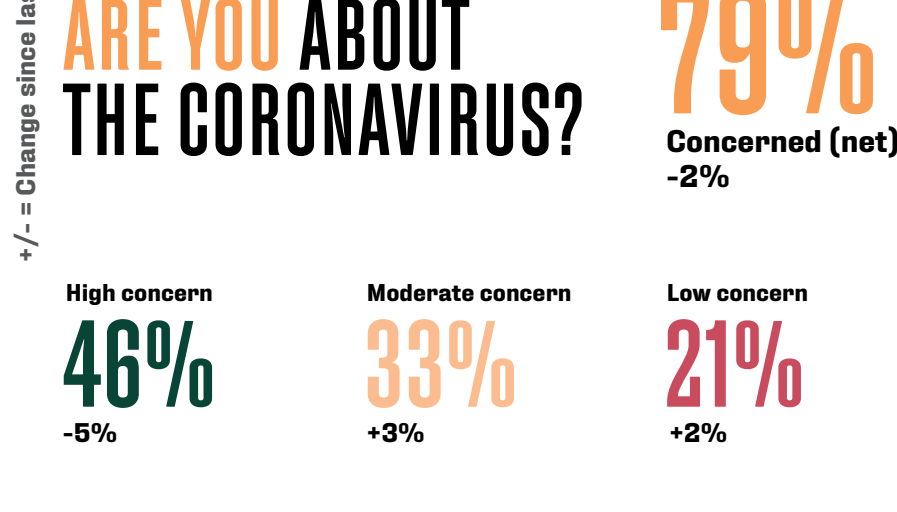


## HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?



## OUR BIGGEST CONCERNS

## How concerned are you about:

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

**Your personal finances due to the Coronavirus**



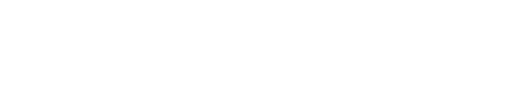
**Contracting the Coronavirus**



**Your mental wellbeing due to the Coronavirus**



**A member of your family contracting the Coronavirus**



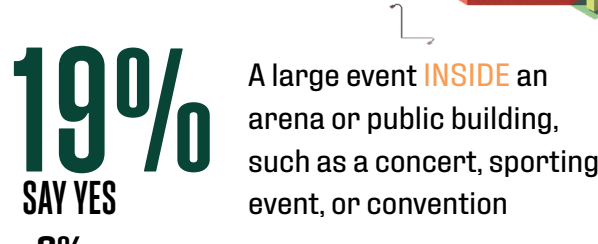
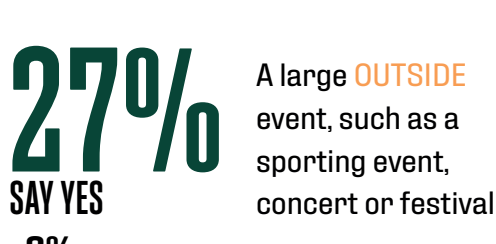
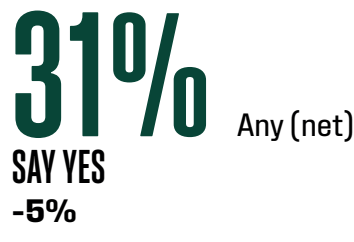
## How long do you think we will continue to need to avoid crowds and close or restrict businesses?

+/- = Change since last week



## EVENTS

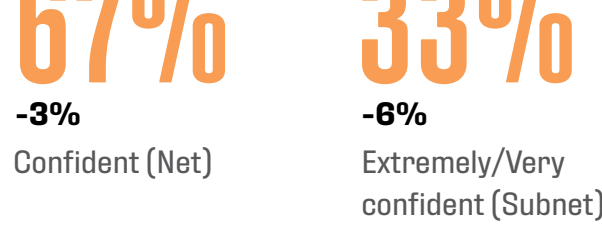
## Would you be willing to attend the following RIGHT NOW?



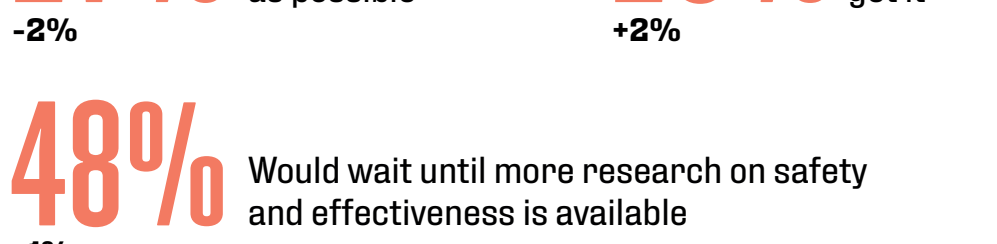
## THE VACCINE

+/- = Change since last week

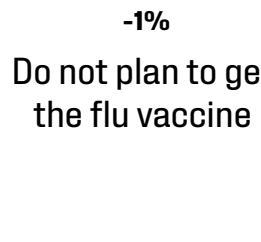
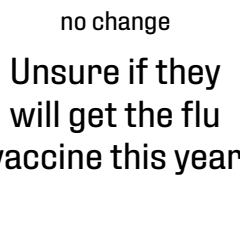
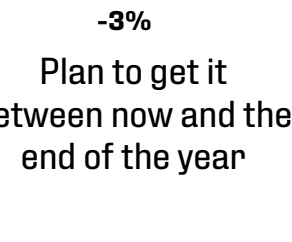
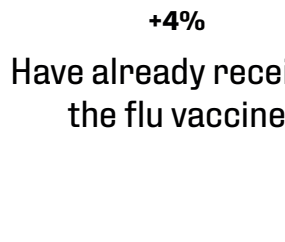
## How confident are you that life will 'return close to normal' once an effective vaccine is available for COVID-19?



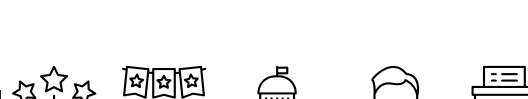
## Once available, how soon do you plan to get the vaccine for COVID-19?



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



**33% (+3%) 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. **22% (-1%)** are now more favorable to how he has handled it, while **45% (-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**



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



**I view this year's election as the most important of my lifetime**



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



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 (**69% and 73%**), vs. their Republican counterparts (**24% and 19%**, respectively). In an area of **similar views**, both Democrats and Republicans **strongly agree** they are highly motivated about voting this year (**72% vs. 66%**), and that this year's election is the most important of their lifetime (**60% vs. 56%**).

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



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



**The United States is 'rounding the turn' on the coronavirus (NEW)**



## 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**



**The possibility of not knowing the outcome of the presidential election for several days after Election Day (NEW)**



**A peaceful resolution to the result of the presidential election, regardless of who wins**



**A surge in COVID-19 cases resulting in partial lockdown measures being reimplemented in countries such as France and Germany (NEW)**



**A new stimulus package for those affected by the COVID-19 pandemic**



**The impact the results of the election will have on race relations in the U.S.**



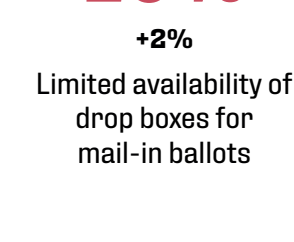
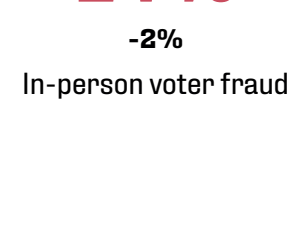
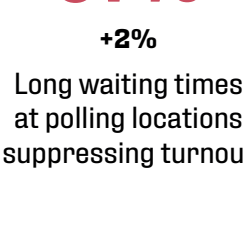
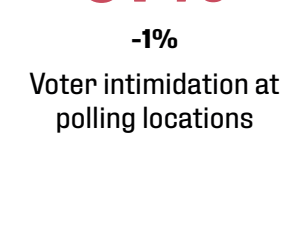
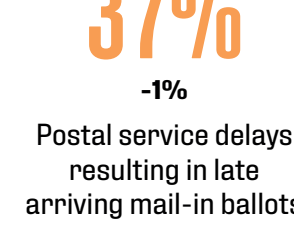
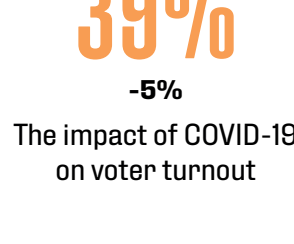
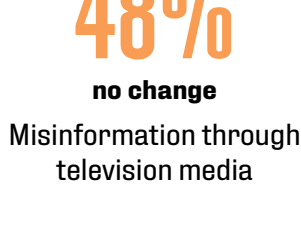
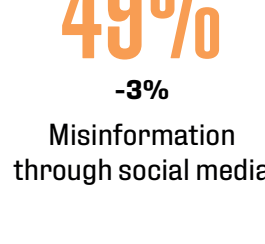
**Court decisions resulting in the disqualification of otherwise valid mail-in votes that were received after Election Day (NEW)**



Republicans are more concerned about the impact the results of the election will have on the U.S. economy (**53% very concerned**) compared to Democrats (**48% 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 (**57% very concerned vs. 41%**), a peaceful resolution to the election (**49% vs. 40%**), the impact of the election on race relations (**50% vs. 33%**), and Court decisions resulting in the disqualification of otherwise valid mail-in votes that were received after Election Day (**55% vs. 34%**).

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

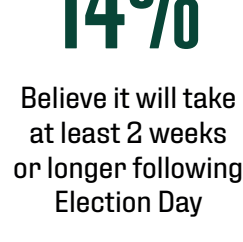
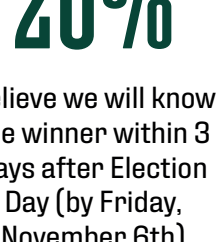
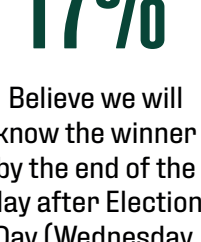
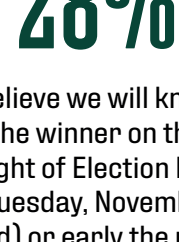


\*Republicans are more worried about mail-in voter fraud (**55%**), compared to Democrats (**27%**), as well as misinformation through television media (**57% vs. 40%**).

\*Alternatively, Democrats are more worried than Republicans about several other matters, such as: the impact of COVID-19 on turnout (**45% vs. 31%**), foreign countries attempting to influence the election (**42% vs. 18%**), voter intimidation (**40% vs. 23%**), long waiting times at polling locations (**39% vs. 22%**), and limited availability of drop boxes for mail-in ballots (**35% vs. 15%**).

\*Both sides are equally concerned about misinformation through social media (**47% Democrats vs. 51% Republicans**)

## When do you think we will know the winner of the presidential election?



## 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