

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 1

Q1 Which of the following non-essentials do you plan to spend money on this spring (March-June 2021)? Please select all that apply.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
Quick service food and beverages (e.g., McDonald's, Starbucks)	1133 56%	537 56%	579 56%	329 55%	188 56%	190 60%	195 58%	231 52%	159 54%	85 54%	103 68% ILM	83 52%	108 53%	165 57%	98 58%	87 54%	106 62%	122 51%	166 47%	444 57% S	266 63% SV	257 53%
Snacks or candy	1121 55%	536 56%	573 55%	320 54%	186 55%	191 60%	187 55%	237 53%	162 55%	82 52%	101 67% JLM	81 51%	109 54%	154 53%	101 59%	90 55%	102 60%	126 52%	186 52%	417 54%	251 60%	267 56%
Apparel (i.e., items, such as clothing, shoes, outerwear, that are not functioning as replacements)	1048 52%	491 51%	543 52%	317 53% H	188 56% H	170 53%	175 52%	198 44%	148 51%	82 52%	88 58% M	81 51%	91 44%	163 61% R	103 61% R	81 50%	90 52%	106 44%	170 48%	387 50%	240 57% S	250 52%
Gifts for friends or family (e.g., birthday, anniversary, just because)	922 45%	404 42%	503 49% B	265 44%	155 46%	138 44%	145 43%	219 49%	119 40%	68 43%	69 46%	58 36%	91 44%	141 49%	83 49%	70 43%	83 49%	128 53%	159 45%	331 43%	209 50%	223 46%
Dining or drinking out (e.g., at a bar or restaurant)	916 45%	451 47%	459 44%	269 45%	159 48%	137 43%	149 44%	202 45%	126 43%	73 46%	66 43%	77 49%	110 54% R	141 49%	85 50% R	71 43%	72 42%	91 38%	142 40%	349 45%	210 50% S	216 45%
Personal entertainment (e.g., video games, streaming services, books, arts and crafts)	749 37%	391 40% C	347 34%	274 46% GH	171 51% GH	132 42% GH	90 26% H	83 19%	151 51% LM	90 57% LM	66 44% LM	42 27%	42 21%	119 41% QR	78 46% QR	64 39% QR	44 26%	41 17%	128 36%	270 35%	163 39%	188 39%
Electronics (e.g., headphones, TV, speakers, computers/tablets)	637 31%	368 38% C	258 25%	270 45% FGH	157 47% FGH	87 27% H	65 19%	59 13%	157 54% KLMN	81 51% LM	57 38% LMP	33 21%	40 19% R	108 37% PQR	74 44% PQR	29 18% R	28 16%	19 8%	111 31%	243 31%	144 34%	139 29%
Children's toys (e.g., bicycle, dolls, stuffed animals)	432 21%	190 20%	237 23%	155 26% GH	117 35% DFGH	68 21% GH	44 13%	47 11%	62 21% LM	59 38% ILM	39 26% LM	9 6%	19 10%	89 31% PRI	56 33% PQR	29 18% L	34 20% L	28 11%	83 23%	156 20%	90 21%	103 21%
Sports or fitness equipment (e.g., stationary bikes, weights, yoga mat)	429 21%	240 25% C	184 18%	166 28% GH	109 33% FGH	64 20% GH	43 13%	48 11%	86 29% LM	67 43% IKLMO	33 22%	20 12%	34 17% R	78 27% QR	41 24% QR	31 19% R	21 12%	14 6%	80 22%	158 20%	80 19%	111 23%
Other non-essentials	44 2%	29 3% C	13 1%	3 1%	2 1%	3 1%	12 4% DE	23 5% DEF	2 1%	-	3 2%	8 5% IJ	16 8% IJ	2 1%	2 1%	*	2 1%	7 3%	6 2%	20 3%	5 1%	14 3%
None - I do not plan to spend money on any non-essentials this spring.	241 12%	87 9%	146 14% B	61 10%	29 9%	43 14%	50 15% E	59 13%	21 7%	9 6%	12 8%	23 14% J	23 11%	36 13%	17 10%	30 18% K	26 15%	36 15%	60 17% TUV	86 11%	45 11%	50 10%
Sigma	7672 378%	3725 386%	3842 372%	2427 408%	1460 436%	1222 385%	1156 341%	1407 315%	1192 407%	697 442%	638 422%	515 324%	683 334%	1196 413%	737 435%	582 356%	609 356%	718 298%	1290 364%	2860 369%	1703 405%	1819 378%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 2

Q1 Which of the following non-essentials do you plan to spend money on this spring (March-June 2021)? Please select all that apply.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
Quick service food and beverages (e.g., McDonald's, Starbucks)	1133 56%	302 53%	188 59%	165 64% B	433 57%	316 53%	416 58%	401 56%	643 58%	490 53%	423 57%	711 55%	378 59%	756 54%	822 58%	290 57%	552 58%	581 54%	152 46%	129 54%	747 59% S
Snacks or candy	1121 55%	301 53%	189 59%	145 56%	445 58%	283 48%	423 59% F	415 58% F	649 59% J	472 51%	424 57%	697 54%	370 58%	750 54%	799 56%	298 58%	542 57%	579 54%	153 46%	118 49%	742 59% S
Apparel (i.e., items, such as clothing, shoes, outerwear, that are not functioning as replacements)	1048 52%	267 47%	170 53%	135 52%	437 57% B	255 43%	381 53% F	412 57% F	631 57% J	416 45%	423 57% L	625 48%	379 59% N	669 48%	749 53%	272 53%	520 54%	527 49%	142 43%	124 52%	691 55% S
Gifts for friends or family (e.g., birthday, anniversary, "just because")	922 45%	229 40%	148 47%	132 51% B	373 49% B	228 38%	331 46% F	363 51% F	528 48%	394 43%	379 51% L	542 42%	334 52% N	588 42%	678 48%	228 45%	489 51% R	433 40%	108 33%	102 43%	620 49% S
Dining or drinking out (e.g., at a bar or restaurant)	916 45%	218 38%	153 48% B	118 46%	398 52% B	214 36%	324 45% F	379 53% FG	564 51% J	353 38%	325 44%	591 46%	299 47%	618 44%	681 48%	219 43%	455 48%	462 43%	122 37%	72 30%	636 50% ST
Personal entertainment (e.g., video games, streaming services, books, arts and crafts)	749 37%	188 33%	115 36%	103 40%	312 41% B	177 30%	264 36%	309 43% FG	494 45% J	255 28%	350 47% L	399 31%	329 51% N	420 30%	533 38%	199 39%	357 37%	393 36%	115 35%	99 41%	458 36%
Electronics (e.g., headphones, TV, speakers, computers/tablets)	637 31%	168 30%	86 27%	77 30%	286 37% BC	185 31%	205 28%	246 34%	433 39% J	204 22%	330 45% L	307 24%	296 46%	341 24%	446 31%	175 34%	295 31%	342 32%	129 39% U	91 38% U	351 28%
Children's toys (e.g., bicycle, dolls, stuffed animals)	432 21%	92 16%	65 20%	62 24% B	203 28% B	102 17%	147 20%	183 26% F	296 27% J	135 15%	299 40% L	133 10%	291 45% N	141 10%	319 22%	109 21%	261 27% R	171 16%	64 19%	44 18%	279 22%
Sports or fitness equipment (e.g., stationary bikes, weights, yoga mat)	429 21%	76 13%	50 16%	53 21% B	243 32% BCD	70 12%	152 21% F	208 29% FG	325 29% J	104 11%	234 32% L	195 15%	221 34% N	208 15%	323 23%	96 19%	225 23% R	204 19%	89 27% U	50 21%	243 19%
Other non-essentials	44 2%	5 1%	4 1%	10 4% B	16 2%	6 1%	20 3%	18 3%	14 1%	30 3% I	5 1%	39 3% K	3 1%	41 3% M	37 3%	5 1%	25 3%	19 2%	2 1%	3 1%	30 2%
None - I do not plan to spend money on any non-essentials this spring.	241 12%	94 16% CDE	31 10%	20 8%	61 8%	96 16% H	91 13% H	55 8%	82 7%	159 17% I	52 7%	189 15% K	35 5%	207 15% M	128 9%	54 11%	95 10%	147 14% Q	49 15%	29 12%	138 11%
Sigma	7672 378%	1940 341%	1199 377%	1020 395%	3207 418%	1931 325%	2752 381%	2989 417%	4660 421%	3012 325%	3245 438%	4427 343%	2935 458%	4737 340%	5514 389%	1946 380%	3816 399%	3856 359%	1125 340%	864 360%	4936 390%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - KL - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q2\_1 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?  
 Spring 2019 (March-June 2019)

Base: All Respondents

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
Increase	386 19%	234 24% C	149 14%	141 24% GH	94 28% FGH	54 17%	42 12%	55 12%	90 31% LMN	67 42% KLM	35 23% M	18 12%	25 12%	50 17%	26 15%	19 12%	23 14%	30 12%	69 19%	145 19%	73 17%	98 20%
Stay about the same	1158 57%	549 57%	600 58%	313 53%	164 49%	194 61% E	200 59% E	288 64% DE	149 51%	64 40%	88 59% J	103 65% IJ	146 71% IJR	160 55%	98 58% J	105 64%	95 55%	142 59%	193 54%	448 58%	233 56%	284 59%
Decrease	382 19%	159 16%	213 21%	101 17%	55 16%	57 18%	82 24% DE	86 19%	43 15%	26 17%	27 18%	33 21%	29 14%	55 19%	27 16%	30 19%	44 26%	57 24% M	70 20%	140 18%	91 22%	81 17%
Not at all sure	106 5%	23 2%	72 7% B	39 7%	22 6%	12 4%	15 5%	17 4%	12 4%	1 1%	1 1%	4 3%	5 2%	24 8%	18 11% J	9 5%	9 5%	12 5%	23 6%	42 5%	23 5%	18 4%
Sigma	2032 100%	965 100%	1034 100%	595 100%	335 100%	317 100%	339 100%	447 100%	293 100%	158 100%	151 100%	159 100%	205 100%	289 100%	169 100%	163 100%	171 100%	241 100%	355 100%	775 100%	421 100%	481 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
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Q2\_1 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?  
 Spring 2019 (March-June 2019)

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
Increase	386 19%	97 17%	56 17%	39 15%	184 24% BD	104 17%	124 17%	159 22%	260 23% J	126 14%	200 27% L	186 14%	184 29% N	202 15%	281 20%	97 19%	182 19%	204 19%	68 21%	55 23%	225 18%
Stay about the same	1158 57%	332 58%	197 62% E	161 62% E	410 53%	346 58%	427 59%	385 54%	611 55%	547 59%	373 50%	786 61% K	310 48%	849 61% M	816 58%	290 57%	557 58%	602 56%	167 50%	126 53%	749 59%
Decrease	382 19%	94 17%	54 17%	50 19%	155 20%	90 15%	142 20%	151 21% F	200 18%	182 20%	126 17%	256 20%	117 18%	265 19%	284 20%	85 17%	183 19%	199 19%	73 22%	42 17%	237 19%
Not at all sure	106 5%	45 8% CDE	12 4%	8 3%	17 2%	54 9% GH	30 4%	22 3%	35 3%	70 8% I	42 6%	64 5%	30 5%	75 5%	36 3%	41 8% O	35 4%	70 7% Q	23 7%	17 7%	55 4%
Sigma	2032 100%	569 100%	318 100%	258 100%	767 100%	594 100%	722 100%	716 100%	1106 100%	926 100%	741 100%	1291 100%	641 100%	1391 100%	1417 100%	512 100%	957 100%	1075 100%	331 100%	240 100%	1266 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 5

Q2\_2 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?  
 Spring 2020 (March-June 2020)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	North- east (S)	South (T)	Mid- west (U)	West (V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
Increase	463 23%	259 27% C	200 19%	156 26% GH	107 32% FGH	68 21%	56 17%	76 17%	87 30% L	64 41% LMO	42 28% L	23 14%	44 22% R	68 24% R	42 25% R	25 15%	33 20%	31 13%	91 26%	163 21%	93 22%	116 24%
Stay about the same	1099 54%	506 52%	582 56%	278 47%	163 49%	178 56% D	197 58% DE	283 63% DE	132 45%	65 41%	79 52%	105 66% IJ	126 61% IJ	141 49%	95 56% J	99 61%	89 52%	157 65% NQ	177 50%	446 58%	223 53%	252 52%
Decrease	372 18%	175 18%	187 18%	111 19%	48 14%	64 20%	74 22% E	75 17%	60 21%	28 18%	29 19%	27 17%	31 15%	48 16%	19 11%	35 21% O	41 24% O	45 18%	68 19%	130 17%	85 20%	89 18%
Not at all sure	97 5%	25 3%	65 8% B	48 8% FGH	17 5%	7 2%	11 3%	12 3%	14 5%	1 1%	2 1%	4 3%	4 2%	32 11% PQR	14 8% J	4 3%	7 4%	8 4%	18 5%	35 5%	20 5%	24 5%
Sigma	2032 100%	965 100%	1034 100%	595 100%	335 100%	317 100%	339 100%	447 100%	293 100%	158 100%	151 100%	159 100%	205 100%	289 100%	169 100%	163 100%	171 100%	241 100%	355 100%	775 100%	421 100%	481 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

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Q2\_2 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?  
 Spring 2020 (March-June 2020)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
Increase	463 23%	99 17%	67 21%	53 20%	233 30% BCD	109 18%	143 20%	211 29% FG	308 28% J	155 17%	223 30% L	240 19%	208 32% N	256 18%	331 23%	126 25%	236 25%	227 21%	74 22%	60 25%	288 23%
Stay about the same	1099 54%	335 59% E	181 57%	145 56%	378 49%	338 57% H	409 57% H	352 49%	556 50%	543 59% J	334 45%	765 59% K	291 45%	809 58% M	780 55%	262 51%	499 52%	601 56%	160 48%	123 51%	716 57%
Decrease	372 18%	103 18%	60 19%	50 19%	132 17%	96 16%	150 21%	126 18%	203 18%	169 18%	151 20%	221 17%	121 19%	251 18%	271 19%	91 18%	197 21% R	175 16%	73 22%	40 17%	219 17%
Not at all sure	97 5%	32 6%	10 3%	11 4%	23 3%	50 8% GH	20 3%	27 4%	40 4%	58 6% I	33 4%	65 5%	21 3%	76 5%	35 2%	33 6% O	24 3%	73 7% Q	24 7% U	16 7%	44 3%
Sigma	2032 100%	569 100%	318 100%	258 100%	767 100%	594 100%	722 100%	716 100%	1106 100%	926 100%	741 100%	1291 100%	641 100%	1391 100%	1417 100%	512 100%	957 100%	1075 100%	331 100%	240 100%	1266 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

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26 Feb 2021  
 Table 7

Q2\_3 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?  
 This past winter (December 2020 - February 2021)

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	North- east (S)	South (T)	Mid- west (U)	West (V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
Increase	446 22%	254 26% C	187 18%	139 23% G	115 34% DFGH	62 20%	48 14%	82 18%	77 26%	70 44% IKLMO	39 28% P	25 16%	43 21%	59 20%	44 26% PQR	23 14%	23 13%	38 16%	85 24%	172 22%	86 20%	103 21%
Stay about the same	1088 54%	523 54%	553 53%	316 53%	152 45%	177 56% E	184 54%	258 58% E	159 54% J	58 37%	81 53% J	99 62% JQ	126 62% J	153 53%	90 53% J	95 58%	82 48%	132 55% O	183 52%	426 55%	218 52%	261 54%
Decrease	412 20%	164 17%	237 23% B	102 17%	50 15%	70 22%	95 28% DE	96 21%	48 16%	24 15%	30 20%	31 19%	31 15%	51 18%	23 14%	41 25% O	58 34% NOL	64 27% OM	70 20%	150 19%	97 23%	96 20%
Not at all sure	87 4%	24 2%	56 5% B	38 6% FH	18 5%	7 2%	12 4%	11 2%	9 3%	5 3%	1 1%	4 3%	5 2%	26 9% PRI	12 7%	4 3%	8 5%	6 3%	17 5%	27 4%	20 5%	22 5%
Sigma	2032 100%	965 100%	1034 100%	595 100%	335 100%	317 100%	339 100%	447 100%	293 100%	158 100%	151 100%	159 100%	205 100%	289 100%	169 100%	163 100%	171 100%	241 100%	355 100%	775 100%	421 100%	481 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 8

Q2\_3 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?  
 This past winter (December 2020 - February 2021)

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
Increase	446 22%	99 17%	64 20%	52 20%	217 28% BCD	103 17%	129 18%	213 30% FG	303 27% J	142 15%	227 31% L	219 17%	203 32% N	242 17%	326 23%	111 22%	236 25% R	210 20%	76 23%	56 23%	268 21%
Stay about the same	1088 54%	327 58%	171 54%	137 53%	392 51%	318 54%	403 56%	367 51%	571 52%	516 56%	342 46%	746 58% K	291 45%	797 57% M	769 54%	261 51%	483 50%	605 56% Q	158 48%	122 51%	706 56%
Decrease	412 20%	110 19%	75 24%	64 25% E	136 18%	127 21% H	171 24% H	115 16%	201 18%	211 23% I	142 19%	270 21%	126 20%	286 21%	289 20%	111 22%	211 22%	201 19%	75 23%	50 21%	251 20%
Not at all sure	87 4%	33 6% CDE	8 3%	6 2%	21 3%	46 8% GH	19 3%	22 3%	31 3%	56 6% I	30 4%	57 4%	21 3%	66 5%	33 2%	30 6% O	27 3%	60 6% Q	22 7%	12 5%	41 3%
Sigma	2032 100%	569 100%	318 100%	258 100%	767 100%	594 100%	722 100%	716 100%	1106 100%	926 100%	741 100%	1291 100%	641 100%	1391 100%	1417 100%	512 100%	957 100%	1075 100%	331 100%	240 100%	1266 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.



Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
A great deal of influence	423 21%	214 22%	201 19%	119 20%	70 21%	84 27% H	73 21%	77 17%	59 20%	48 31% LMO	42 28%	29 18%	35 17%	58 20%	20 12%	40 25% O	41 24% O	42 17%	68 19%	164 21%	84 20%	107 22%
Some influence	654 32%	339 35% C	306 30%	220 37% F	114 34% F	73 23%	103 30%	144 32% F	119 40% K	64 41% K	35 23%	60 37% KQ	62 30%	96 33%	50 29%	38 23% O	41 24%	81 33%	117 33%	237 31%	145 34%	155 32%
Very little influence	466 23%	195 20%	266 26% B	143 24%	74 22%	54 17%	69 20%	126 28% F	59 20%	27 17% K	22 14%	32 20% JK	56 27% JK	83 29%	43 25%	33 20%	37 22%	70 29%	92 26%	186 24%	89 21%	100 21%
No influence	489 24%	217 22%	261 25%	113 19%	77 23%	106 33% DEH	94 28% D	100 22%	57 19%	19 12%	52 35% IJ	38 24% J	51 25% J	53 18%	56 33% NRJ	52 32% NR	52 30% N	49 20%	78 22%	189 24%	103 25%	119 25%
Sigma	2032 100%	965 100%	1034 100%	595 100%	335 100%	317 100%	339 100%	447 100%	293 100%	158 100%	151 100%	159 100%	205 100%	289 100%	169 100%	163 100%	171 100%	241 100%	355 100%	775 100%	421 100%	481 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
A great deal of influence	423 21%	102 18% C	39 12%	62 24% C	203 27% BC	102 17%	148 20%	173 24% F	243 22%	180 19%	187 25% L	236 18%	167 26% N	255 18%	299 21%	104 20%	226 24% R	197 18%	79 24%	66 28% U	249 20%
Some influence	654 32%	176 31%	97 30%	85 33%	261 34%	193 33%	213 29%	248 35%	383 35% J	271 29%	237 32%	417 32%	201 31%	453 33%	470 33%	165 32%	290 30%	364 34%	101 31%	84 35%	376 30%
Very little influence	466 23%	143 25%	94 30% DE	50 20%	157 21%	137 23%	173 24%	156 22%	239 22%	227 24%	150 20%	316 24%	133 21%	333 24%	341 24%	98 19%	224 23%	242 22%	70 21%	41 17%	329 26% T
No influence	489 24%	148 26% E	88 28%	60 23%	144 19%	162 27% H	189 26% H	139 19%	241 22%	248 27% J	167 23%	322 25%	139 22%	350 25%	306 22%	146 29% O	217 23%	273 25%	80 24%	49 20%	313 25%
Sigma	2032 100%	569 100%	318 100%	258 100%	767 100%	594 100%	722 100%	716 100%	1106 100%	926 100%	741 100%	1291 100%	641 100%	1391 100%	1417 100%	512 100%	957 100%	1075 100%	331 100%	240 100%	1266 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 11

Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?

Base: Plan To Increase This Spring's Spending Compared To This Past Winter

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	451	241	204	153	109	50	42	97	70	67	27	21	56	79	41	23	21	40	106	173	86	86
Weighted Base	446	254	187	139*	115*	62*	48**	82*	77*	70*	39**	25**	43*	59*	44*	23**	23**	38**	85*	172	86*	103*
A great deal of influence	127 28%	81 32%	45 24%	27 19%	37 32%	25 40% D	17 35%	21 26%	15 20%	26 37%	19 49%	9 35%	12 29%	11 18%	11 26%	6 24%	8 34%	9 23%	19 23%	46 27%	36 41% S	26 25%
Some influence	167 38%	100 39%	65 35%	55 39%	51 44% F	14 23%	15 32%	33 40%	36 47%	32 45%	7 17%	10 42%	15 35%	16 28%	19 43%	8 33%	5 20%	17 45%	35 41%	60 35%	26 31%	46 45%
Very little influence	87 19%	33 13%	53 28% B	31 23%	19 16%	13 21%	7 14%	16 20%	10 13%	8 12%	7 18%	1 4%	7 17%	22 37% I	10 22%	6 27%	6 25%	9 24%	18 21%	37 21%	20 23%	12 12%
No influence	65 15%	40 16%	25 13%	26 19% E	8 7%	10 17%	9 19%	11 14%	16 21%	5 7%	7 17%	4 18%	8 19%	10 17%	4 9%	4 16%	5 21%	3 8%	13 15%	29 17% U	4 5%	18 18% U
Sigma	446 100%	254 100%	187 100%	139 100%	115 100%	62 100%	48 100%	82 100%	77 100%	70 100%	39 100%	25 100%	43 100%	59 100%	44 100%	23 100%	23 100%	38 100%	85 100%	172 100%	86 100%	103 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?

Base: Plan To Increase This Spring's Spending Compared To This Past Winter

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	451	147	79	61	146	98	124	229	280	171	204	247	187	264	314	123	244	207	41	44	323
Weighted Base	446	99	64*	52*	217	103*	129*	213	303	142	227	219	203	242	326	111*	236	210	76**	56**	268
A great deal of influence	127 28%	23 23%	11 18%	18 34%	72 33%	19 18%	32 25%	76 36% F	93 31%	34 24%	72 32%	55 25%	69 34%	57 24%	102 31%	23 21%	86 37% R	41 19%	23 30%	15 27%	84 31%
Some influence	167 38%	39 39%	25 40%	14 27%	86 39%	38 37%	56 44%	73 34%	119 39%	48 34%	87 38%	80 37%	74 37%	93 38%	117 36%	48 43%	77 33%	90 43%	22 29%	31 56%	86 32%
Very little influence	87 19%	24 24%	15 24%	12 24%	31 14%	22 21%	29 22%	36 17%	52 17%	35 24%	42 18%	45 21%	36 18%	50 21%	64 20%	20 18%	41 18%	45 21%	19 25%	7 12%	55 21%
No influence	65 15%	14 14%	12 19%	8 15%	28 13%	25 24% G	12 9%	29 14%	39 13%	26 18%	26 12%	39 18%	23 11%	42 17%	43 13%	19 17%	31 13%	34 16%	12 16%	3 6%	43 16%
Sigma	446 100%	99 100%	64 100%	52 100%	217 100%	103 100%	129 100%	213 100%	303 100%	142 100%	227 100%	219 100%	203 100%	242 100%	326 100%	111 100%	236 100%	210 100%	76 100%	56 100%	268 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 13

Q4 How often do you plan to shop in-person at stores (e.g., grocery, clothing, electronics, hardware) this spring (March-June 2021)?

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
At Least Once A Week (Net)	1257 62%	635 66% C	604 58%	374 63%	245 73% DFGH	198 62%	185 54%	256 57%	188 64%	125 79% IKLMO	98 65%	92 58%	132 65% R	181 62% R	115 68% QR	99 61%	87 51%	122 51%	233 66%	457 59%	267 63%	301 62%
Several times a day	89 4%	45 5%	44 4%	47 8% GH	22 7% GH	13 4% GH	3 1%	4 1%	19 6% M	13 8% LM	9 6%	2 1%	2 1% PQR	28 10% QR	8 5% QR	5 3%	1 1%	1 1%	21 6%	24 3%	21 5%	24 5%
Once a day	97 5%	62 6% C	35 3%	40 7% GH	23 7% GH	13 4%	8 3%	13 3%	34 12% MN	9 6%	8 5%	3 2% Q	6 2% R	14 8% NQ	6 3%	* *	10 4%	19 5%	30 4%	23 6%	24 5%	
Several times a week	493 24%	275 28% C	213 21%	155 26% H	100 30% GH	90 28% H	72 21%	76 17%	76 26%	58 37% LMO	59 39% ILMP	30 19%	52 25% R	77 27% R	39 23% R	32 19% R	42 24% R	24 10%	71 20%	196 25%	95 23%	131 27%
Once a week	578 28%	253 26% C	312 30%	132 22% D	101 30% D	81 26%	101 30% D	163 37% DF	59 20%	44 28% K	23 15%	52 32% IK	75 37% IK	69 24%	54 32% NK	58 35% NK	44 26%	88 36% N	122 34% TV	207 27%	128 30%	122 25%
Several times a month	360 18%	167 17%	192 19%	108 18%	52 16% D	56 18%	68 20%	76 17%	56 19%	21 13%	26 17%	32 20%	32 16%	50 17%	31 18%	30 18%	21 12%	44 18%	51 14%	155 20%	77 18%	78 16%
Once a month or less often	254 12%	92 10% B	157 15% B	56 9%	19 6% E	44 14% E	59 17% DE	75 17% DE	25 9%	6 4%	18 12% J	20 12% J	23 11% J	31 11%	11 7%	25 16% O	37 22% NO	52 22% NOM	41 12%	114 15%	53 13%	46 10%
Never - I do not plan to shop in-person at any stores this spring.	161 8%	71 7%	81 8%	56 9%	19 6%	19 6%	27 8%	40 9%	25 8%	5 3%	9 6%	16 10%	17 8%	28 10%	13 7%	8 5%	10 6%	23 9%	30 8%	50 7%	24 6%	57 12% TU
Sigma	2032 100%	965 100%	1034 100%	595 100%	335 100%	317 100%	339 100%	447 100%	293 100%	158 100%	151 100%	159 100%	205 100%	289 100%	169 100%	163 100%	171 100%	241 100%	355 100%	775 100%	421 100%	481 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q4 How often do you plan to shop in-person at stores (e.g., grocery, clothing, electronics, hardware) this spring (March-June 2021)?

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
At Least Once A Week (Net)	1257 62%	318 56%	203 64% B	150 58%	531 69% BD	355 60%	438 61%	464 65%	734 66% J	523 57%	500 67% L	757 59%	452 71% N	805 58%	929 66% P	291 57%	636 68% R	621 58%	189 57%	141 59%	813 64%
Several times a day	89 4%	16 3%	8 3%	9 4%	53 7% BC	33 6%	25 3%	31 4%	63 6% J	26 3%	56 8% L	33 3%	48 8% N	41 3%	68 5%	19 4%	45 5%	44 4%	23 7%	12 5%	51 4%
Once a day	97 5%	26 5%	10 3%	7 3%	53 7% D	37 6%	33 5%	27 4%	67 6% J	30 3%	45 6% L	52 4%	44 7% N	53 4%	82 6% P	11 2%	48 5%	49 5%	22 7%	9 4%	60 5%
Several times a week	493 24%	127 22%	90 28%	64 25%	191 25% D	126 21%	188 26%	179 25%	319 29% J	174 19%	211 28% L	282 22%	184 29% N	309 22%	354 25% P	124 24%	229 24%	264 25%	57 17%	65 27%	321 25% S
Once a week	578 28%	149 26%	94 30%	70 27%	234 31%	158 27%	193 27%	227 32%	285 26% J	293 32% I	188 25%	390 30%	176 27%	402 29%	424 30%	136 27%	313 33% R	265 25%	88 27%	54 23%	382 30%
Several times a month	360 18%	120 21% E	57 18%	50 19%	116 15%	101 17%	143 20%	117 16%	202 18%	159 17%	137 18%	223 17%	108 17%	252 18%	220 16%	131 26% O	144 15%	216 20% Q	70 21%	49 20%	212 17%
Once a month or less often	254 12%	81 14%	33 11%	39 15%	76 10%	75 13%	98 14%	81 11%	102 9% J	152 16% I	53 7%	201 16% K	43 7%	211 15% M	182 13%	52 10%	117 12%	136 13%	36 11%	36 15%	153 12%
Never - I do not plan to shop in-person at any stores this spring.	161 8%	50 9%	25 8%	20 8%	44 6%	63 11% G	43 6%	55 8%	69 6%	92 10% I	51 7%	110 9%	38 6%	123 9%	86 6%	38 7%	59 6%	102 9% Q	36 11%	15 6%	89 7%
Sigma	2032 100%	569 100%	318 100%	258 100%	767 100%	594 100%	722 100%	716 100%	1106 100%	926 100%	741 100%	1291 100%	641 100%	1391 100%	1417 100%	512 100%	957 100%	1075 100%	331 100%	240 100%	1266 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

26 Feb 2021  
 Table 15

Q5 Which of the following do you plan to do during this coming spring (March-June 2021) or summer (July-September 2021)? Please select all that apply.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
I plan to travel out of town (day trip or overnight trip for personal or business reasons) this summer (July-September 2021).	710 35%	374 39% C	331 32%	202 34%	131 39%	114 36%	107 31%	157 35%	101 35%	68 43%	62 41%	55 35%	87 43% R	98 34%	62 36%	52 32%	50 29%	69 29%	122 34%	265 34%	154 37%	169 35%
I plan to travel out of town (day trip or overnight trip for personal or business reasons) this spring (March-June 2021).	697 34%	371 38% C	321 31%	220 37% H	133 40% H	104 33%	116 34%	124 28%	113 39%	73 46%	51 34%	58 37%	75 37% R	105 36% R	57 34% R	53 33% R	57 33% R	48 20%	103 29%	285 37% S	142 34%	167 35%
I plan to attend a wedding in person in the summer (July-September 2021).	192 9%	103 11%	85 8%	79 13% FGH	57 17% FGH	16 5%	19 6%	21 5%	45 15% LM	31 20% KLM	10 7%	10 6%	7 3%	33 12% P	23 14% PQR	5 3%	9 6%	14 6%	43 12%	65 8%	38 9%	46 10%
I plan to attend a wedding in person in the spring (March-June 2021).	187 9%	119 12% C	69 7%	88 15% FGH	60 18% FGH	15 5%	15 5%	9 2%	59 20% KLMN	38 24% KLMO	9 6%	8 5%	4 2%	29 10% R	22 13% PQR	6 4%	7 4%	4 2%	37 10%	83 11% U	26 6%	42 9%
None of these	851 42%	345 36% B	488 47% B	202 34%	91 27%	144 45% DE	173 51% DE	240 54% DE	92 31% J	27 17%	62 41% J	75 47% IJ	90 44% IJ	104 36%	61 36% J	81 50% NO	91 53% NO	150 62% NOM	153 43%	333 43%	169 40%	197 41%
Sigma	2638 130%	1311 136%	1293 125%	792 133%	472 141%	394 124%	430 127%	551 123%	410 140%	237 151%	194 128%	207 130%	263 129%	370 128%	226 133%	197 121%	214 125%	286 119%	458 129%	1031 133%	528 126%	621 129%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q5 Which of the following do you plan to do during this coming spring (March-June 2021) or summer (July-September 2021)? Please select all that apply.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
I plan to travel out of town (day trip or overnight trip for personal or business reasons) this summer (July-September 2021).	710 35%	143 25%	113 35% B	100 39% B	330 43% B	153 26%	236 33% F	321 45% FG	441 40% J	269 29%	295 40% L	415 32%	267 42% N	443 32%	534 38% P	158 31%	392 41% R	318 30%	110 33%	70 29%	481 38%
I plan to travel out of town (day trip or overnight trip for personal or business reasons) this spring (March-June 2021).	697 34%	144 25%	96 30%	101 39% BC	334 44% BC	151 26%	266 37% F	280 39% F	456 41% J	241 26%	298 40% L	399 31%	283 44% N	413 30%	527 37%	160 31%	397 42% R	299 28%	126 38%	70 29%	451 36%
I plan to attend a wedding in person in the summer (July-September 2021).	192 9%	58 10%	23 7%	23 9%	87 11%	59 10%	55 8%	78 11%	139 13% J	54 6%	102 14% L	90 7%	96 15% N	97 7%	152 11%	36 7%	94 10%	99 9%	42 13%	27 11%	103 8%
I plan to attend a wedding in person in the spring (March-June 2021).	187 9%	40 7%	16 5%	24 9%	103 13% BC	45 8%	57 8%	86 12% FG	152 14% J	35 4%	119 16% L	69 5%	111 17% N	76 5%	145 10%	38 7%	106 11% R	81 8%	39 12%	29 12%	101 8%
None of these	851 42%	291 51% DE	143 45% E	99 38%	230 30%	298 50% H	323 45% H	230 32%	332 30%	519 56% I	202 27%	649 50% K	147 23%	704 51% M	539 38%	237 46% O	335 35%	517 48% Q	127 38%	105 44%	516 41%
Sigma	2638 130%	675 119%	392 123%	348 135%	1084 141%	706 119%	937 130%	996 139%	1520 137%	1118 121%	1016 137%	1622 126%	904 141%	1734 125%	1898 134%	630 123%	1324 138%	1314 122%	443 134%	301 125%	1652 130%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.



Q6 Do you plan to buy a car in the next 6 months? Please select all that apply.

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2032	930	1063	579	361	282	312	498	238	160	121	149	262	322	192	159	156	234	418	798	425	391
Weighted Base	2032	965	1034	595	335	317	339	447	293	158	151*	159*	205	289	169	163	171*	241	355	775	421	481
Yes (Net)	685 34%	389 40% C	281 27%	265 45% FGH	179 54% DFGH	105 33% GH	72 21% H	63 14%	142 49% LM	105 67% IKLMO	63 42% LMP	35 22%	43 21% R	118 41% PQR	72 43% PQR	40 25% R	30 18% R	20 8%	133 38%	253 33%	140 33%	159 33%
Yes, I plan to buy a new car	426 21%	259 27% C	155 15%	164 28% GH	110 33% FGH	69 22% GH	45 13%	38 8%	97 33% LMN	71 45% LMO	50 33% LMP	19 12%	22 11%	63 22% PR	36 21% PR	18 11%	22 13%	16 7%	91 26% T	148 19%	81 19%	106 22%
Yes, I plan to buy a used car	298 15%	148 15%	143 14%	116 19% GH	80 24% FGH	42 13% H	33 10%	27 6%	52 18% KLM	39 25% KLM	17 11% J	17 11%	23 11% R	61 21% QR	41 24% QR	25 15% QR	11 7%	5 2%	53 15%	116 15%	67 16%	63 13%
No	1347 66%	576 60%	753 73% B	329 55% E	155 46%	212 67% DE	267 79% DEF	384 86% DEFG	151 51% J	52 33% J	88 58% J	124 78% IJK	162 79% IJK	172 59% J	97 57% NOK	123 75% NO	141 82% NOPQM	221 92% NOPQM	221 62%	523 67%	281 67%	323 67%
Sigma	2071 102%	983 102%	1052 102%	609 103%	345 103%	324 102%	345 102%	448 100%	300 102%	163 103%	155 102%	160 101%	206 101%	296 102%	174 103%	166 102%	174 102%	241 100%	365 103%	786 101%	429 102%	491 102%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Fielding Period: February 23 - 25, 2021  
 Ad Age  
 Weighted To The U.S. General Adult Population - Propensity

Q6 Do you plan to buy a car in the next 6 months? Please select all that apply.

Base: All Respondents

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2032	803	384	271	457	563	637	832	1042	990	680	1352	613	1419	1356	572	1007	1025	177	184	1504
Weighted Base	2032	569	318	258	767	594	722	716	1106	926	741	1291	641	1391	1417	512	957	1075	331	240	1266
Yes (Net)	685 34%	177 31%	85 27%	79 31%	327 43%	175 29%	241 33%	268 37%	515 47%	170 18%	386 52%	298 23%	367 57%	318 23%	496 35%	178 35%	328 34%	357 33%	151 46%	100 42%	364 29%
Yes, I plan to buy a new car	426 21%	81 14%	40 13%	53 20%	240 31%	98 17%	125 17%	203 28%	332 30%	93 10%	241 33%	185 14%	233 36%	193 14%	347 24%	73 14%	231 24%	194 18%	98 30%	53 22%	226 18%
Yes, I plan to buy a used car	298 15%	103 18%	51 16%	33 13%	106 14%	86 15%	125 17%	87 12%	215 19%	83 9%	169 23%	129 10%	158 25%	140 10%	181 13%	112 22%	123 13%	176 16%	60 18%	51 21%	158 12%
No	1347 66%	392 69%	233 73%	179 69%	440 57%	419 71%	481 67%	448 63%	591 53%	756 82%	354 48%	993 77%	274 43%	1074 77%	921 65%	334 65%	629 66%	719 67%	180 54%	140 58%	902 71%
Sigma	2071 102%	576 101%	324 102%	264 102%	786 103%	603 102%	731 101%	737 103%	1138 103%	933 101%	764 103%	1307 101%	665 104%	1406 101%	1449 102%	519 101%	983 103%	1089 101%	338 102%	243 101%	1286 102%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

26 February 2021

Fielding Period: February 23 - 25, 2021

Ad Age  
Weighted To The U.S. General Adult Population - Propensity

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|------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | 1     | Q1 Which of the following non-essentials do you plan to spend money on this spring (March-June 2021)? Please select all that apply.                                                                                      |
| 2    | 2     | Q1 Which of the following non-essentials do you plan to spend money on this spring (March-June 2021)? Please select all that apply.                                                                                      |
| 3    | 3     | Q2_1 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?<br>Spring 2019 (March-June 2019)                    |
| 4    | 4     | Q2_1 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?<br>Spring 2019 (March-June 2019)                    |
| 5    | 5     | Q2_2 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?<br>Spring 2020 (March-June 2020)                    |
| 6    | 6     | Q2_2 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?<br>Spring 2020 (March-June 2020)                    |
| 7    | 7     | Q2_3 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?<br>This past winter (December 2020 - February 2021) |
| 8    | 8     | Q2_3 How do you expect your overall spending (both essentials and non-essentials) this spring (March-June 2021) to change compared to each of the following periods?<br>This past winter (December 2020 - February 2021) |
| 9    | 9     | Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?                                                                       |
| 10   | 10    | Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?                                                                       |
| 11   | 11    | Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?                                                                       |
| 12   | 12    | Q3 How much of an influence has the current COVID-19 vaccine rollout plan had on your planned, overall spending for this spring (March-June 2021)?                                                                       |
| 13   | 13    | Q4 How often do you plan to shop in-person at stores (e.g., grocery, clothing, electronics, hardware) this spring (March-June 2021)?                                                                                     |
| 14   | 14    | Q4 How often do you plan to shop in-person at stores (e.g., grocery, clothing, electronics, hardware) this spring (March-June 2021)?                                                                                     |
| 15   | 15    | Q5 Which of the following do you plan to do during this coming spring (March-June 2021) or summer (July-September 2021)? Please select all that apply.                                                                   |
| 16   | 16    | Q5 Which of the following do you plan to do during this coming spring (March-June 2021) or summer (July-September 2021)? Please select all that apply.                                                                   |
| 17   | 17    | Q6 Do you plan to buy a car in the next 6 months? Please select all that apply.                                                                                                                                          |
| 18   | 18    | Q6 Do you plan to buy a car in the next 6 months? Please select all that apply.                                                                                                                                          |