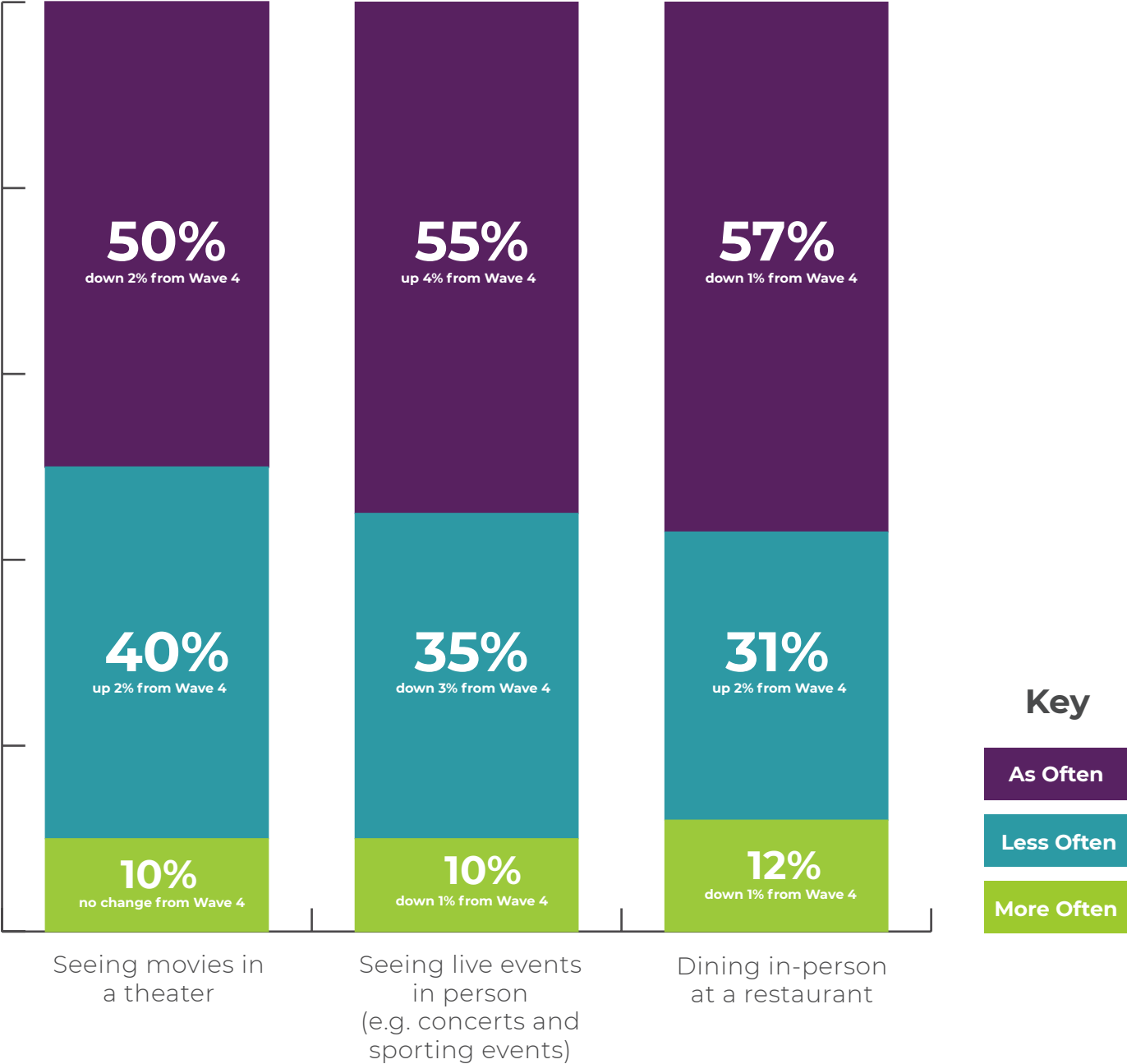
3. No, I don't want to hear companies talking about COVID-19 in their advertisements

20%



	Wave 4	Wave 3	Wave 2	Wave 1
1.	45%	42%	43%	41%
2.	38%	37%	39%	36%
3.	17%	21%	18%	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

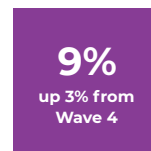
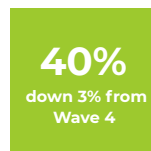
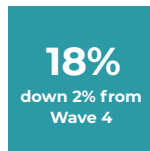
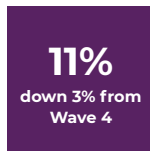
Within the next 4-6 months

Not until a vaccine has been widely distributed

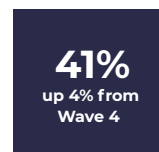
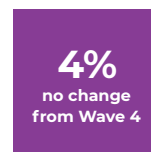
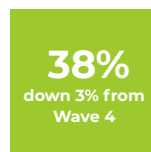
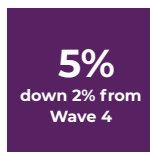
I have already been flying for this type of travel in recent months

I do not normally travel this way

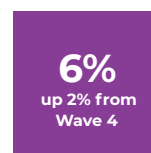
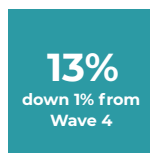
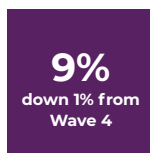
Domestic travel for pleasure/leisure



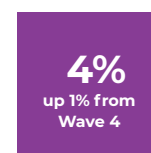
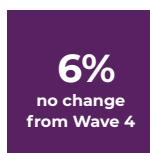
International travel for pleasure/leisure



Domestic travel for work/business



International travel for work/business



How do you feel about 2021?



29% up 1% from Wave 4
I am very hopeful about 2021



34% down 8% from Wave 4
I am somewhat hopeful about 2021



20% up 4% from Wave 4
I am neither hopeful nor not hopeful about 2021



11% no change from Wave 4
I am not very hopeful about 2021



6% up 3% from Wave 4
I am not hopeful at all about 2021



prodege

www.prodege.com

