BEYOND COVID-19: THE PULSE OF THE AMERICAN CONSUMER

This Online CARAVAN® omnibus survey was conducted October 30-November 1, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

High concern

Moderate concern

Low concern



How concerned are you about: Total Concerned

OUR BIGGEST CONCERNS

Very Concerned +/- = Change since last week

Your personal finances

65% no change **34%** -3%

62% -2% **29%** -1%

+/- = Change since last week

due to the Coronavirus

Your mental wellbeing due to the Coronavirus

Contracting the Coronavirus 69% -5% **37%** -3% A member of your family contracting the Coronavirus

> **75%** -5% **46%** -2%

2 months longer than or longer 6 months

How long do you think we will continue to need to

avoid crowds and close or restrict businesses?

EVENTS Would you be willing to attend

the following RIGHT NOW?

A large **OUTSIDE**

-5%

event, such as a sporting event, concert or festival -3%

-2%

event, or convention

A large event INSIDE an

arena or public building, such as a concert, sporting



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

an effective vaccine is available for **COVID-19?**

How confident are you

close to normal' once

that life will 'return

-3% Confident (Net)

-6% Extremely/Very confident (Subnet) Which of the following best describes you

and effectiveness is available

+1%

Would wait until more research on safety

no change

regarding this year's latest flu vaccine?

Have already received the flu vaccine

between now and the end of the year

Plan to get it

Unsure if they will get the flu vaccine this year Do not plan to get the 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.



Strongly agree

Results are among likely voters/those that have already voted

t has been inspiring to see long lines waiting to vote in states that have I am highly motivated about voting this year started early voting **89%** +1% **83%** +1%

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

66% +2%

83% -2%

Democrats **strongly agree** that President Trump's recent outdoor rallies and inconsistent

motivated about voting this year (72% vs. **66%)**, and that this year's election is the most important of their lifetime (60% vs. 56%). How concerned are you about each of the following current headlines?

Strongly agree

will have on the U.S. economy

The impact the results of the election

views towards mask wearing have put others in

danger/risk of contracting coronavirus (69%

and 73%), vs. their Republican counterparts

Republicans **strongly agree** they are highly

(24% and 19%, respectively). In an area

of similar views, both Democrats and

This year, I am more interested than usual in down

45% +3%

ballot elections (such as candidates for Senate and the House of Representatives) **78%** -3%

President Trump's recent outdoor rallies have put large amounts of Americans at risk of contracting the coronavirus **69%** +1% **47%** +2%

have put others in danger 66% no change

 ${}_{\circ}$ The United States is 'rounding the turn'

President Trump's inconsistent views

towards mask-wearing throughout the year

The possibility of not knowing the outcome of the presidential election for several days after

Election Day (NEW)

50%

73%

39%

37%

on the coronavirus (NEW)

OR A surge in COVID-19 cases resulting in partial A peaceful resolution to the result of lockdown measures being reimplemented in the presidential election, regardless countries such as France and Germany (NEW) of who wins **81%** -2%

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

84% -4%

48% -3%

44% -3%

79% -4%

48% -2%

77%

The impact the results of the election will have on race relations in the U.S. **76%** -1% **41%** -3% Court decisions resulting in the

disqualification of otherwise valid mail-in votes that were received

after Election Day (NEW)

Thinking about the 2020 Presidential Election,

Misinformation

through social media

results of the election will have on the U.S. economy (53%) very concerned) compared to Democrats (48% very concerned).

Republicans are more concerned about the impact the

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%).

which of the following do you feel might influence the results? The impact of COVID-19 Postal service delays on voter turnout resulting in late arriving mail-in ballots

-5% Voter intimidation at Foreign countries attempting to influence polling locations the election

Misinformation through

television media

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

mail-in ballots suppressing turnout

In-person voter fraud

*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

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

17% **20**%

know the winner the winner within 3 by the end of the days after Election end of the weekend or day after Election Day (by Friday, longer (November 8th Day (Wednesday, November 6th) or after) November 4th)

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November 4th)

28%

Believe we will know

the winner on the

night of Election Day

(Tuesday, November 3rd) or early the next

morning (Wednesday,

*Both sides are equally concerned about misinformation through social media

Limited availability of

drop boxes for

35% Believe we will Believe we will know Believe that we will

Dig deeper with the Big Village Insights **COVID** Dashboard. The Big Village COVID-19 dashboard

delivers an easy-to-use, self-serve

meaningful insights to your specific business questions.

BIG VILLAGE

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Believe it will take

at least 2 weeks

or longer following

Election Day

¹Base = those who watched

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

Mail-in voter fraud

Long waiting times

at polling locations

drop boxes for mail-in ballots (35% vs. 15%). (47% Democrats vs. 51% Republicans)

know the winner by the