



THE HOLIDAYS

How concerned are you that COVID-19 will prevent you from celebrating the following holidays this year AS YOU NORMALLY WOULD?

67%
concerned (net)



Christmas/
Hanukkah/Kwanzaa

53%



New Year's

47%



Halloween

50%



Thanksgiving

52%



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

67%
Yes (net) | -1%



+/- = Change since last week

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

82%
Concerned (net)
-3%

High concern

49%
-2%

Moderate concern

33%
no change

Low concern

18%
+3%

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% no change
32% -4%



Contracting the Coronavirus

72% -2%
38% no change



Your mental wellbeing due to the Coronavirus

61% -2%
28% -2%



A member of your family contracting the Coronavirus

78% -3%
47% -2%

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

84%
+5%

longer than 6 months

46%
+5%



THE VACCINE

+/- = Change since last week

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

69%
-1%
Confident (Net)

31%
-2%
Extremely/Very confident (Subnet)



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

24%
-3%

Would get it as soon as possible

26%
+3%

Would not get it

50%
no change

Would wait until more research on safety and effectiveness is available

There has been a lot of recent speculation and confusion about how soon a vaccine for COVID-19 will be available to the American public on a large-scale basis.

Among the following, who do you trust to provide accurate updates on the status of a vaccine?

40%

Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases (NIAID)

32%

Your personal physician

26%

The World Health Organization (WHO)

17%

President Trump

Trust President Trump by Party ID:

16%

Pharmaceutical companies currently developing the vaccine

37%

Republican/Lean Republican

2%

Democrat/Lean Democrat

10%

Independent



VOTING

This year, are you more likely to vote:¹

52%
-4%

In-person at your designated polling location

48%
+4%

By Mail

Mail-in voting by Party ID:

33%
+2%

Republican/Lean Republican

60%
+4%

Democrat/Lean Democrat

50%
+6%

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?



62%
-2%

Doctor's Office

39%
-2%

Dentist's Office

37%
-3%

Emergency Room

36%
+1%

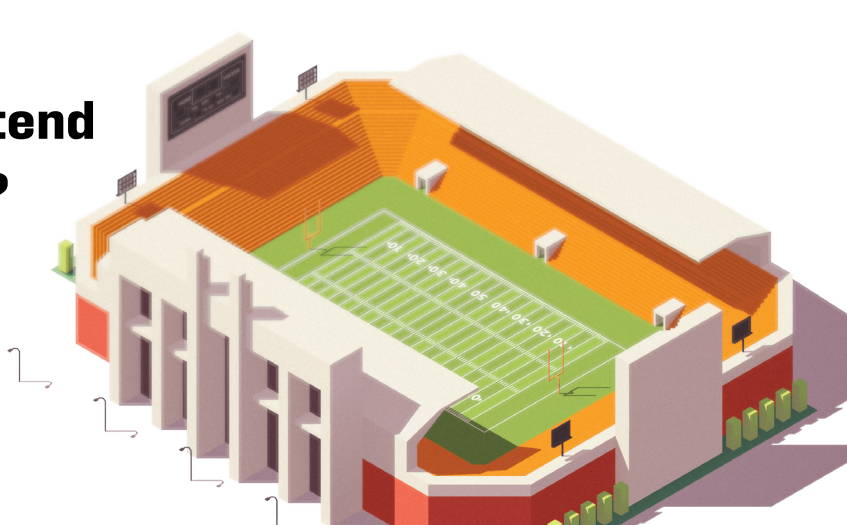
Urgent Care Facility

25%
-1%

Retail Clinic

Would you be willing to attend the following RIGHT NOW?

31%
Any (net)
SAY YES



27%
SAY YES

A large OUTSIDE event, such as a sporting event, concert or festival

19%
SAY YES

A large event INSIDE an arena or public building, such as a concert, sporting event, or convention

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.

609-452-5400
CARAVANinfo@big-village.com

Big Village

CARAVAN
Omnibus Surveys

¹Base = Likely Voters