

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

Concerned (net)

High concern

no change

Moderate concern

Low concern



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:

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

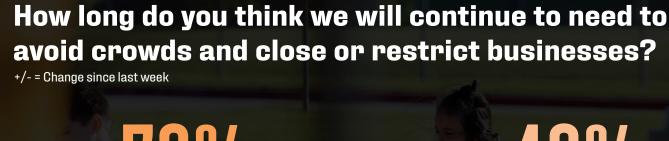
Your personal finances due to the Coronavirus

35% -1% Your mental wellbeing

due to the Coronavirus 63% no change 30% no change

Contracting the Coronavirus 38% +2%

A member of your family contracting the Coronavirus **80%** +2% **49%** +3%



2 months or longer

longer than 6 months



+/- = Change since last week

📛 🛮 Once available, how soon do you plan

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

Confident (Net)

Extremely/Very confident (Subnet)

Would get it as soon as possible

Would not get it

Would wait until more research on safety and effectiveness is available

to get the vaccine for COVID-19?

regarding this year's latest flu vaccine?

Which of the following best describes you

Have already received the flu vaccine

Plan to get it

between now and the end of the year

Unsure if they

will get the flu vaccine this year Do not plan to get the flu vaccine

EVENTS Would you be willing to attend

the following RIGHT NOW?

+5% A large **OUTSIDE** event, such as a sporting event,

+4%

concert or festival





+3%



event, or convention

WATCHING SPORTS

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

Watched

The first few weeks of the NFL season

39%

52% 85% The first few weeks of the college football season 44% **76%**

79% The NHL playoffs and finals

Any golf events, such as the

The NBA playoffs and finals

PGA or European Tour 29% 70%

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.

40%

Dig deeper with

The MLB playoffs



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