



THE HOLIDAYS

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

+/- = Change since last week



Halloween

47%

-3%



Thanksgiving

50%

-2%

Christmas/
Hanukkah/Kwanzaa

52%

-1%



New Year's

46%

-1%

HOW CONCERNED
ARE YOU ABOUT
THE CORONAVIRUS?

+/- = Change since last week

81%

Concerned (net)

-1%

High concern

48%

-1%

Moderate concern

33%

no change

Low concern

19%

+1%



OUR BIGGEST CONCERNS

How concerned are you about:

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

Your personal finances
due to the Coronavirus

65%

-4%

35%

+3%



Contracting the Coronavirus

71%

-1%

39%

+1%

Your mental wellbeing
due to the Coronavirus

59%

-2%

30%

+2%

A member of your family
contracting the Coronavirus

79%

+1%

48%

+1%

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

80%

-4%

longer than
6 months

46%

no change



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%

no change

Confident (Net)

34%

+3%

Extremely/Very
confident (Subnet)Once available, how soon do you plan
to get the vaccine for COVID-19?

25%

+1%

Would get it as soon
as possible

26%

no change

Would not
get it

49%

-1%

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?

18%

+1%

President Trump

Trust President Trump by Party ID:

37%

no change

Republican/Lean
Republican

5%

+3%

Democrat/Lean
Democrat

10%

no change

Independent

40%

no change

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

27%

+1%

The World Health Organization
(WHO)

6%

(new)

The media

15%

-1%

Pharmaceutical companies
currently developing the vaccine

35%

+3%

Your personal physician

6%

(new)

The media

VOTING

This year, are you more likely to vote:¹

56%

+4%

In-person at your
designated polling location

44%

-4%

By Mail

Mail-in voting by Party ID:

28%

-5%

Republican/Lean
Republican

58%

-2%

Democrat/Lean
Democrat

46%

-4%

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%

no change

Doctor's Office

38%

-1%

Dentist's Office

38%

+1%

Emergency Room

37%

+1%

Urgent Care Facility

27%

+2%

Retail Clinic

Would you be willing to attend
the following RIGHT NOW?

32%

SAY YES

+1%

Any (net)

29%

SAY YES

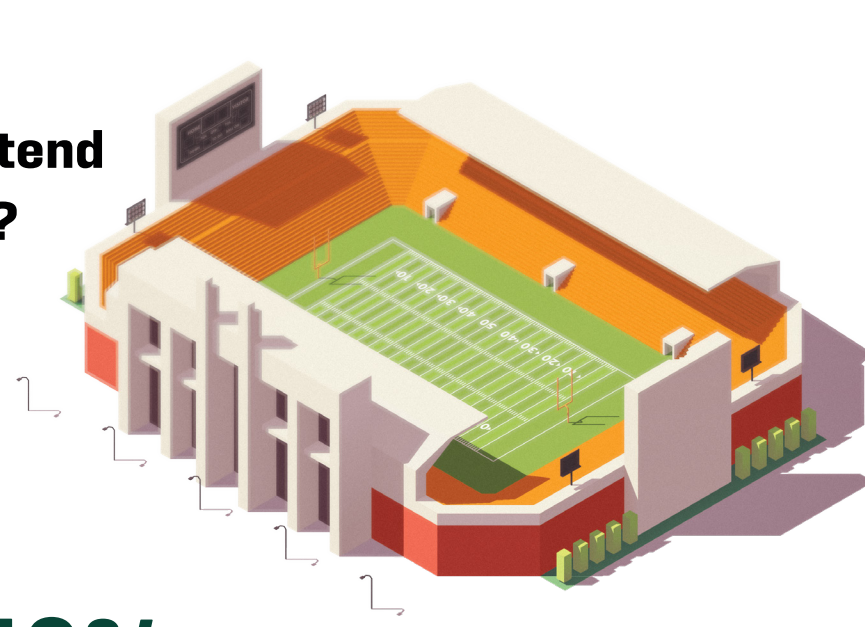
+2%

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

19%

SAY YES

no change

A large event INSIDE
an arena or public building,
such as a concert, sporting
event, or conventionDig 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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BIG VILLAGE

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Omnibus Surveys

¹Base = Likely Voters