



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%
no change



Thanksgiving
52%
no change



Christmas/
Hanukkah/Kwanzaa
52%
-1%



New Year's
46%
no change



Which of the following best describes you regarding this year's latest flu vaccine?

30%
+4%

Have already received the flu vaccine

31%
-2%

Plan to get it between now and the end of the year

11%
-2%

Unsure if they will get the flu vaccine this year

27%
-2%

Do not plan to get the flu vaccine

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

High concern
53%
+2%

Moderate concern
31%
-3%

Low concern
17%
+2%

83%
Concerned (net)
-2%



29% of respondents are now more concerned about the coronavirus than they previously were as a result of President Trump's diagnosis.
+1%

32% of Americans are now less favorable towards President Trump's handling of COVID-19 throughout the year, given his coronavirus diagnosis and related developments since being discharged from Walter Reed Hospital. **14%** are now more favorable to how he has handled it, while **53%** say it does not change their perception.

OUR BIGGEST CONCERNS

How concerned are you about:

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



Your personal finances due to the Coronavirus

66% no change
36% +1%



Contracting the Coronavirus

73% -1%
36% -1%



Your mental wellbeing due to the Coronavirus

63% +3%
30% +1%



A member of your family contracting the Coronavirus

78% no change
46% -3%

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%
+1%

longer than 6 months
50%
+6%



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?

65%
-3%
Confident (Net)

31%
no change
Extremely/Very confident (Subnet)



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

24%
no change
Would get it as soon as possible

26%
-1%
Would not get it

50%
+1%
Would wait until more research on safety and effectiveness is available

VOTING

This year, are you more likely to vote:¹

49%
-5%
In-person at your designated polling location

51%
+5%
By Mail

Mail-in voting by Party ID:

38%
+6%
Republican/Lean Republican

59%
-2%
Democrat/Lean Democrat

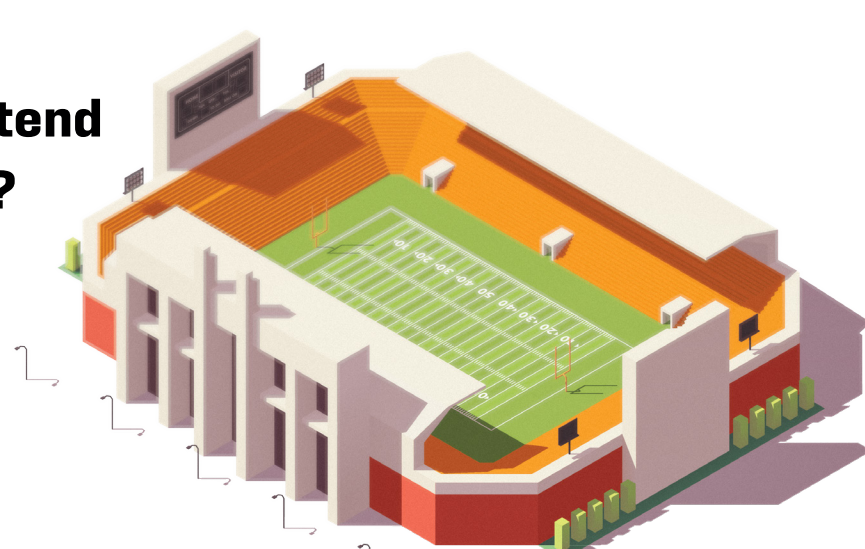
59%
+12%
Independent

Would you be willing to attend the following RIGHT NOW?

28%
SAY YES
-2%
Any (net)

25%
SAY YES
-1%
A large OUTSIDE event, such as a sporting event, concert or festival

16%
SAY YES
+1%
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.



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BigVILLAGE CARAVAN[®]
Omnibus Surveys

¹Base = Likely Voters