BEYOND COVID-19:

THE PULSE OF THE AMERICAN CONSUMER

ENGINE INSIGHTS

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

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

85% Concerned (net) -2%

High concern **55%** +2%

Moderate concern **30%** -4%

Low concern **15%** +2%

OUR BIGGEST CONCERNS

How concerned are you about:

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

Your personal finances due to the Coronavirus
71% no change
40% +3%

Contracting the Coronavirus
74% -3%
38% -4%

Your mental wellbeing due to the Coronavirus
64% -1%
28% -2%

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

Your state having to enforce new lockdown measures due to rising Coronavirus cases NEW
81%
39%

Future job loss or substantial reduction in income that is directly related to the Coronavirus[1] 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 **77%** -5%

longer than 6 months **39%** -7%

Would you be willing to attend the following RIGHT NOW?

27% SAY YES -6% Any (net)

24% SAY YES -6% A large OUTSIDE event, such as a sporting event, concert or festival

15% SAY YES -4% A large event INSIDE an arena or public building, such as a concert, sporting event, or convention

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?

67% -3% Confident (Net)

31% -1% Extremely/Very confident (Subnet)

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

26% -1% Would get it as soon as possible

26% +3% Would not get it

48% -2% Would wait until more research on safety and effectiveness is available

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?

73% Optimistic (Net)

37% Extremely/Very optimistic (Subnet)

15% Extremely optimistic

22% Very optimistic

37% Somewhat optimistic

CURRENT EVENTS

How much do you agree or disagree with these statements?

Key: Agree | Strongly agree

The U.S. economy will not be able to recover until we get the coronavirus under better control
81%
46%

President Trump's refusal to concede the election makes the United States look bad to the rest of the world
70%
46%

I feel exhausted by news coverage related to the ELECTION
81%
44%

The Trump Administration's current lack of commitment to working with President-Elect Biden on a transition plan is dangerous to the national security of the United States
68%
43%

I feel exhausted by news coverage of the CORONAVIRUS
71%
34%

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

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

The recent surge in COVID-19 cases across most of the United States
84% -1%
58% +2%

The upcoming Georgia Senate runoff elections in January, which will determine who holds majority leadership of the U.S. Senate NEW
70%
36%

A new stimulus package for those affected by the COVID-19 pandemic
81% +2%
46% -1%

Ongoing legal challenges to the election results being brought by the Trump Administration NEW
59%
34%