

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

THE CORONAVIRUS?

High concern Moderate concern

Concerned (net)

Low concern



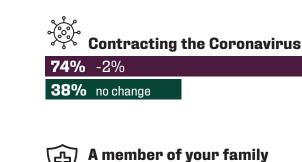
OUR BIGGEST CONCERNS How concerned are you about:

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

Your personal finances due to the Coronavirus **69%** +3%

Your mental wellbeing due to the Coronavirus **63%** +1% 30% no change

36% +1%



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?



Restaurants/Dining establishments 49% 48% 48%	5 %
lair/nail salons/barbershops/tattoo/ 31% 32% 32%	7 %
Township/county/state parks 33% 35% 32% 31	1%
Beaches/marinas 27% 32% 31% 25	9%
Golf courses 19% 22% 19% 16	3 %
Gyms/fitness centers 17% 19% 17%	7 %
Movie theaters 17% 20% 21% 18	3 %
Public transportation 14% 17% 13%	2%
Casinos/sportsbook establishments 13% 15% 13%	2%
Leisure establishments such as 13% 15% 15%	3%
Bars/Clubs 12% 14% 14% 14	4 %

How does this willingness change based on consumer concern levels?

Low

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%



avoid crowds and close or restrict businesses? +/- = Change since last week longer than 410/0 2 months or longer 6 months

How long do you think we will continue to need to

Moderate

High

close to normal' once an effective vaccine is available for COVID-19? +/- = Change since last week

How confident are you

that life will 'return

Very confident (Subnet)

Extremely/



Would get it as soon Would not

to get the vaccine for COVID-19?

Once available, how soon do you plan

as possible

Would wait until more research on safety and effectiveness is available



recent news of a study being paused due to an adverse reaction.

32% of respondents indicated that their

optimism about a COVID-19 vaccine has

been significantly reduced due to the



VOTING This year, are you more likely to vote:2

designated polling location **Mail-in voting by Party ID:**

In-person at your

By Mail

Republican/Lean Democrat/Lean Republican Democrat

would you be willing to go to within the

next week? THE NEW NFL SEASON

Which of the following



Urgent Care Facility

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

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

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

will eventually have an impact on the ability of the NFL to play a full season

I am concerned COVID-19

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.



BIG VILLAGE

²Base = Likely Voters

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.

¹Base = Those who generally believe in vaccines