

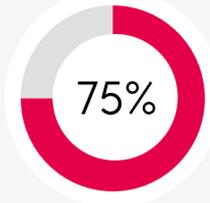
# Consumers look forward to 2021

We used the Toluna Start platform, the world's first end-to-end, real-time consumer intelligence platform to understand how consumers feel. The Toluna Start platform makes it easy to analyze data.

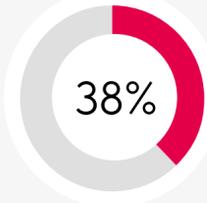
During the global coronavirus pandemic, Toluna, Harris Interactive, and KuRunData have been conducting a Global Barometer study of consumers in 14 markets. Gain insight into how the coronavirus has impacted consumers around the world by understanding the next normal.



## The future is bright

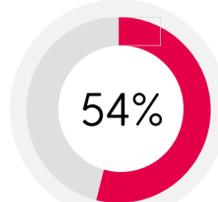


75% of Americans are optimistic about the future.

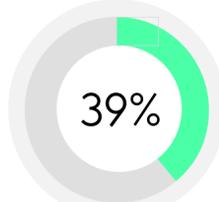


38% of Americans want to be vaccinated ASAP, yet 28% say they won't take the vaccine.

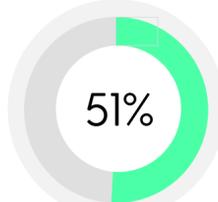
## Money concerns continue to weigh heavily



54% of Americans are concerned about their financial security.

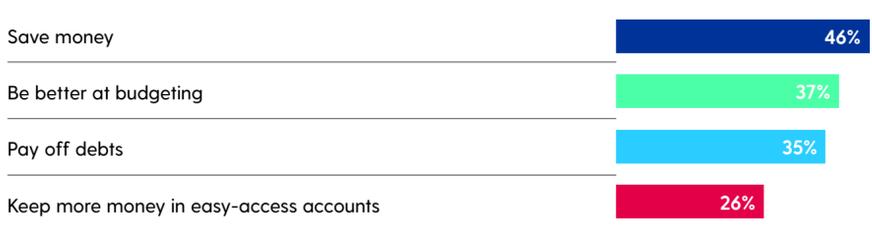


39% say they are less well-off now that they were prior to the pandemic.



51% have mixed feelings about spending money over the coming months.

### Respondents plan to make changes to their personal finances as a result of the way things have changed in recent months:



## Attending events is questionable for 2021-22



27% of respondents are still uncomfortable with going to an event (ie a concert or sporting event) in 2021-22.

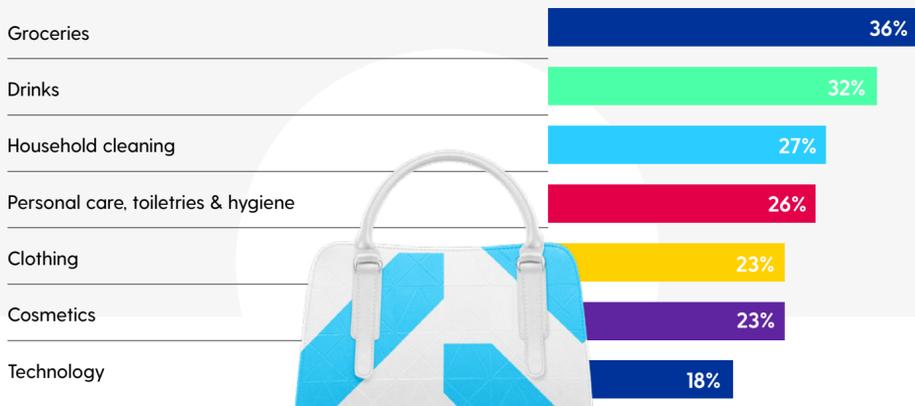
## But people are expecting to dine-out more

As restrictions ease, here's what Americans plan to do in the next few months:



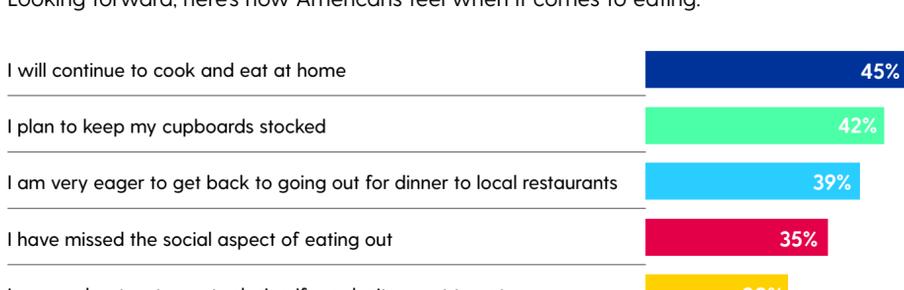
## Consumers look to return to shopping for select items

Americans feel they definitely want to shop in-store for certain items:

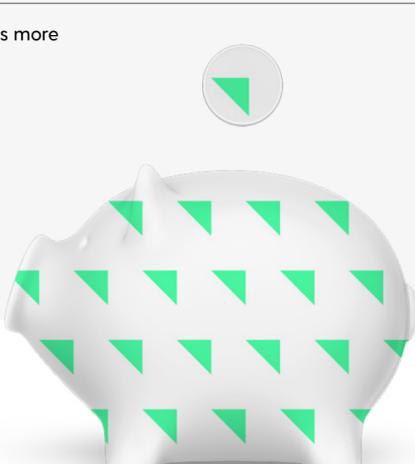


## Cooking at home vs. eating out

Looking forward, here's how Americans feel when it comes to eating:



### Here's how the pandemic has changed food habits:



Demo the Toluna Start Platform to see how real time access to insights can work for you.