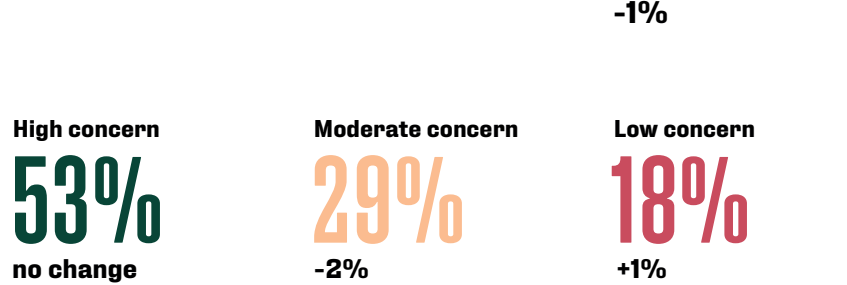


HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week



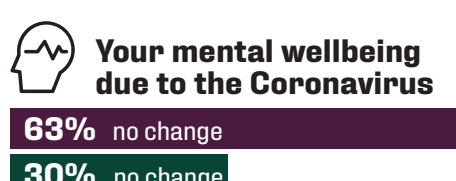
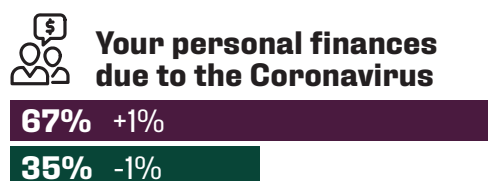
28% (-1%) of respondents are now more concerned about the coronavirus than they previously were as a result of President Trump's diagnosis.

32% (no change) 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. **18% (+4%)** are now more favorable to how he has handled it, while **49% (-4%)** say it does not change their perception.

OUR BIGGEST CONCERNS

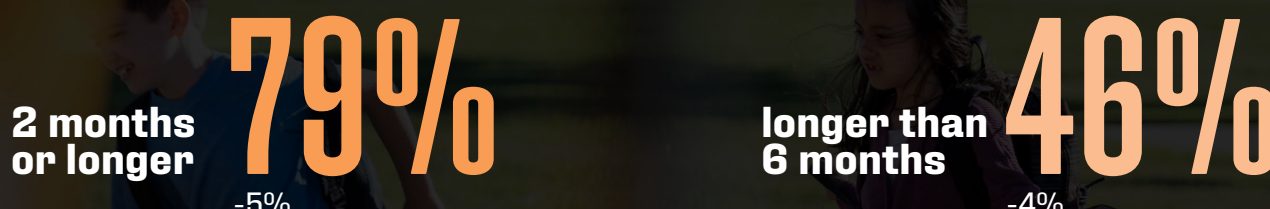
How concerned are you about:

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



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

+/- = Change since last week



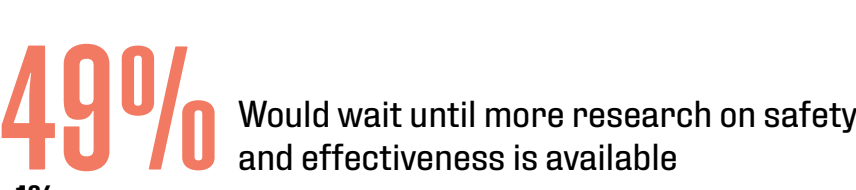
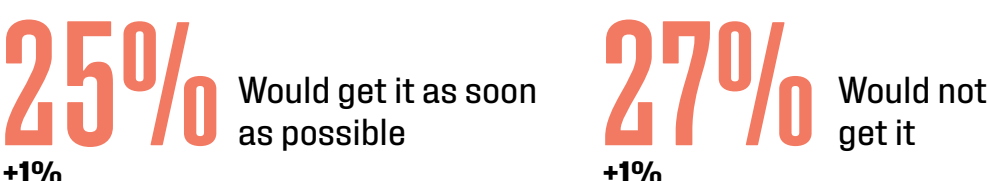
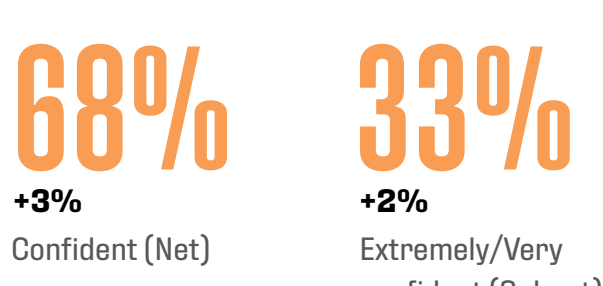
THE VACCINE

+/- = Change since last week

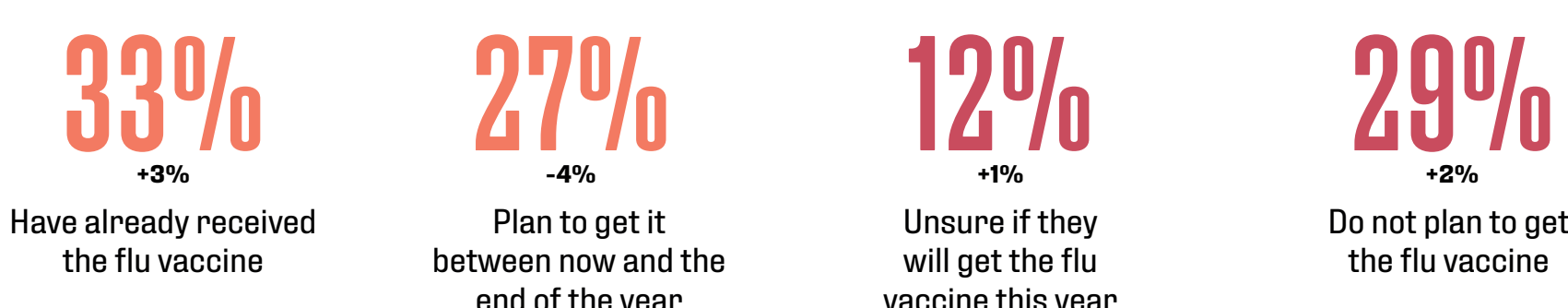
How confident are you that life will 'return close to normal' once an effective vaccine is available for COVID-19?



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

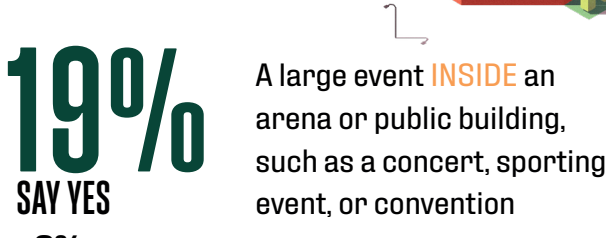
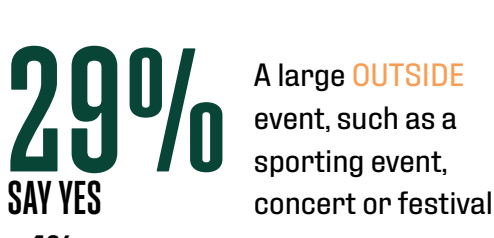
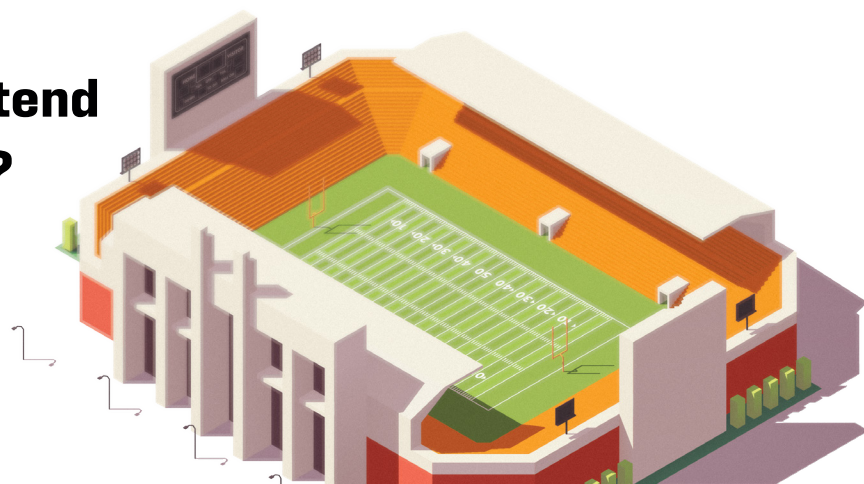
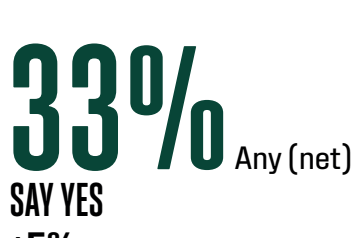


Which of the following best describes you regarding this year's latest flu vaccine?



EVENTS

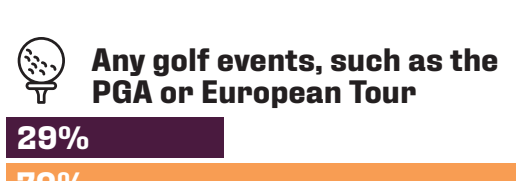
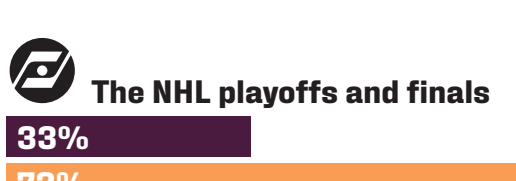
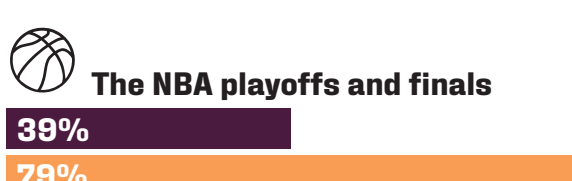
Would you be willing to attend the following RIGHT NOW?



WATCHING SPORTS

If you have watched any of the following sports in the past few weeks, how much have you enjoyed each event?

Key **Watched** **Enjoyed a lot/a little¹**



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 watched