

2020 Wasn't All Bad:

* Kindness, Everyday Heroes, and Taylor Swift *

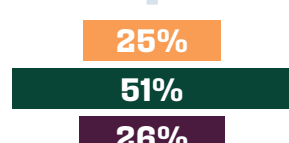
BIG VILLAGE

PLANNING TO CELEBRATE (OR NOT)

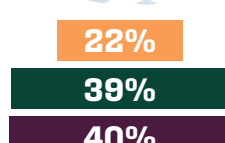
How, if at all, have you/do you plan to celebrate these occasions as the year ends?

Virtual In-person I do not plan to celebrate this occasion with anyone this year

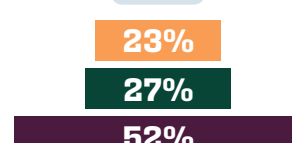
Christmas/Hanukkah/Kwanzaa*



New Year's**



Holiday party for your office/
place of employment***



What impact, if any, has COVID-19 had on your decisions for celebrating these occasions this year? (HAS HAD ANY IMPACT)

76%

Christmas/Hanukkah/Kwanzaa*

70%

New Year's**

63%

Holiday party for your office/place
of employment***

Thinking specifically about the New Year's gathering you plan to attend in-person, about how many other people do you expect to attend?****



Do you expect your New Year's gathering to take place:****

57%

At your home

26%

At a family member's home

11%

At a friend's home

5%

At a bar/
restaurant/club

The Good News

As you likely know, a lot of negative news, headlines and thoughts have been linked to 2020. However, as we approach the end of the year, we'd like you to consider anything positive that has happened. In a few words or short phrases, what will you remember as 'good news' that came during the year 2020?

"I got to spend more time with family."



"Biden got elected."



"People being kinder to one another."

"A vaccine was approved."



"I was able to slow my life down and not constantly be in a rush."

"I will remember all the efforts of the heroes."



"Nothing."



"ANYTHING POSITIVE WAS TAYLOR SWIFT RELEASING TWO NEW ALBUMS AND SCHOOL BEING VIRTUAL!"

BIG VILLAGE

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CARAVAN
Omnibus Surveys

This Online CARAVAN® omnibus survey was conducted December 11-13, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.

*Base = Ever celebrate Christmas/Hanukkah/Kwanzaa ** Base = Ever celebrate New Year's
*** Base = Employed ****Base = Plan to celebrate New Year's in-person