



In your opinion, should the United States continue to relax stay-at-home and social distancing requirements in order to boost the economy? +/- = Change since last week

68%

Yes (net) | +1%



HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

High concern

51%

+4%

Moderate concern

33%

-2%

85%

Concerned (net)

+2%

Low concern

15%

-2%

OUR BIGGEST CONCERNS

How concerned are you about:

Key Total Concerned Very Concerned +/- = Change since last week



Your personal finances due to the Coronavirus

69%

+3%

36%

+1%



Contracting the Coronavirus

74%

-2%

38%

no change



Your mental wellbeing due to the Coronavirus

63%

+1%

30%

no change



A member of your family contracting the Coronavirus

81%

+1%

49%

-1%

GOING PLACES?

Whether or not you actually use them, which of these types of places/services would you be willing to go to within the NEXT WEEK?

Key August 21-23 August 28-30

September 4-6

September 11-13

Stores (for in-store shopping)	62%	64%	61%	57%
Restaurants/Dining establishments	49%	49%	48%	45%
Hair/nail salons/barbershops/tattoo/massage parlors	31%	32%	32%	27%
Township/county/state parks	33%	35%	32%	31%
Beaches/marinas	27%	32%	31%	29%
Golf courses	19%	22%	19%	16%
Gyms/fitness centers	17%	19%	17%	17%
Movie theaters	17%	20%	21%	18%
Public transportation	14%	17%	13%	12%
Casinos/sportsbook establishments	13%	15%	13%	12%
Leisure establishments such as bowling alleys and arcades	13%	15%	15%	13%
Bars/Clubs	12%	14%	14%	14%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	77%	62%	47%
Restaurants/Dining establishments	71%	48%	35%
Hair/nail salons/barbershops/tattoo/massage parlors	47%	33%	18%
Township/county/state parks	48%	32%	24%
Beaches/marinas	52%	31%	21%
Golf courses	32%	17%	11%
Gyms/fitness centers	40%	15%	12%
Movie theaters	43%	19%	10%
Public transportation	24%	11%	9%
Casinos/sportsbook establishments	33%	12%	7%
Leisure establishments such as bowling alleys and arcades	36%	10%	7%
Bars/Clubs	35%	12%	9%



How long do you think we will continue to need to avoid crowds and close or restrict businesses?

+/- = Change since last week

2 months or longer

79%

-4%

longer than 6 months

41%

-2%

How confident are you that life will 'return close to normal' once an effective vaccine is available for COVID-19?

+/- = Change since last week

70%

Confident (Net)

+3%

33%

Extremely/Very confident (Subnet)

+3%



Once available, how soon do you plan to get the vaccine for COVID-19?

27%

Would get it as soon as possible

+1%

23%

Would not get it

-3%

50%

Would wait until more research on safety and effectiveness is available

+2%



32% of respondents indicated that their optimism about a COVID-19 vaccine has been significantly reduced due to the recent news of a study being paused due to an adverse reaction.

VOTING

This year, are you more likely to vote:²

56%

In-person at your designated polling location

44%

By Mail

Mail-in voting by Party ID:

31%

Republican/Lean Republican

56%

Democrat/Lean Democrat

44%

Independent

MEDICAL CARE

Whether or not you actually use them or have an upcoming appointment...

Which of the following would you be willing to go to within the next week?



64%

Doctor's Office

41%

Dentist's Office

40%

Emergency Room

35%

Urgent Care Facility

26%

Retail Clinic

THE NEW NFL SEASON

To what extent do you agree with these statements about the new NFL (National Football League) season?

42%

I am looking forward to it more than usual due to the lifestyle disruptions COVID-19 has caused this year

54%

I am concerned COVID-19 will eventually have an impact on the ability of the NFL to play a full season

55%

If businesses or schools still can't be open and physical contact is to generally be avoided, then the NFL should not be starting now either

35%

I am looking to the NFL as a needed substitution for many college football conferences and high schools who are cancelling their seasons this fall



Dig deeper with the Big Village Insights COVID Dashboard.



The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral data. This tool puts Big Village's data in your hands to uncover meaningful insights to your specific business questions.

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Omnibus Surveys

¹Base = Those who generally believe in vaccines

²Base = Likely Voters