

## HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

81% Concerned (net) -1%

High concern 51% -2%

Moderate concern 30% +1%

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  
85% -2%  
37% +2%

Contracting the Coronavirus  
74% +2%  
40% +2%

Your mental wellbeing due to the Coronavirus  
64% +1  
30% no change

A member of your family contracting the Coronavirus  
80% no change  
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 78% -1%

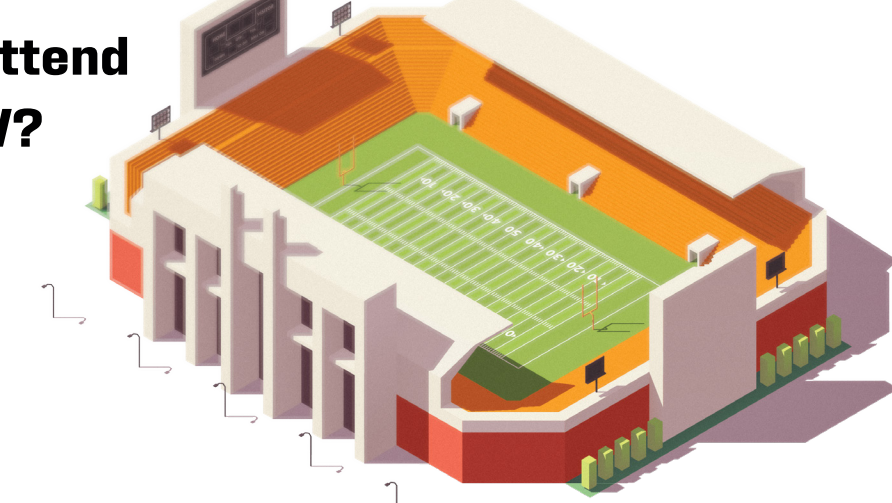
longer than 6 months 44% -2%

## EVENTS

Would you be willing to attend the following RIGHT NOW?

36% Any (net)  
SAY YES +3%

30% A large OUTSIDE event, such as a sporting event, concert or festival  
SAY YES +1%



21% A large event INSIDE an arena or public building, such as a concert, sporting event, or convention  
SAY YES +2%

## 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?

70% +2% Confident (Net)

39% +6% Extremely/Very confident (Subnet)



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

29% +4% Would get it as soon as possible

23% -4% Would not get it

47% -2% Would wait until more research on safety and effectiveness is available

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

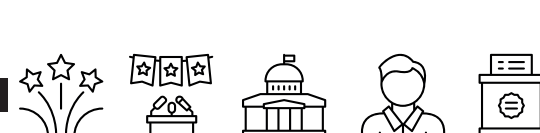
38% +5% Have already received the flu vaccine

26% -1% Plan to get it between now and the end of the year

10% -2% Unsure if they will get the flu vaccine this year

26% -3% Do not plan to get the flu vaccine

30% (-2%) 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. 23% (+5%) are now more favorable to how he has handled it, while 47% (-2%) say it does not change their perception.



## THE ELECTION

Results are among likely voters/those that have already voted

## How much do you agree or disagree with these statements?

Key Agree Strongly agree

I am highly motivated about voting this year  
88%  
64%

This year, I am more interested than usual in down ballot elections (such as candidates for Senate and the House of Representatives)  
81%  
40%

I view this year's election as the most important of my lifetime  
85%  
51%

President Trump's recent outdoor rallies have put large amounts of Americans at risk of contracting the coronavirus  
68%  
45%

It has been inspiring to see long lines waiting to vote in states that have started early voting  
82%  
42%

President Trump's inconsistent views towards mask-wearing throughout the year have put others in danger  
66%  
43%

Democrats **strongly agree** that President Trump's recent outdoor rallies and inconsistent views towards mask wearing have put others in danger/risk of contracting coronavirus (72% and 71%), vs. their Republican counterparts (21% and 18%, respectively). In an area of similar views, both Democrats and Republicans **strongly agree** they are highly motivated about voting this year (71% vs. 67%), and that this year's election is the most important of their lifetime (56% vs. 54%).

## How concerned are you about each of the following current headlines?

Key Agree Strongly agree

The impact the results of the election will have on the U.S. economy  
88%  
51%

The supreme court nomination/confirmation hearings for Amy Coney Barrett  
83%  
34%

A peaceful resolution to the result of the presidential election, regardless of who wins  
83%  
47%

A new stimulus package for those affected by the COVID-19 pandemic  
83%  
50%

The impact the results of the election will have on race relations in the U.S.  
77%  
44%

Republicans are more concerned about the impact the results of the election will have on the U.S. economy (57% very concerned) compared to Democrats (49% very concerned).

Democrats, on the other hand, show a greater degree of concern over all other issues compared to Republicans: a new stimulus package for those affected by the COVID-19 pandemic (61% very concerned vs. 42%), a peaceful resolution to the election (54% vs. 42%), the impact of the election on race relations (58% vs. 36%), and the supreme court nomination/confirmation hearings for Amy Coney Barrett (48% vs. 25%).

## Thinking about the 2020 Presidential Election, which of the following do you feel might influence the results?

52% Misinformation through social media

48% Misinformation through television media

45% Mail-in voter fraud

44% The impact of COVID-19 on voter turnout

38% Postal service delays resulting in late arriving mail-in ballots

34% Foreign countries attempting to influence the election

32% Voter intimidation at polling locations

29% Long waiting times at polling locations suppressing turnout

26% In-person voter fraud

23% Limited availability of drop boxes for mail-in ballots

\*Republicans are more worried about mail-in voter fraud (58%), compared to Democrats (32%), as well as misinformation through television media (53% vs. 45%).

\*Alternatively, Democrats are more worried than Republicans about several other matters, such as: the impact of COVID-19 on turnout (53% vs. 38%), foreign countries attempting to influence the election (44% vs. 27%), voter intimidation (42% vs. 25%), long waiting times at polling locations (41% vs. 22%), and limited availability of drop boxes for mail-in ballots (32% vs. 17%).

\*Both sides are equally concerned about misinformation through social media (53% Democrats vs. 52% Republicans), as well as postal service delays resulting in late arriving mail-in ballots (41% vs. 38%).

## 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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Big Village CARAVAN Omnibus Surveys

\*Base = those who watched