

BEYOND COVID-19:

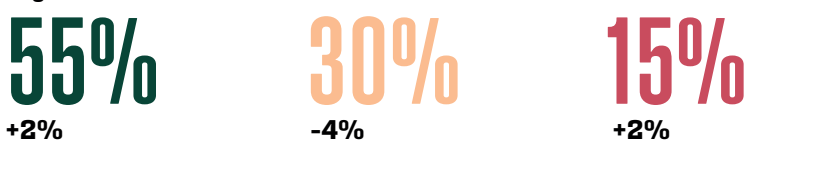
# THE PULSE OF THE AMERICAN CONSUMER

This Online CARAVAN® omnibus survey was conducted November 13-15, 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.

CARAVAN  
Omnibus Surveys

## HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

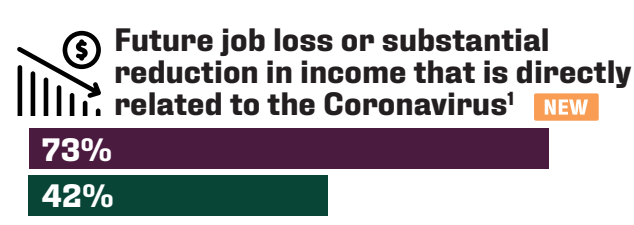
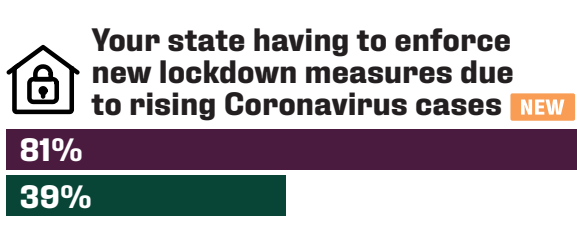
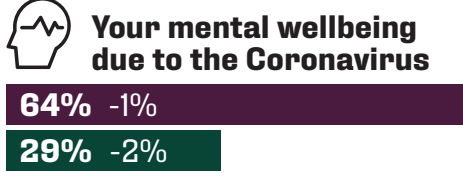
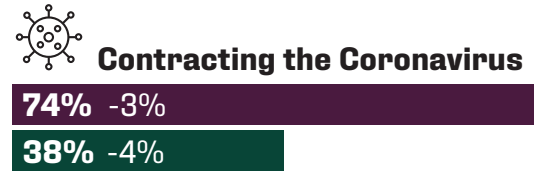
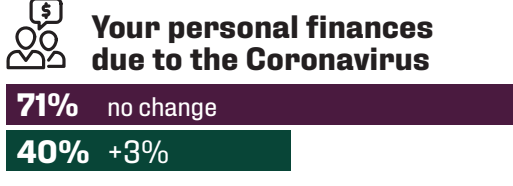
+/- = Change since last week



### OUR BIGGEST CONCERNS

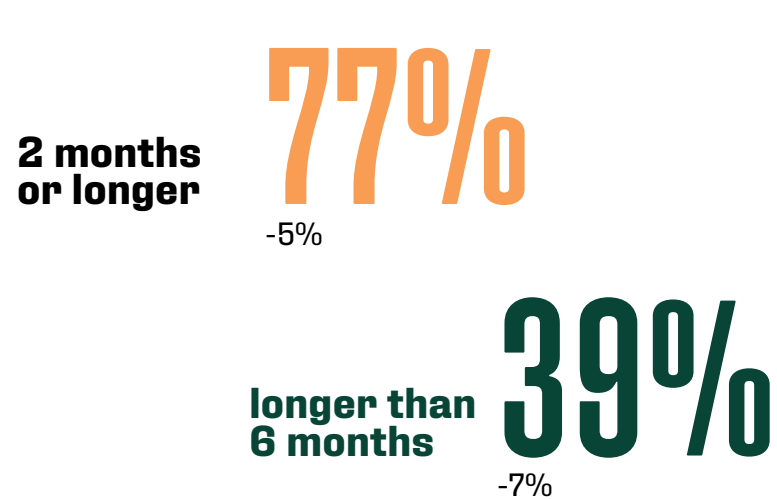
How concerned are you about:

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



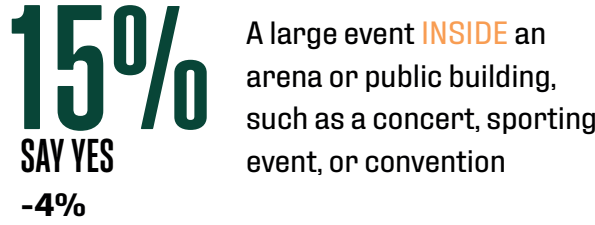
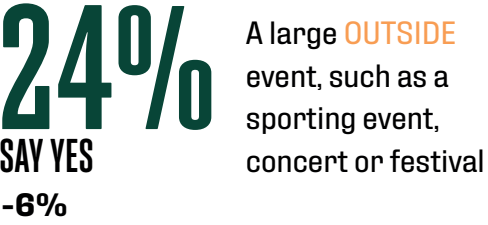
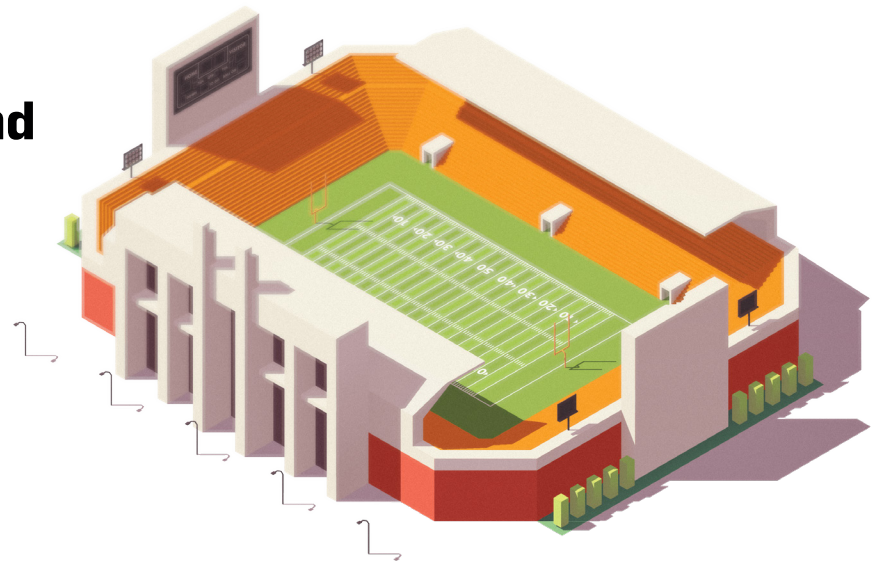
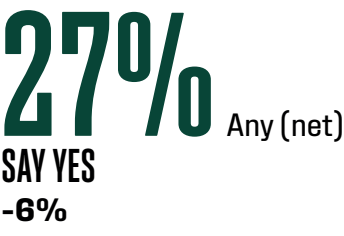
## How long do you think we will continue to need to avoid crowds and close or restrict businesses?

+/- = Change since last week



### EVENTS

Would you be willing to attend the following RIGHT NOW?



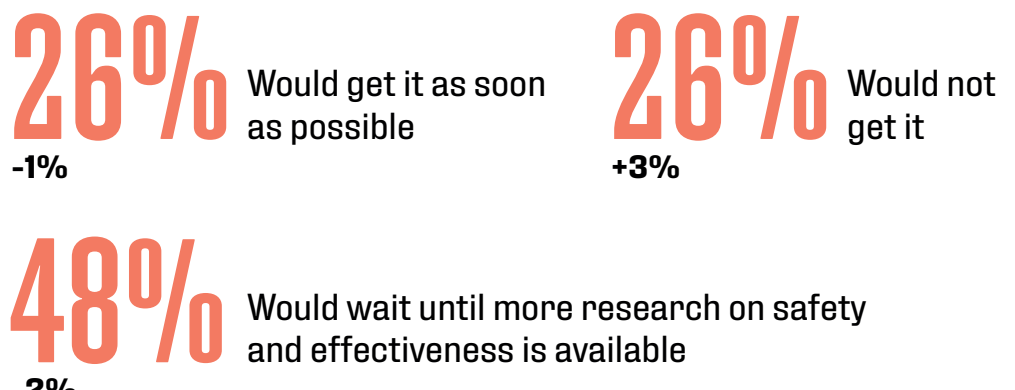
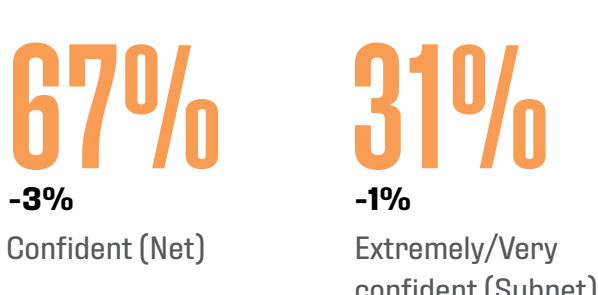
## THE VACCINE

+/- = Change since last week

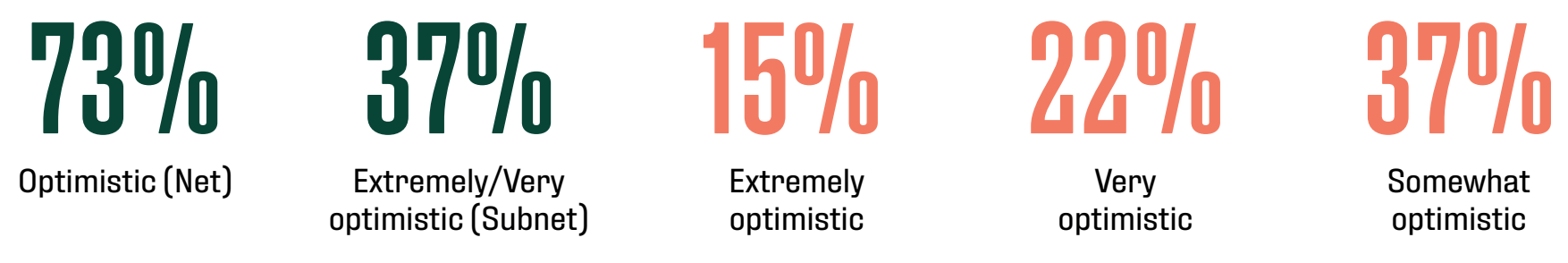
How confident are you that life will 'return close to normal' once an effective vaccine is available for COVID-19?



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



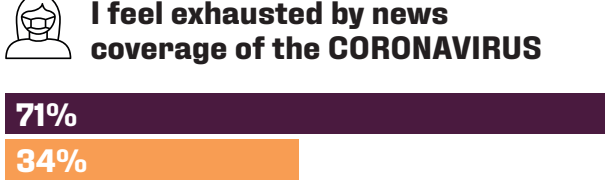
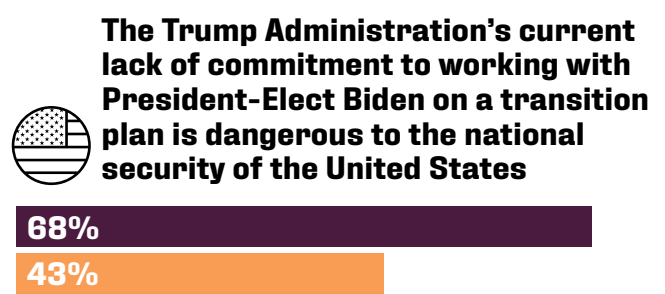
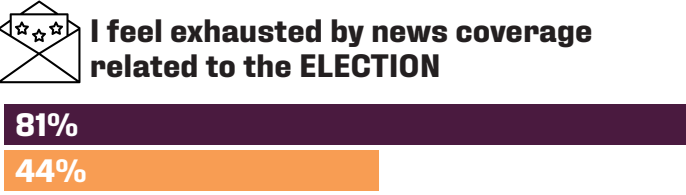
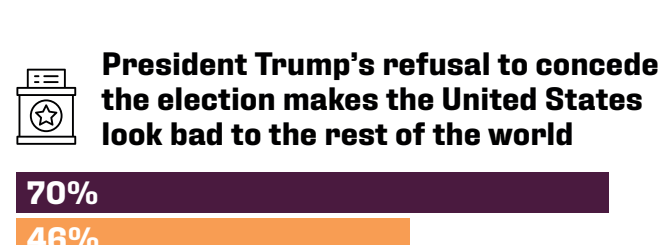
As you may have heard, this week Pfizer and BioNTech announced promising results from a Phase 3 COVID-19 vaccine clinical trial, suggesting it may be up to 90% effective in preventing the virus. How optimistic are you that this vaccine will be key in bringing the pandemic to a close within the NEXT 6 MONTHS?



## CURRENT EVENTS

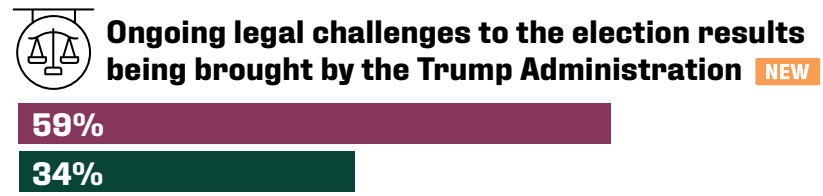
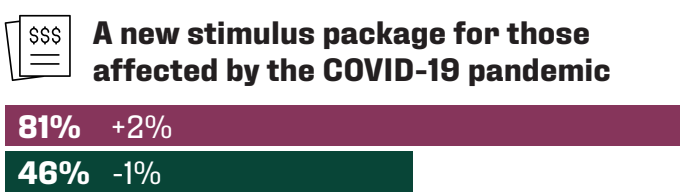
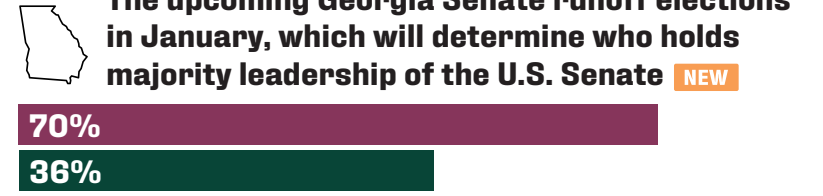
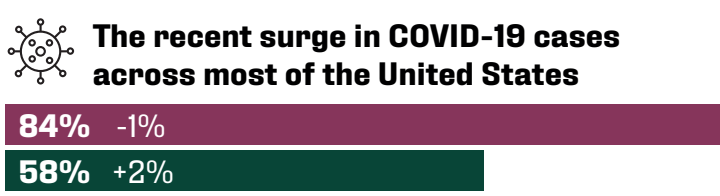
How much do you agree or disagree with these statements?

Key Agree Strongly agree



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

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



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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<sup>1</sup>Base = employed