are also weighted to U.S. Census data to be

demographically representative.

BEYOND COVID-19: THE PULSE OF THE

AMERICAN CONSUMER

HUW CONCERNED +/- = Change since last wee **ARE YOU ABOUT** THE CORONAVIRUS?

Concerned (net)

High concern

+2%

Moderate concern

-4%

-2% Low concern

+/- = Change since last week

+2%



OUR BIGGEST CONCERNS

How concerned are you about:

Total Concerned Key

Very Concerned

Your personal finances

71% no change

40% +3%

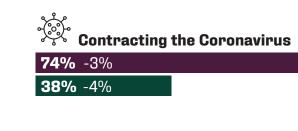
Your mental wellbeing

64% -1% **29%** -2%

Your state having to enforce

new lockdown measures due to rising Coronavirus cases NEW 81% 39%

due to the Coronavirus



A member of your family contracting the Coronavirus **80%** -2% **50%** -4%

§ Future job loss or substantial reduction in income that is directly IIIII. related to the Coronavirus NEW **73**% 42%



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

-5%

 $\begin{array}{c} 390 \\ \text{longer than 6 months} \end{array}$

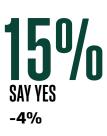
EVENTS

Would you be willing to attend the following RIGHT NOW?

-6%

-6%

A large **OUTSIDE** event, such as a sporting event, concert or festival



A large event INSIDE an arena or public building, such as a concert, sporting event, or convention



+/- = Change since last week

close to normal' once an effective vaccine is available for **COVID-19?**

How confident are you

that life will 'return

Confident (Net)

Extremely/Very confident (Subnet)

Once available, how soon do you plan

to get the vaccine for COVID-19?

Would wait until more research on safety

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?

As you may have heard, this week Pfizer and BioNTech announced

promising results from a Phase 3 COVID-19 vaccine clinical trial,

73%

Optimistic (Net)

Extremely/Verv optimistic (Subnet)

Extremely optimistic

Very optimistic

President Trump's refusal to concede

the election makes the United States

The Trump Administration's current

lack of commitment to working with

look bad to the rest of the world

Somewhat optimistic



CURRENT EVENTS

Strongly agree

How much do you agree or disagree with these statements?

The U.S. economy will not be able to recover until we get the coronavirus



under better control

I feel exhausted by news coverage of the CORONAVIRUS

71%

81%

70%

President-Elect Biden on a transition plan is dangerous to the national security of the United States

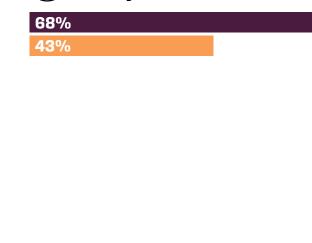
Total Concerned Very Concerned +/- = Change since last week

How concerned are you about each of

the following current headlines?

58% +2%

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



The recent surge in COVID-19 cases across most of the United States

BIG VILLAGE

COVID-19: PHI SE OF THE CONSUMER

81% +2% **46%** -1%

59% 34%

70%

36%

Ongoing legal challenges to the election results being brought by the Trump Administration NEW

The upcoming Georgia Senate runoff elections

in January, which will determine who holds

majority leadership of the U.S. Senate NEW

CARAVANinfo@big-village.com

609-452-5400

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.