

**EXIT 2020 HERE →**

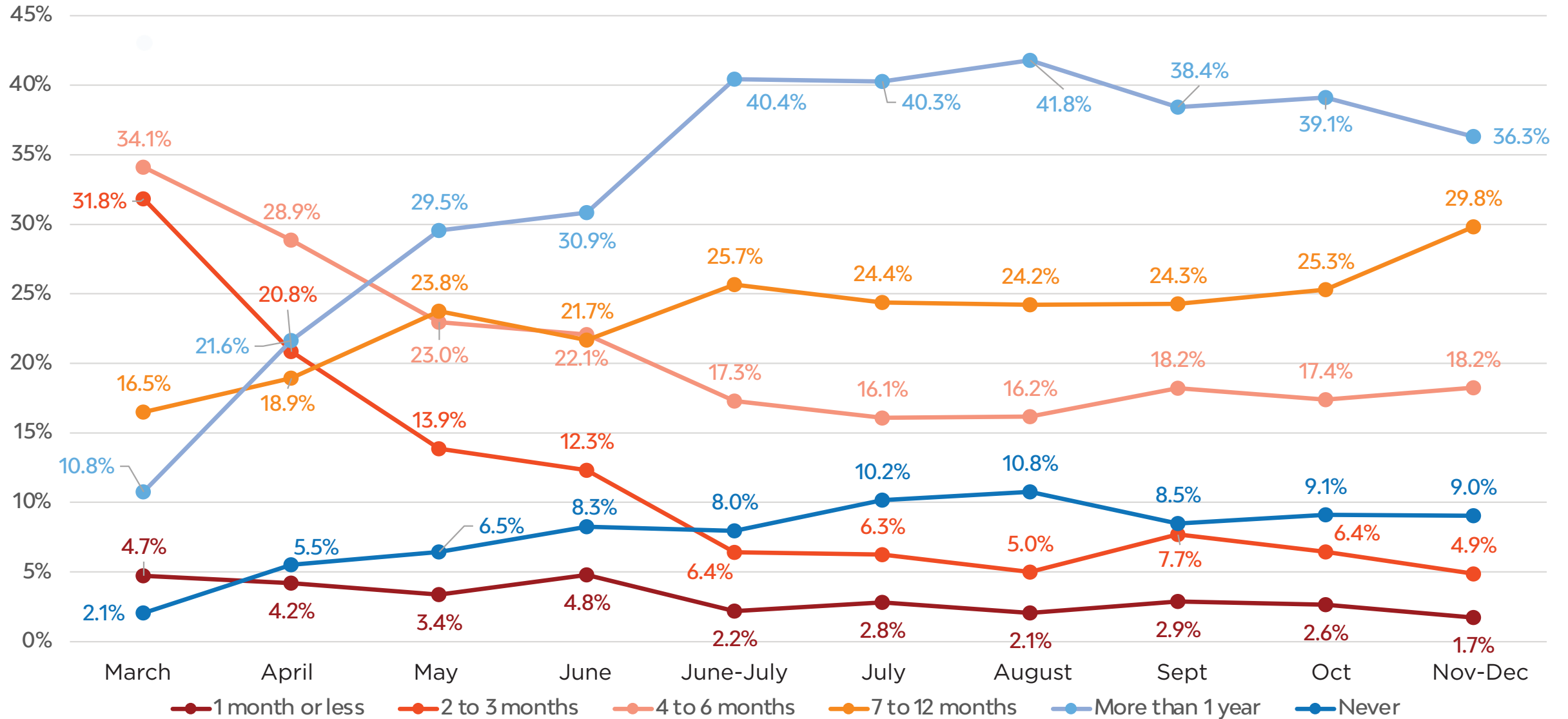
**FRESH INSIGHTS FOR  
A DATA-DRIVEN 2021**

COVID-19 and Emerging Trends Report,  
Wave 11, December 2020



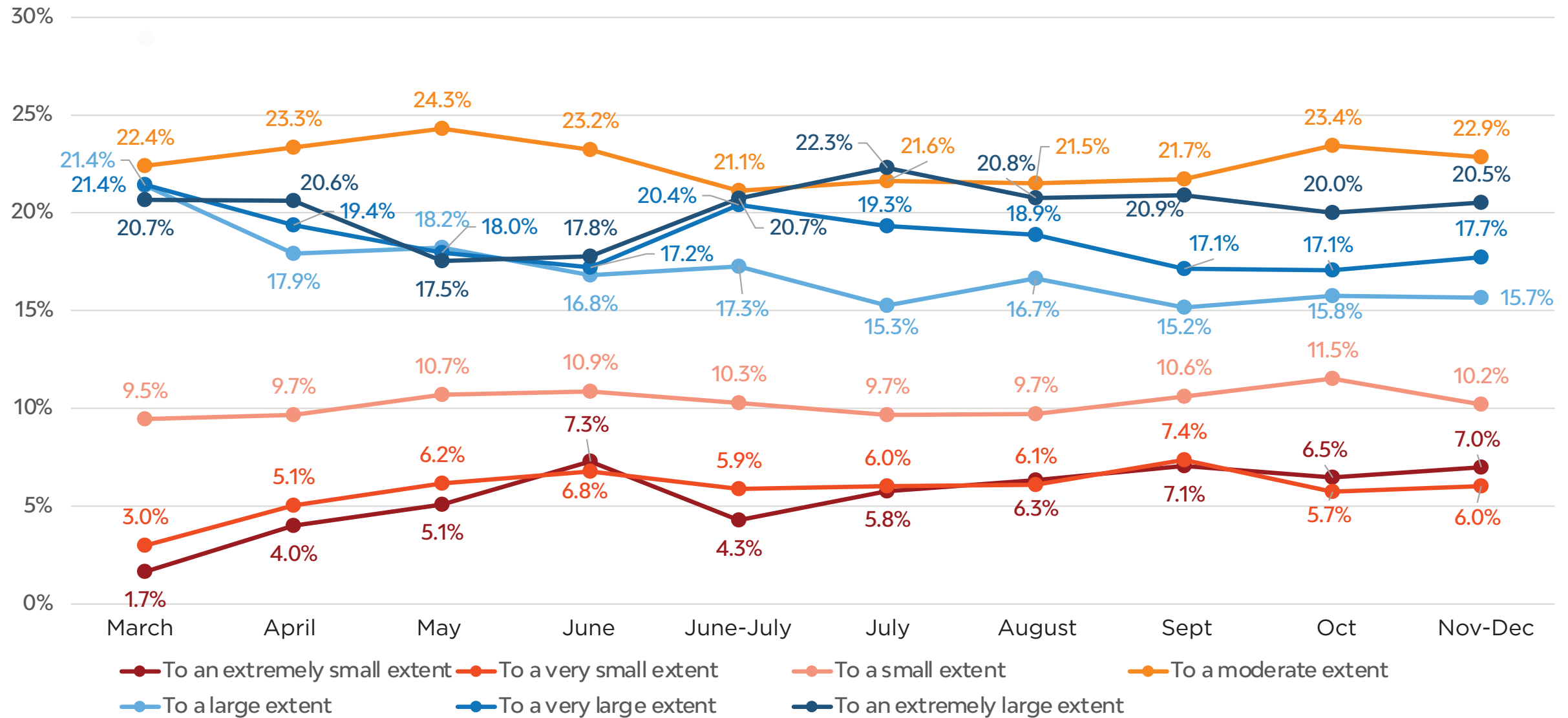
# GENERAL

Thinking about the coronavirus situation, how soon do you believe that your life will largely return to “normal”?



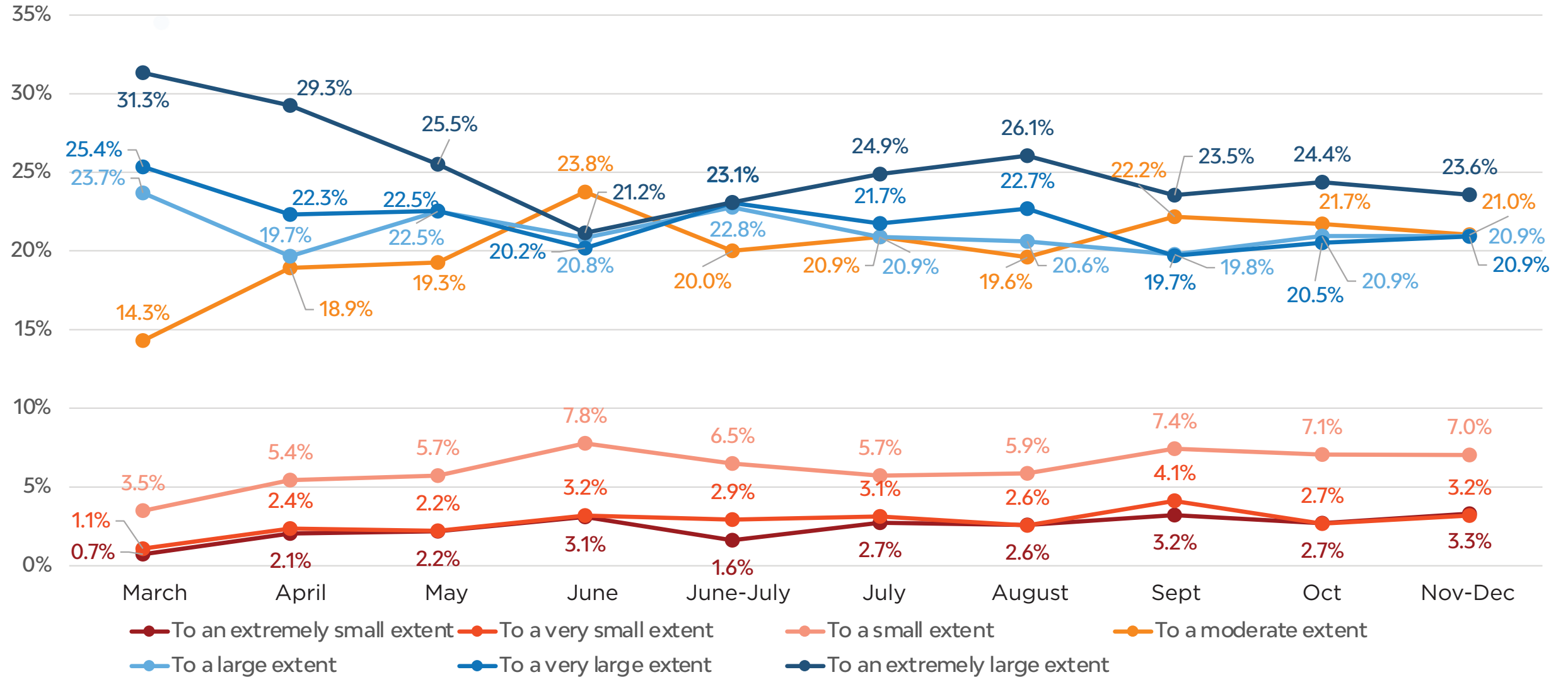
# GENERAL

Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?



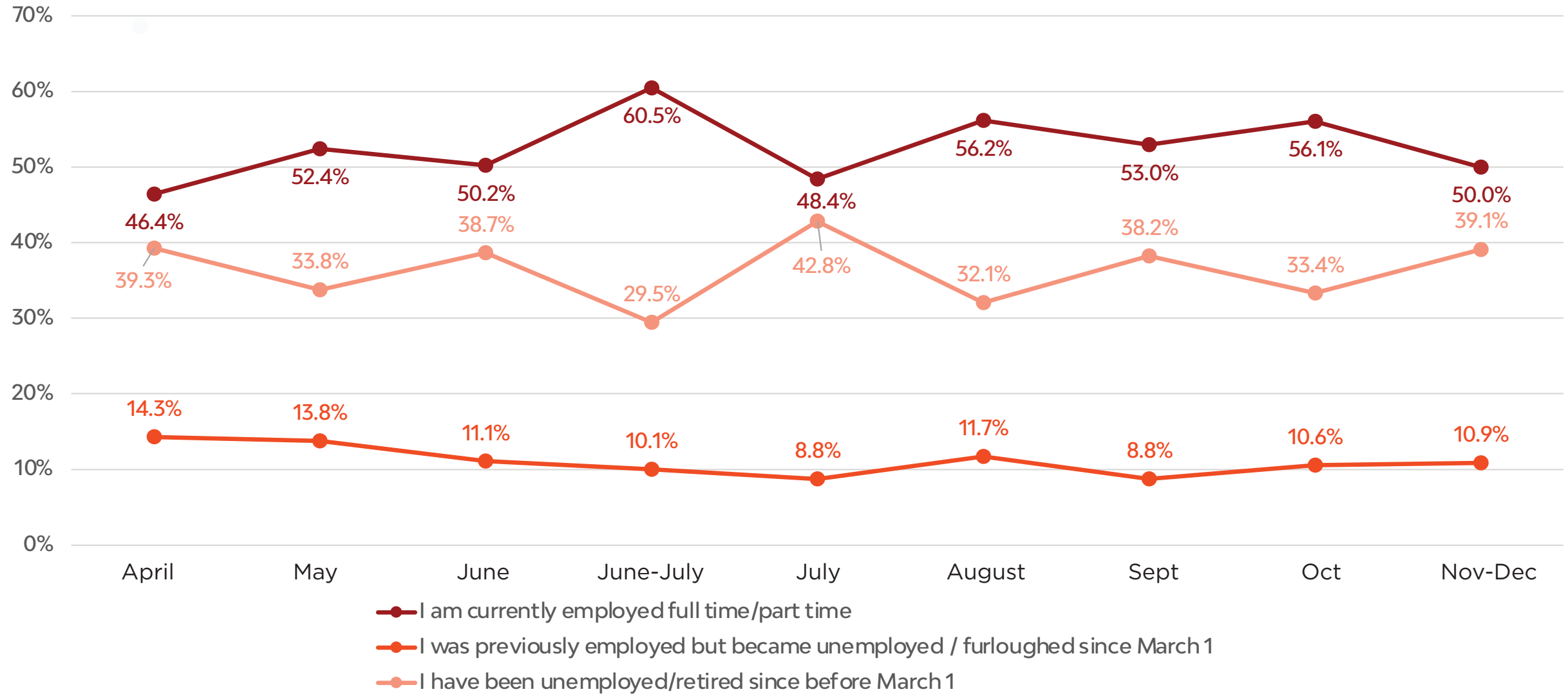
# GENERAL

Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?



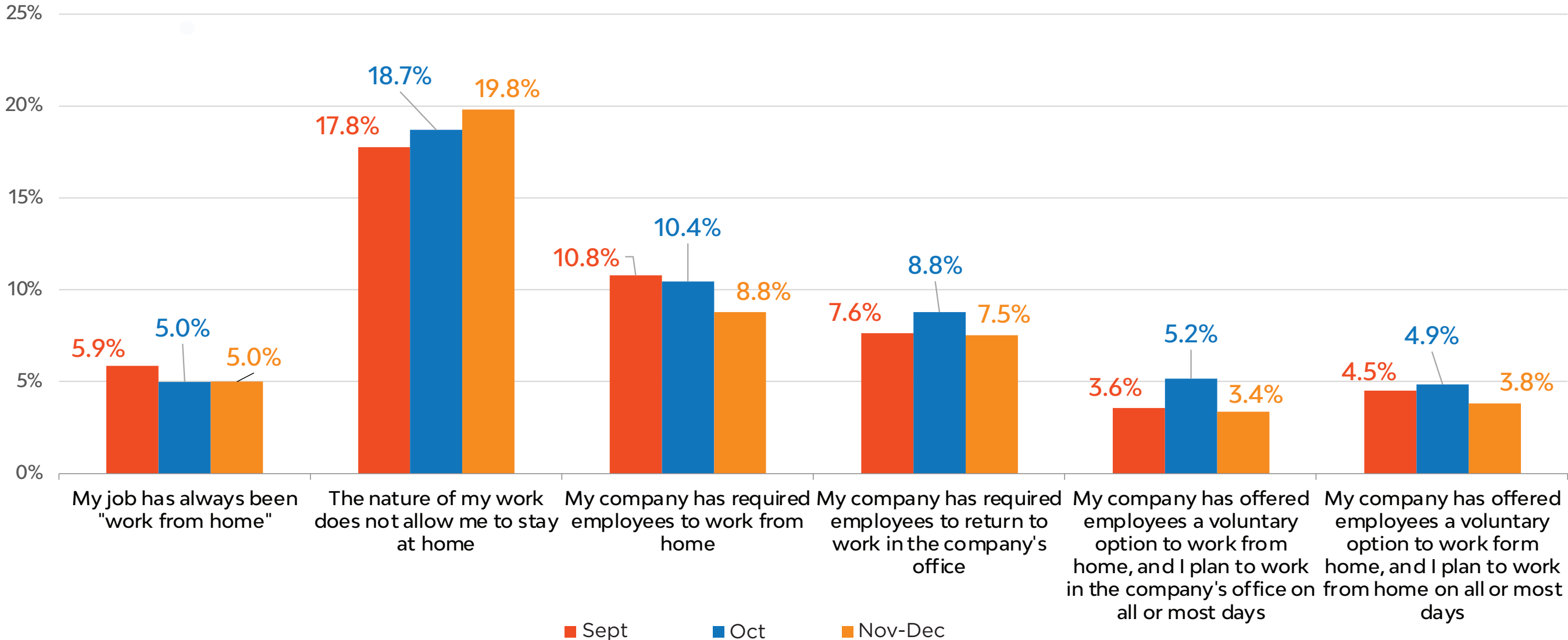
# GENERAL

Which of the following best describes your work situation?



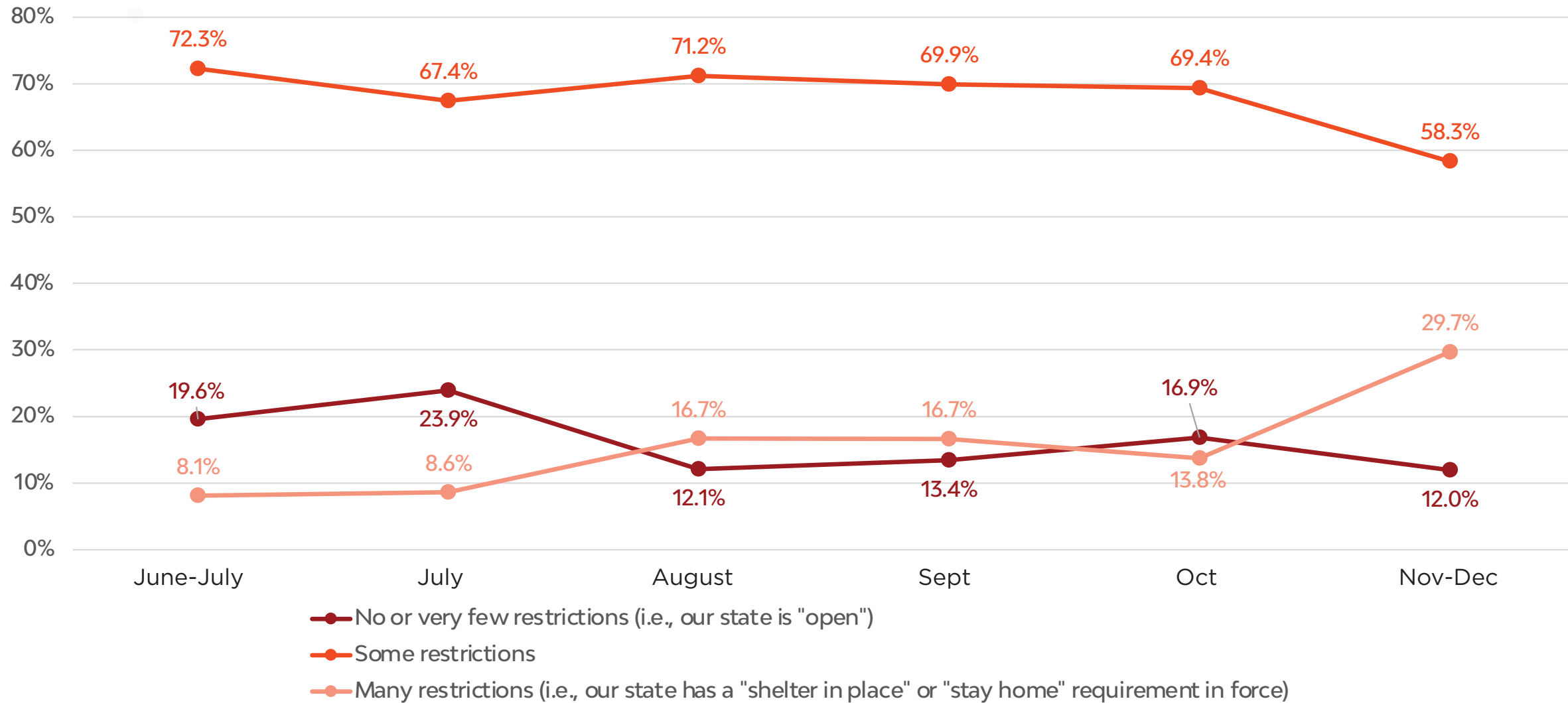
# GENERAL

Which of the following best describes your work situation?



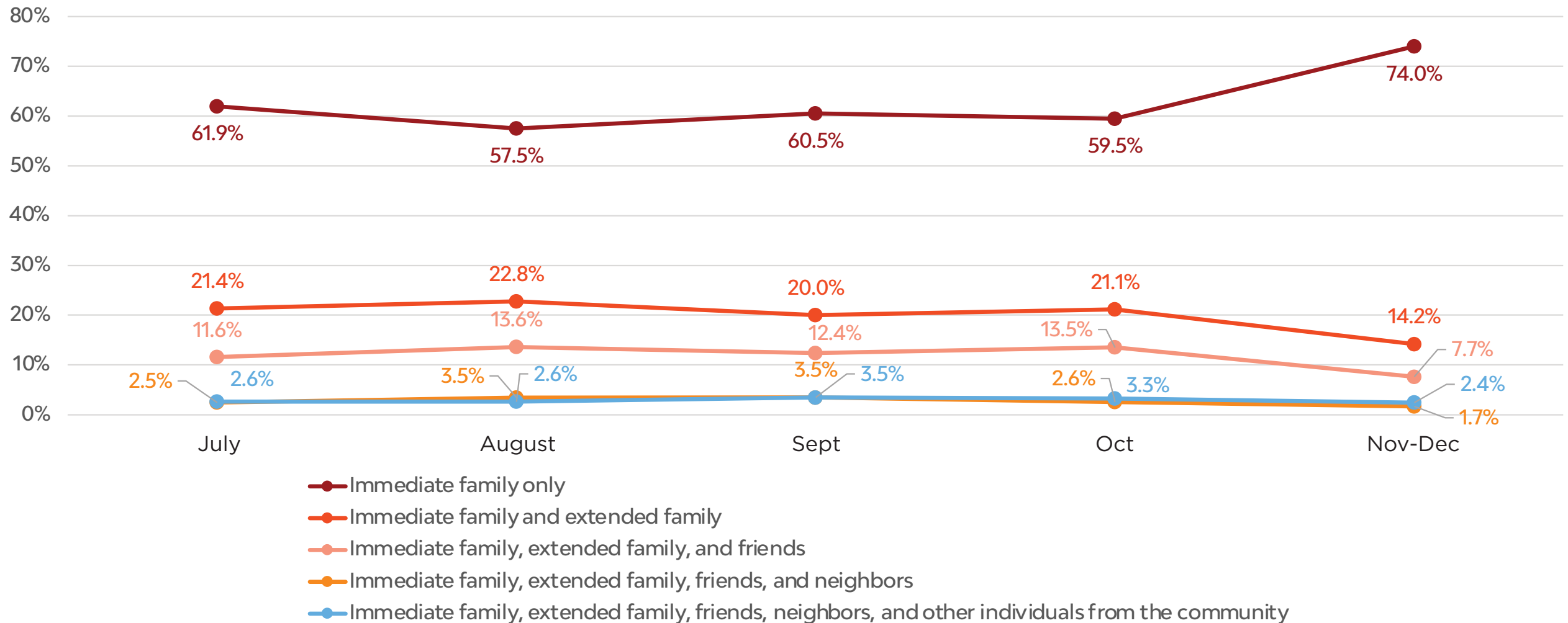
# GENERAL

Which of the following statements best describes the current status of coronavirus restrictions in your state?



# GENERAL

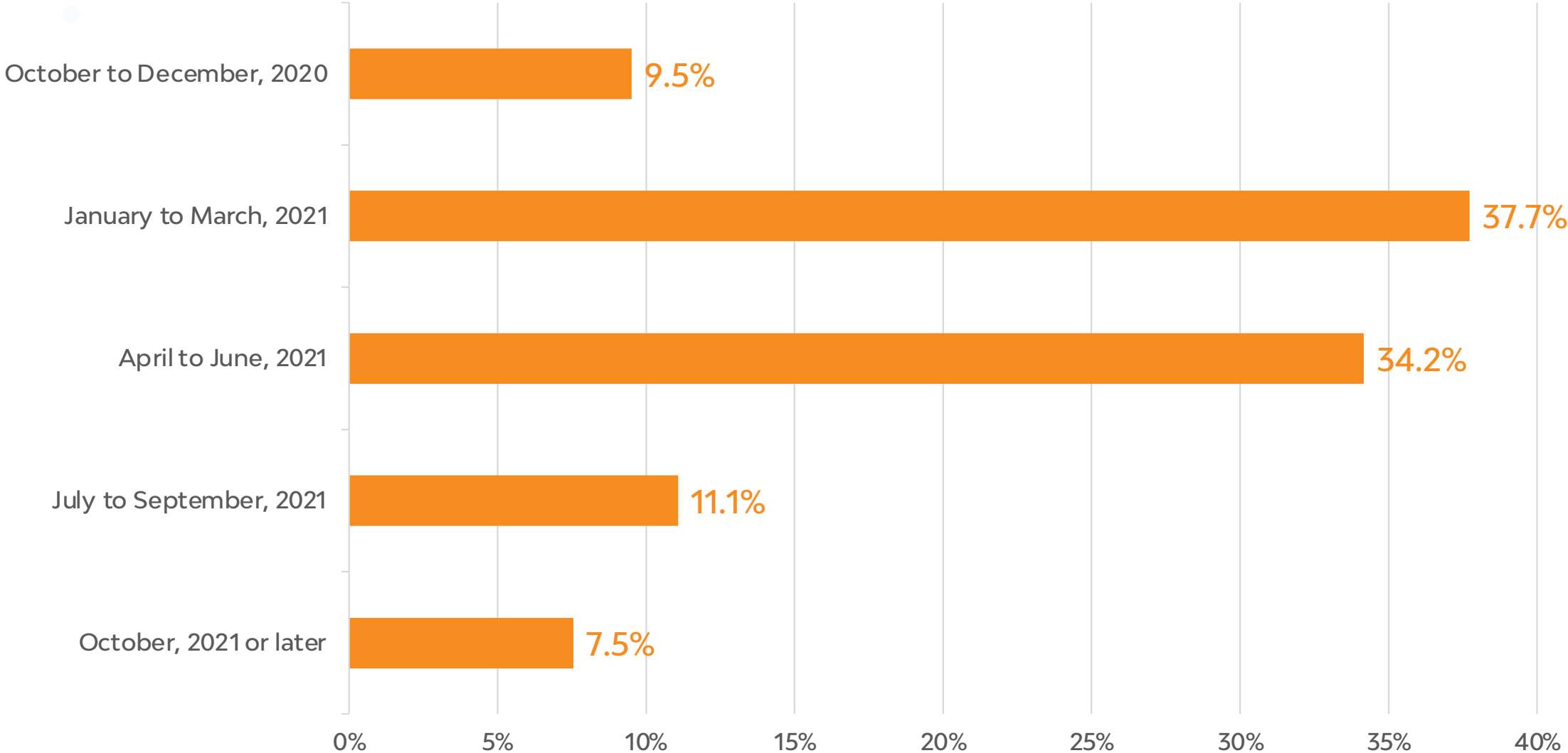
Which of the following statements most closely describes the people with whom you anticipate celebrating the upcoming holidays during the remainder of this year (e.g., Christmas/Hanukkah/Kwanzaa)?





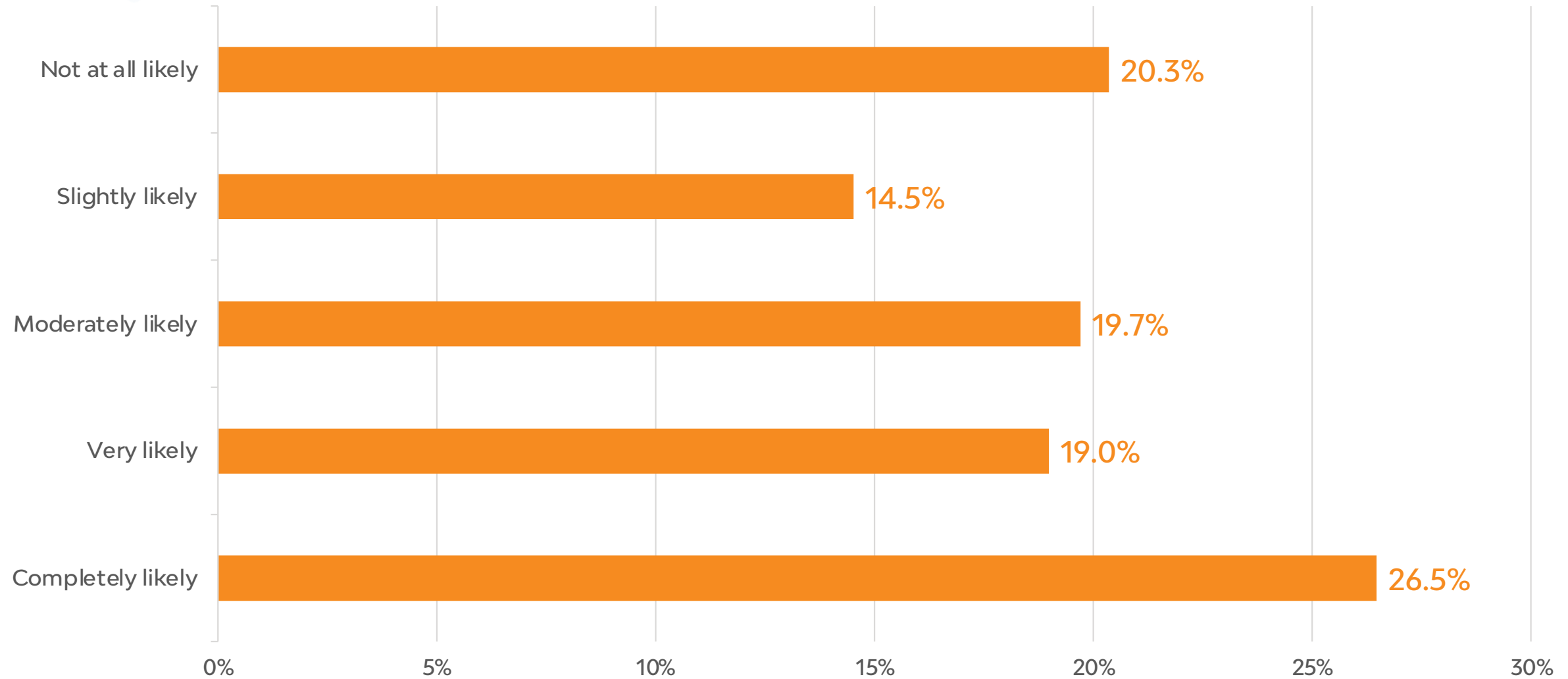
# GENERAL

When do you anticipate that a vaccine for the coronavirus will become available to the general public?



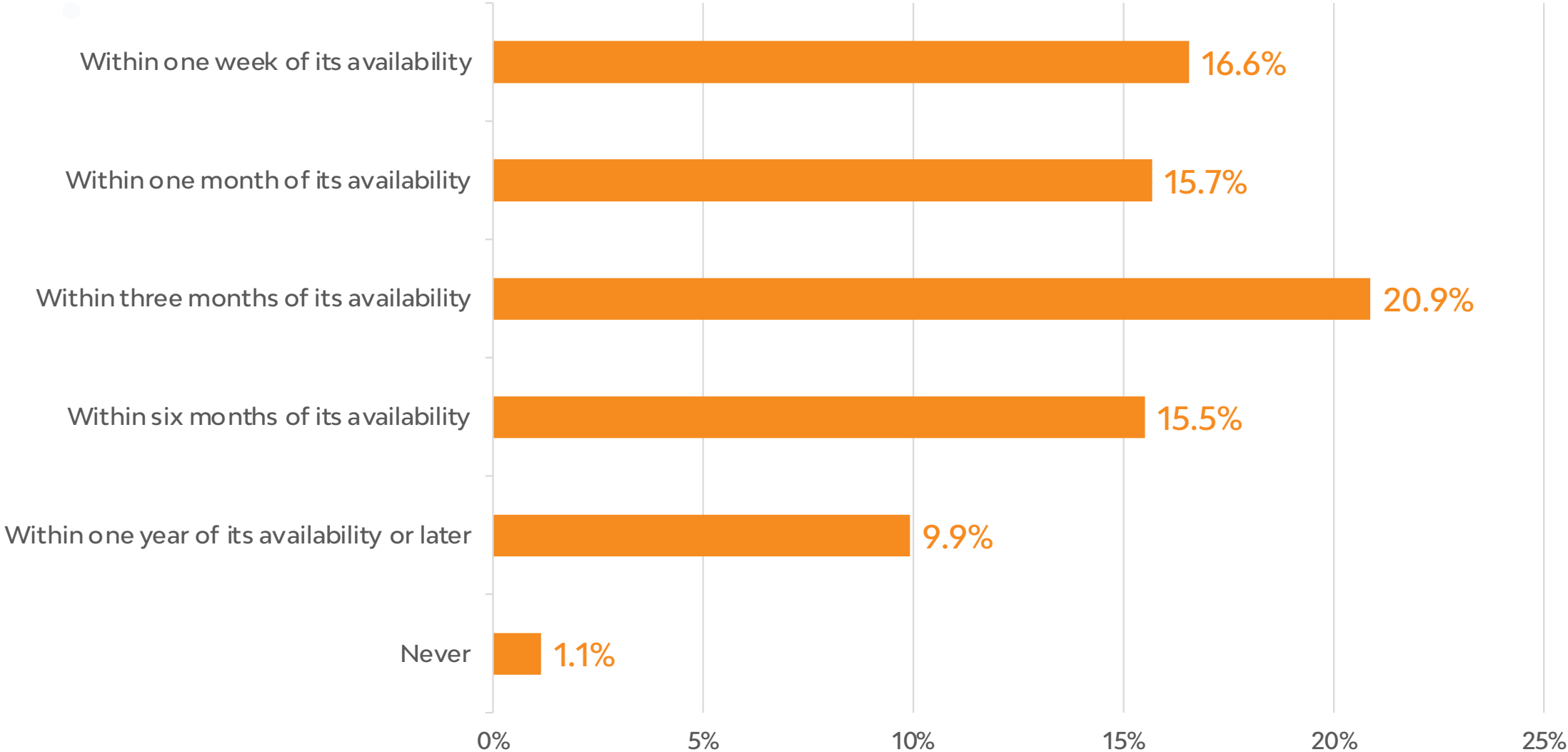
# GENERAL

How likely are you to take the coronavirus vaccine once it becomes available?



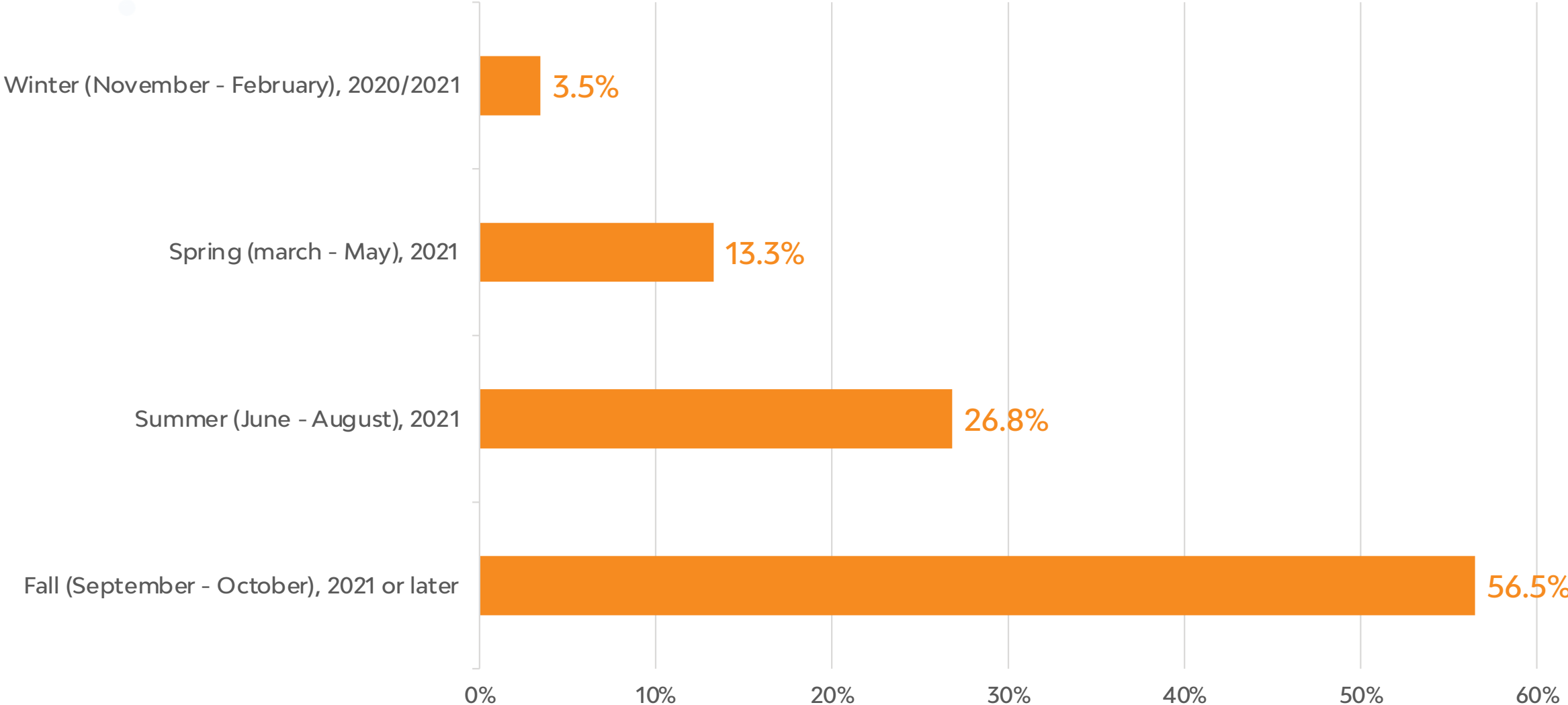
# GENERAL

How soon after the vaccine for the coronavirus becomes available will you want to take it?



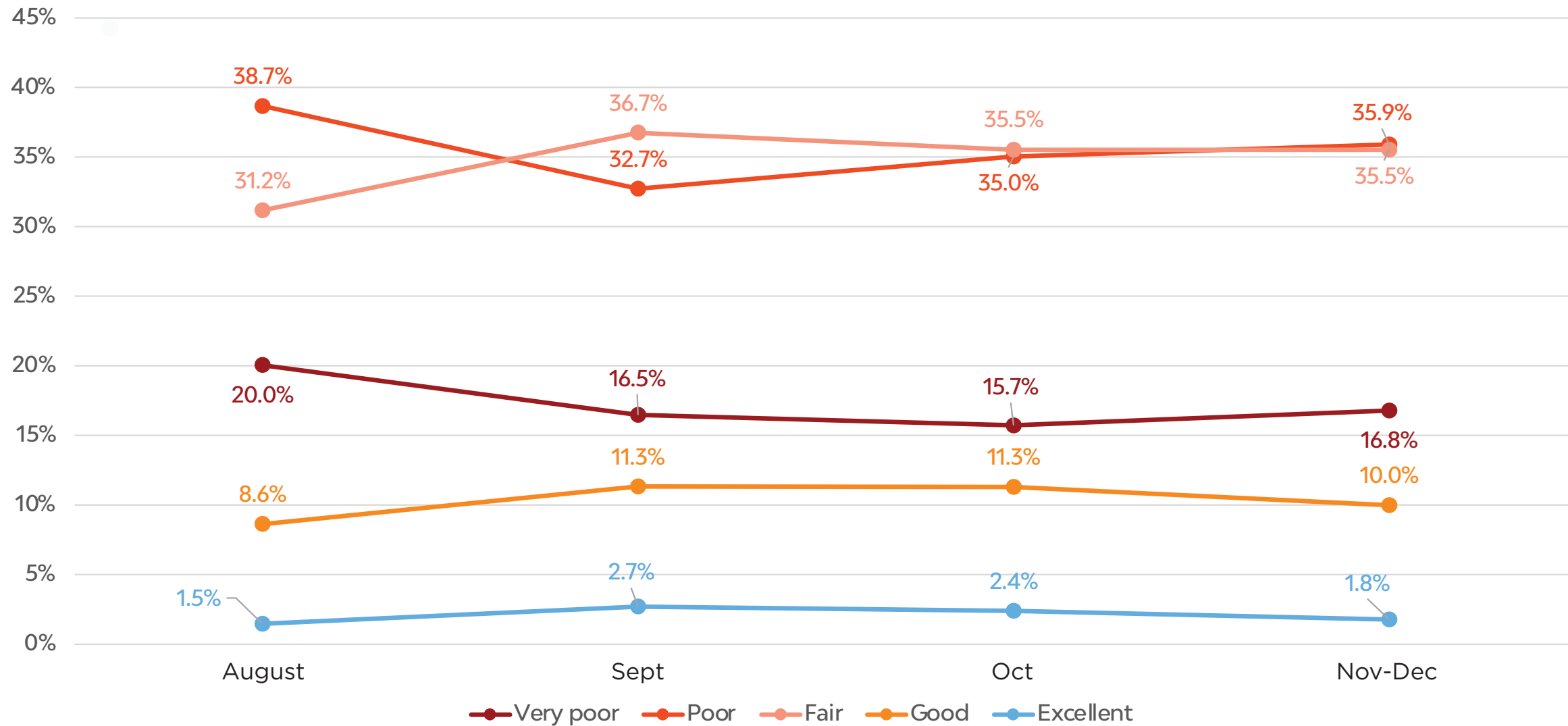
# GENERAL

When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?



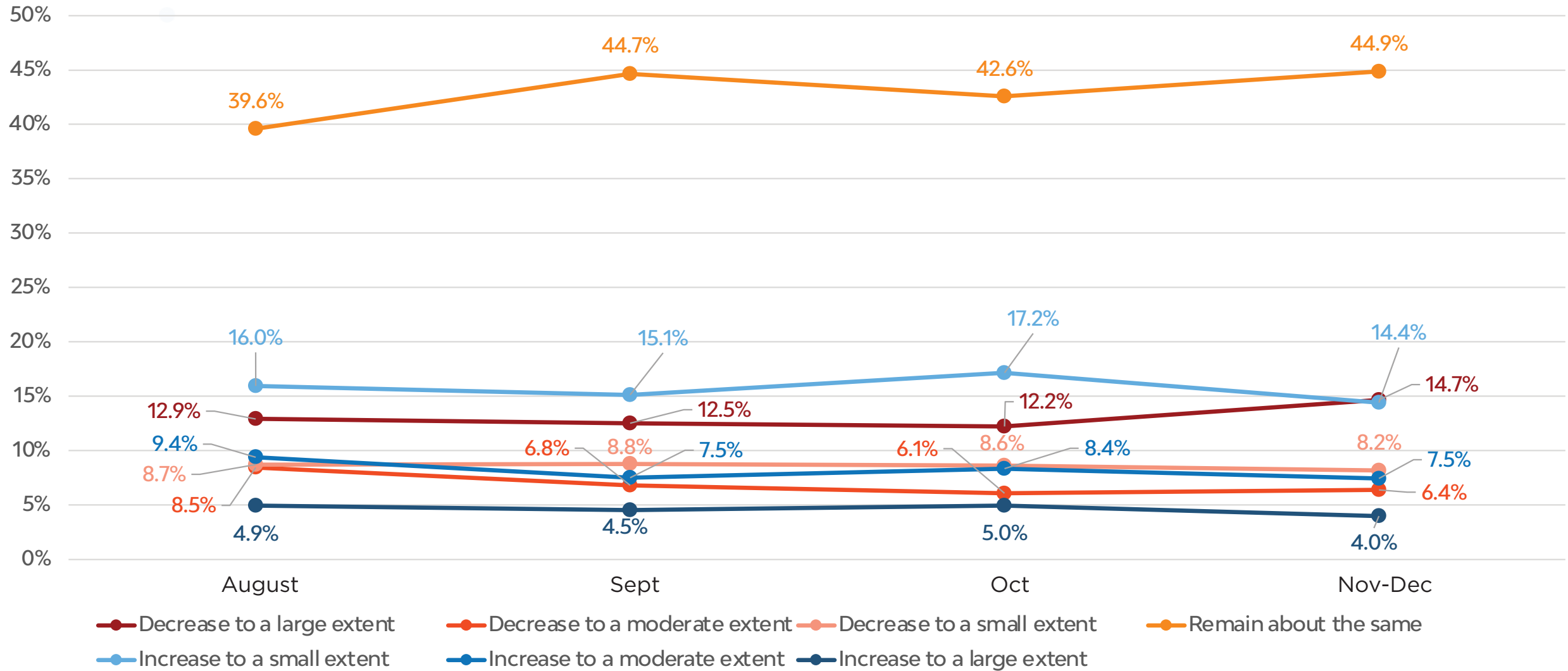
# FINANCIAL

What is the current quality of the United States economy?



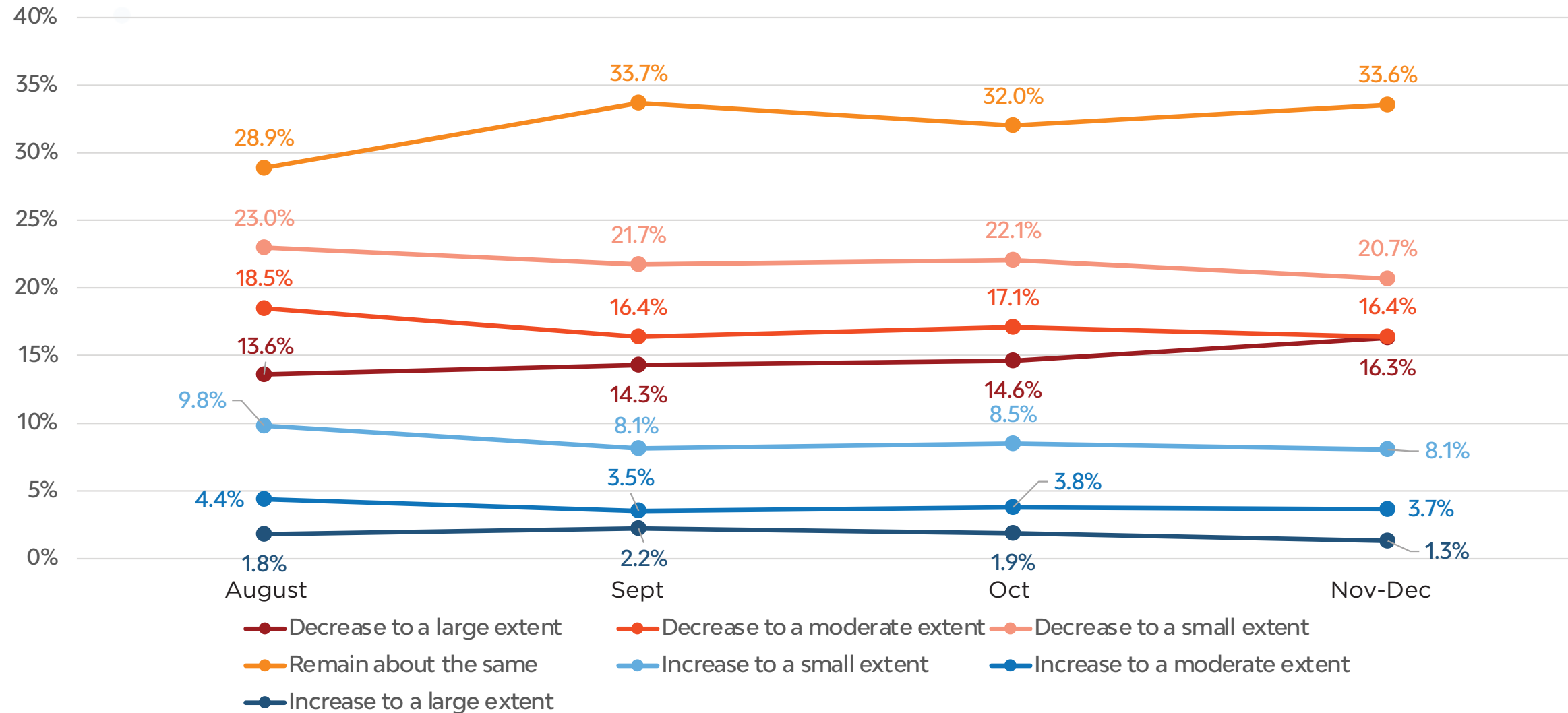
# FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of saving?



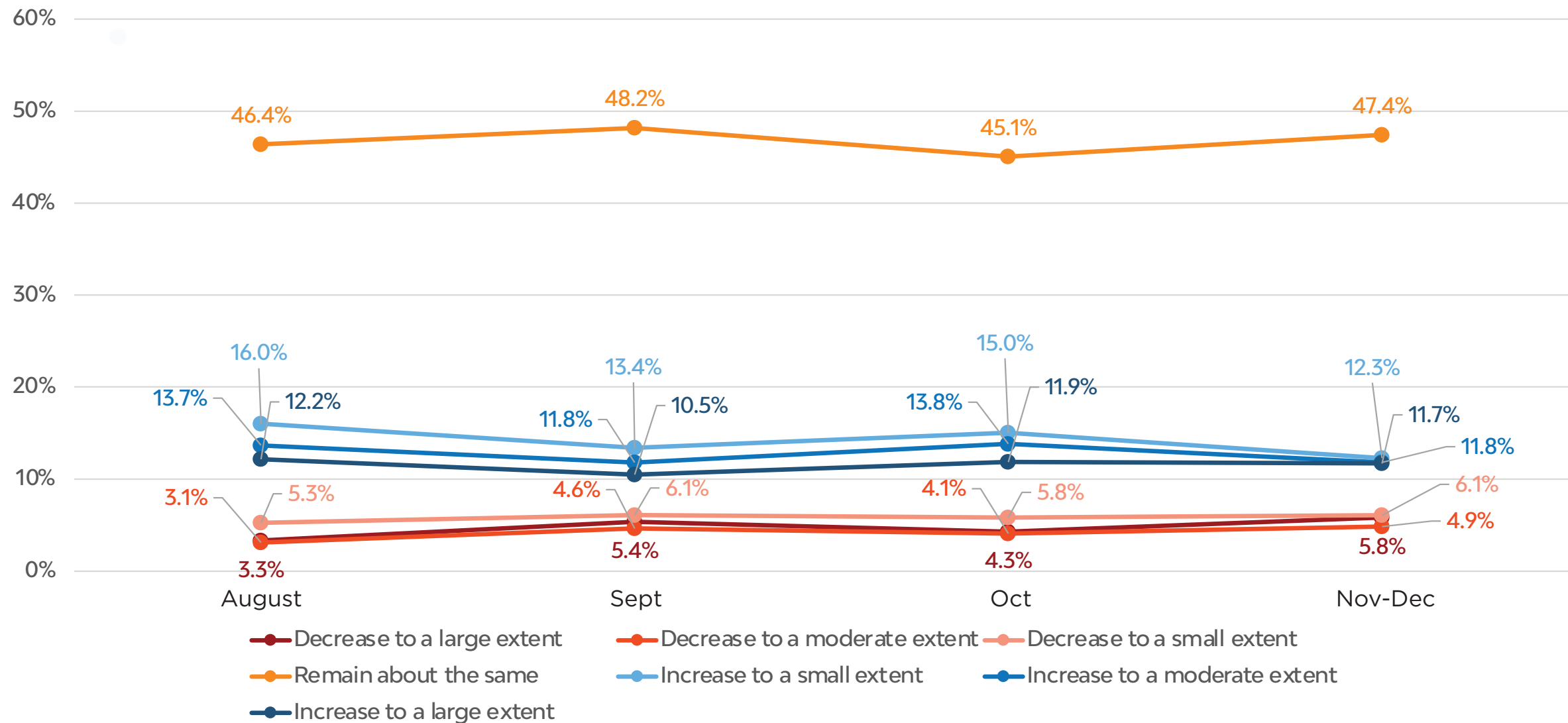
# FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of spending?



# FINANCIAL

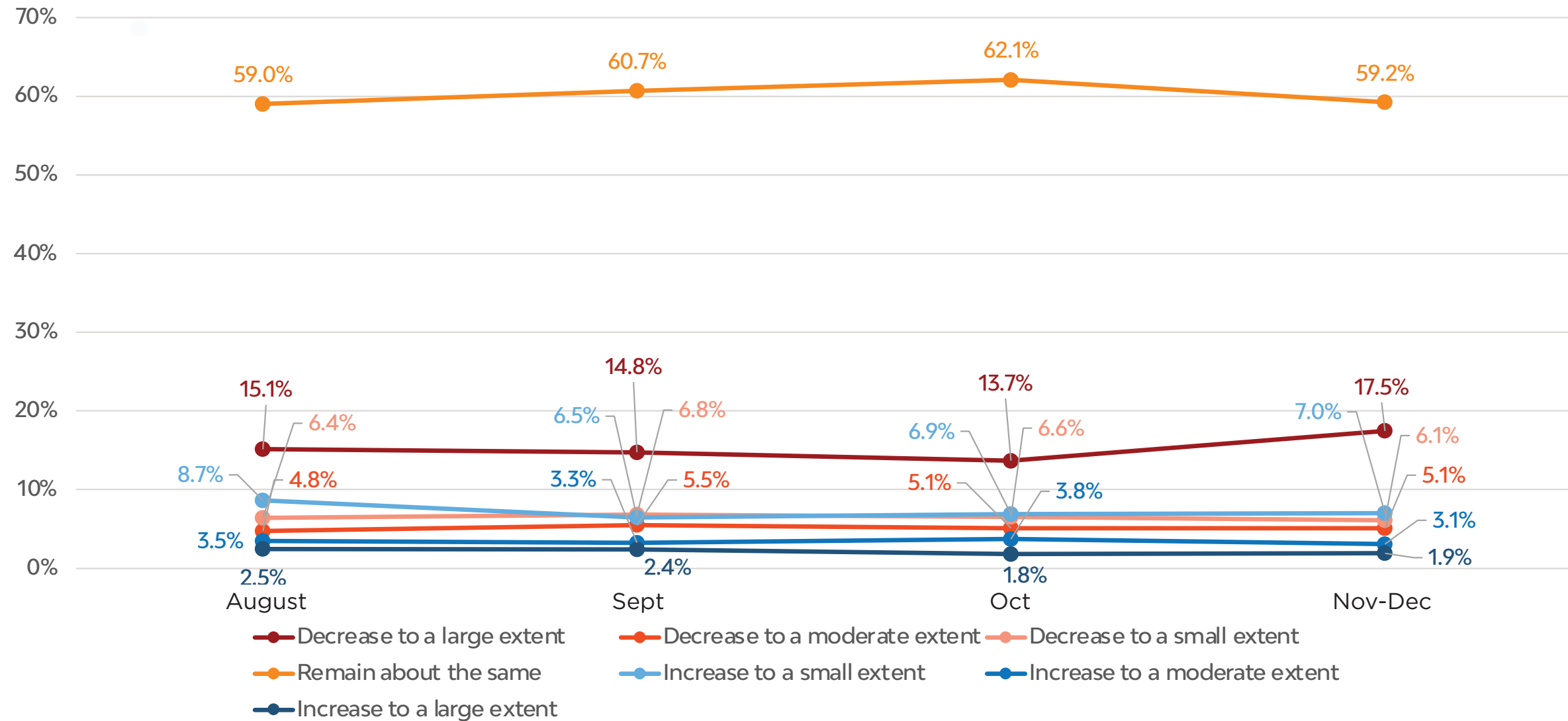
As a result of the coronavirus situation, how have you changed your financial habit of budgeting and monitoring expenses?





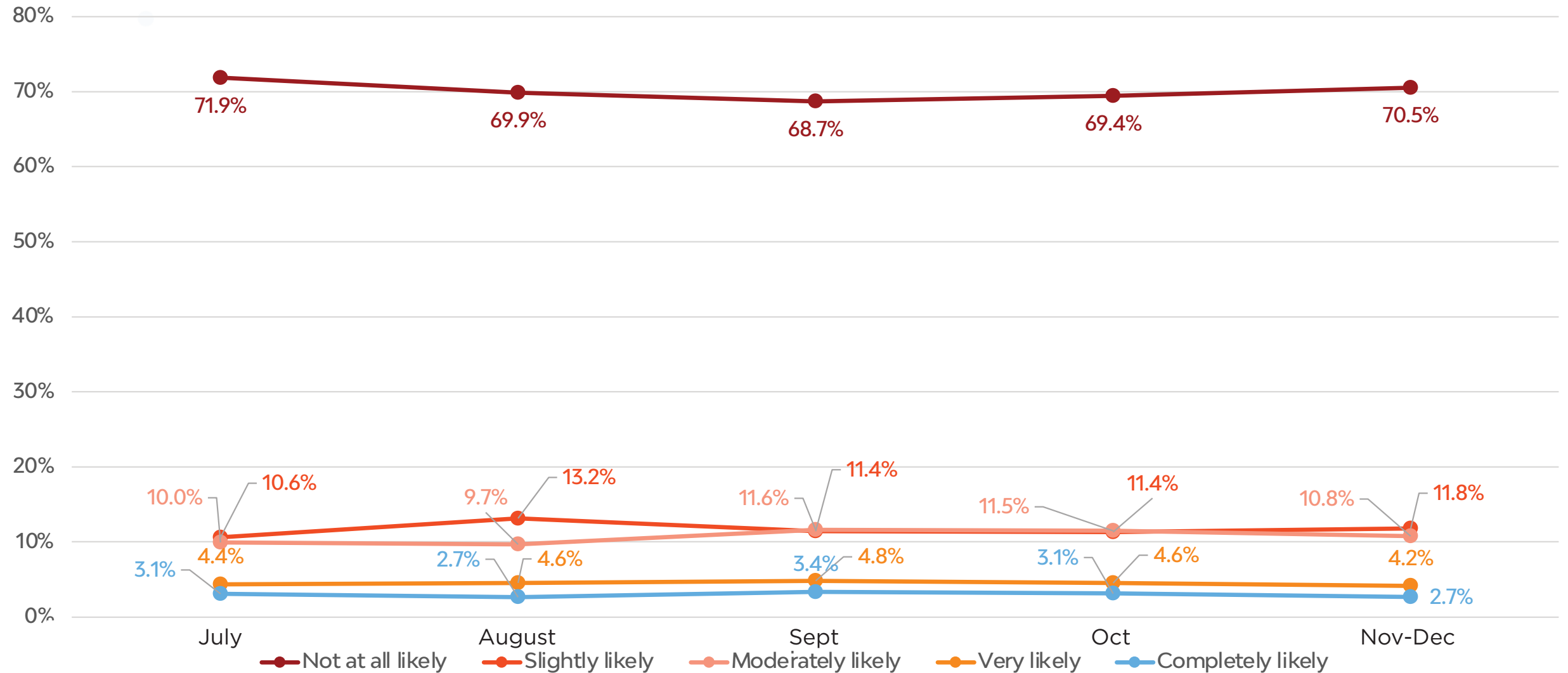
# FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of investing for retirement?



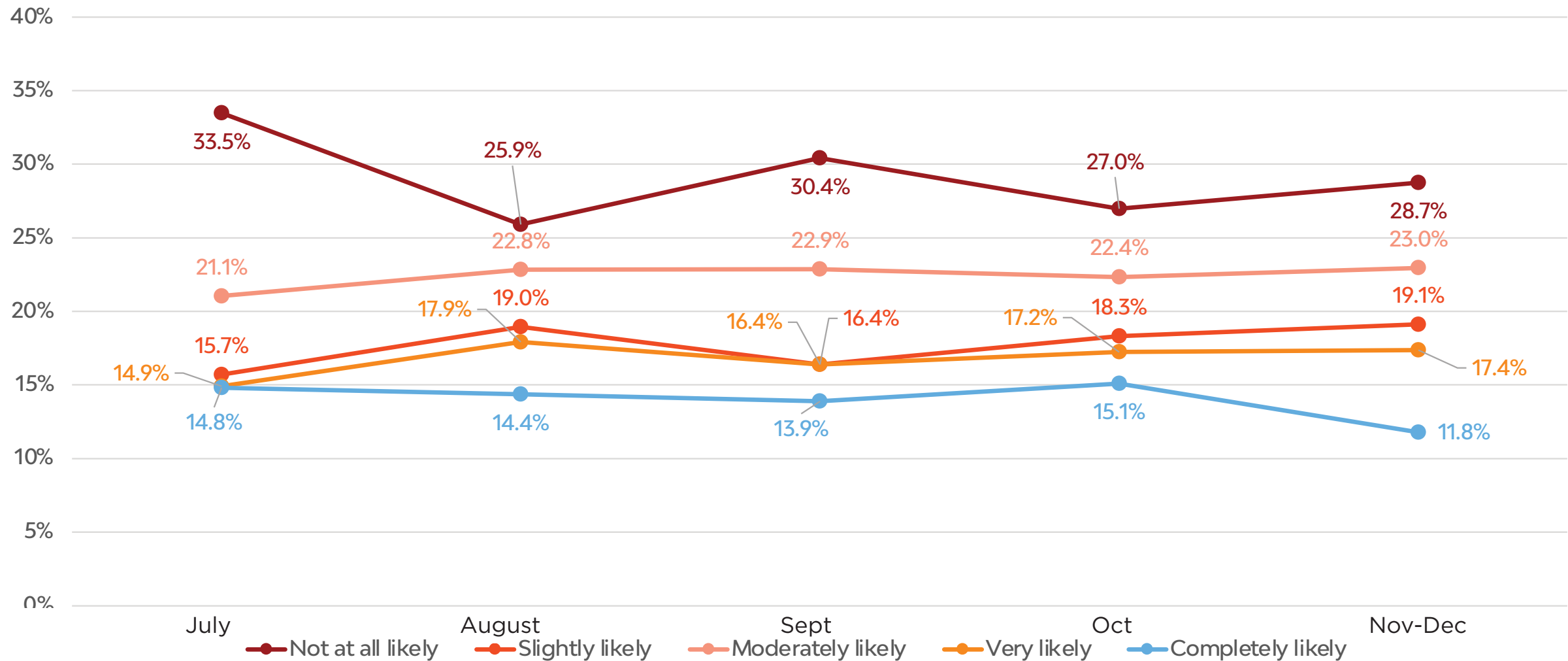
# FINANCIAL

How likely are you to apply for a new credit card, because of the coronavirus situation?



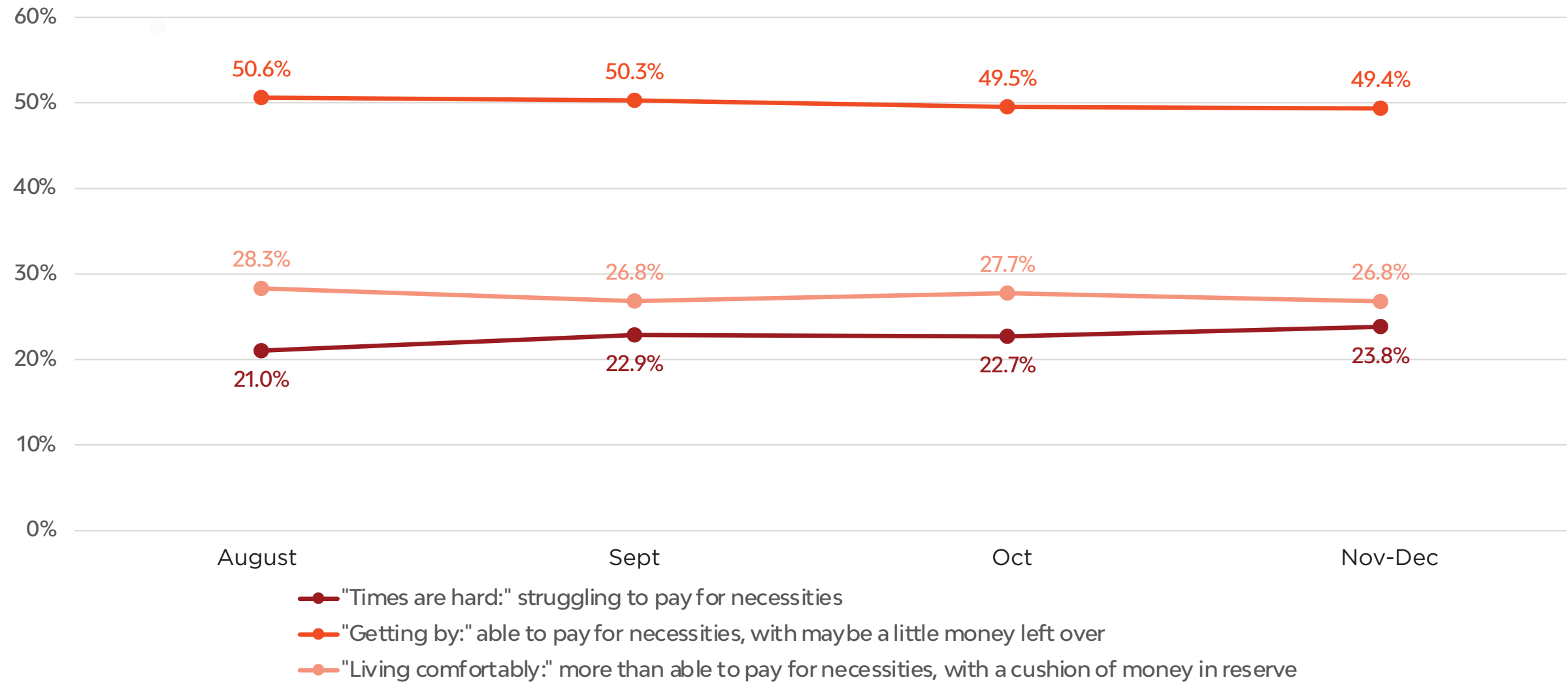
# FINANCIAL

How likely are you to now use contactless payments (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?



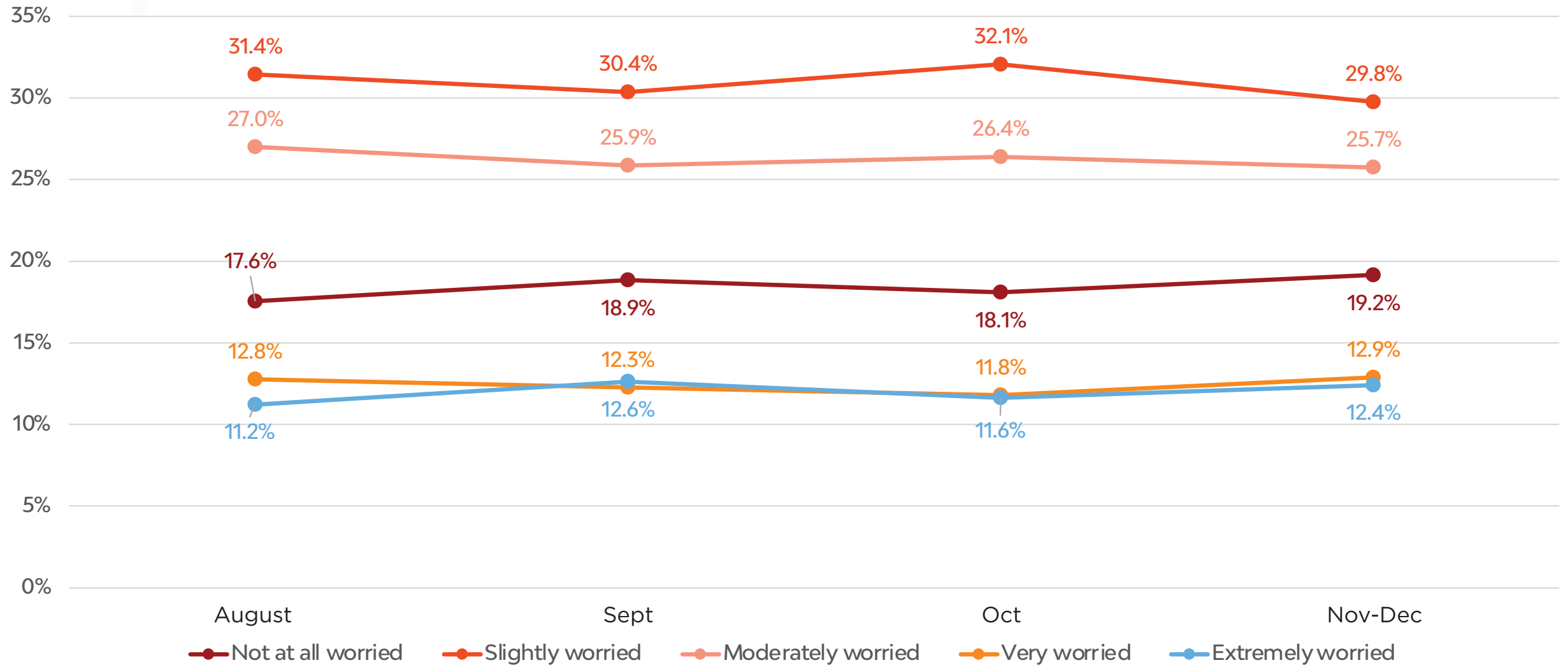
# FINANCIAL

Which of the following statements best describes your own personal financial situation?



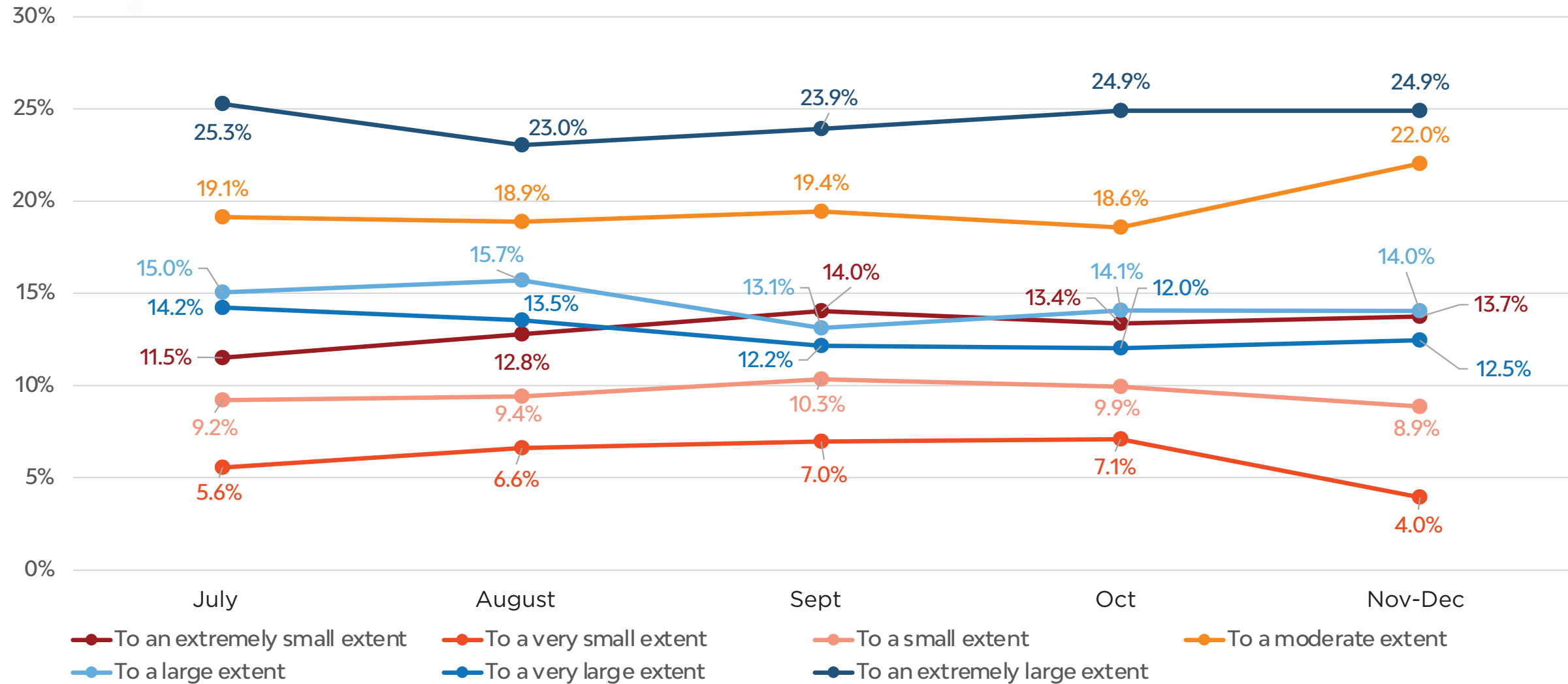
# FINANCIAL

To what extent are you worried about your own household's financial situation?



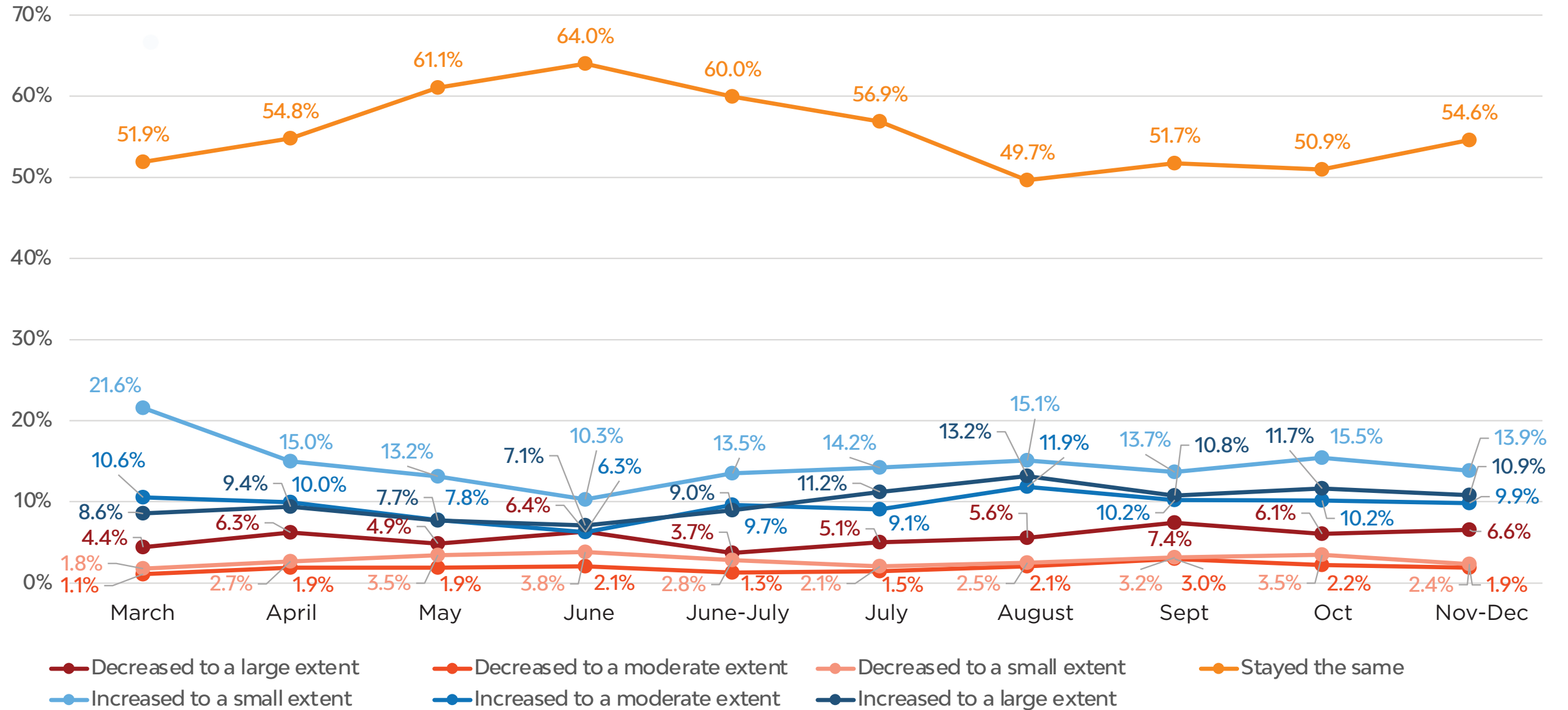
# MEDIA

To what extent does Facebook have a responsibility to identify and suppress false news and information from its services?



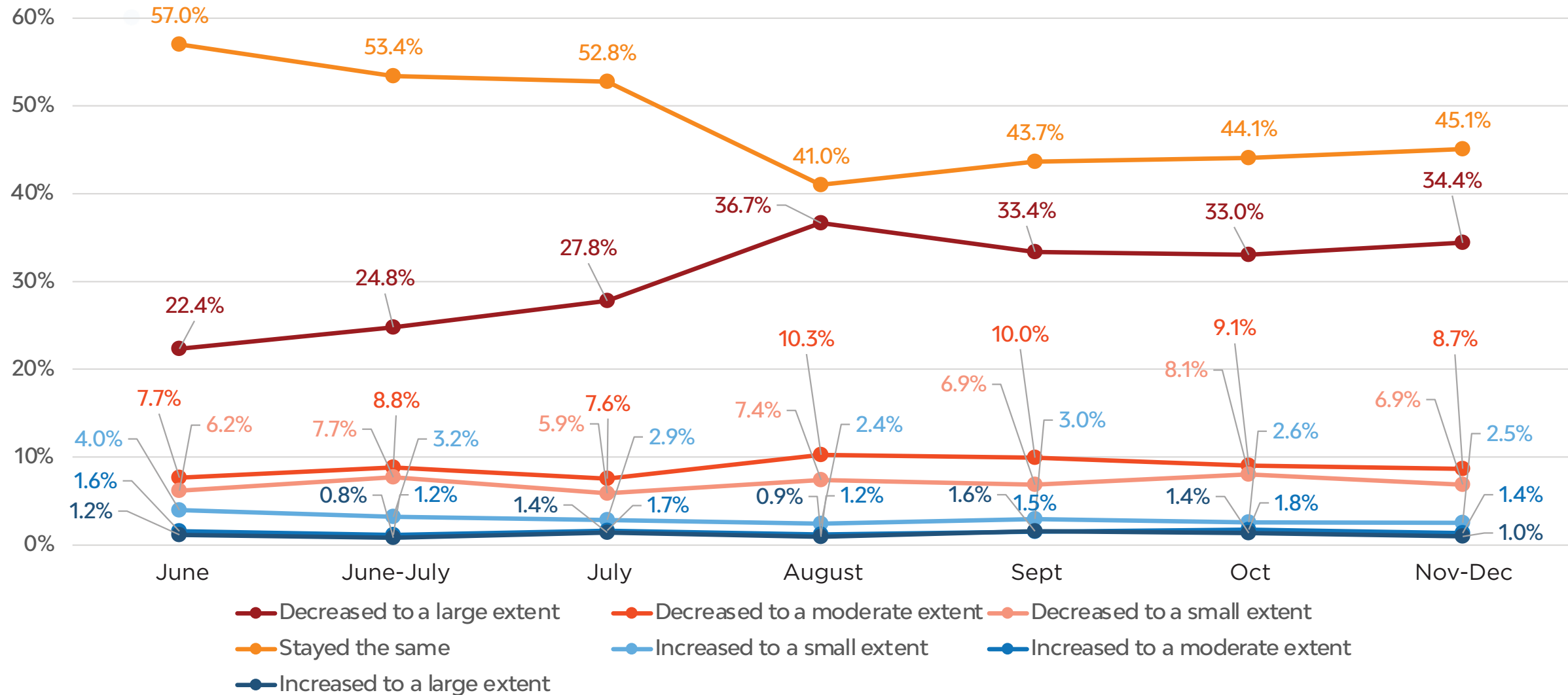
# RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to order groceries online changed?



# RETAIL

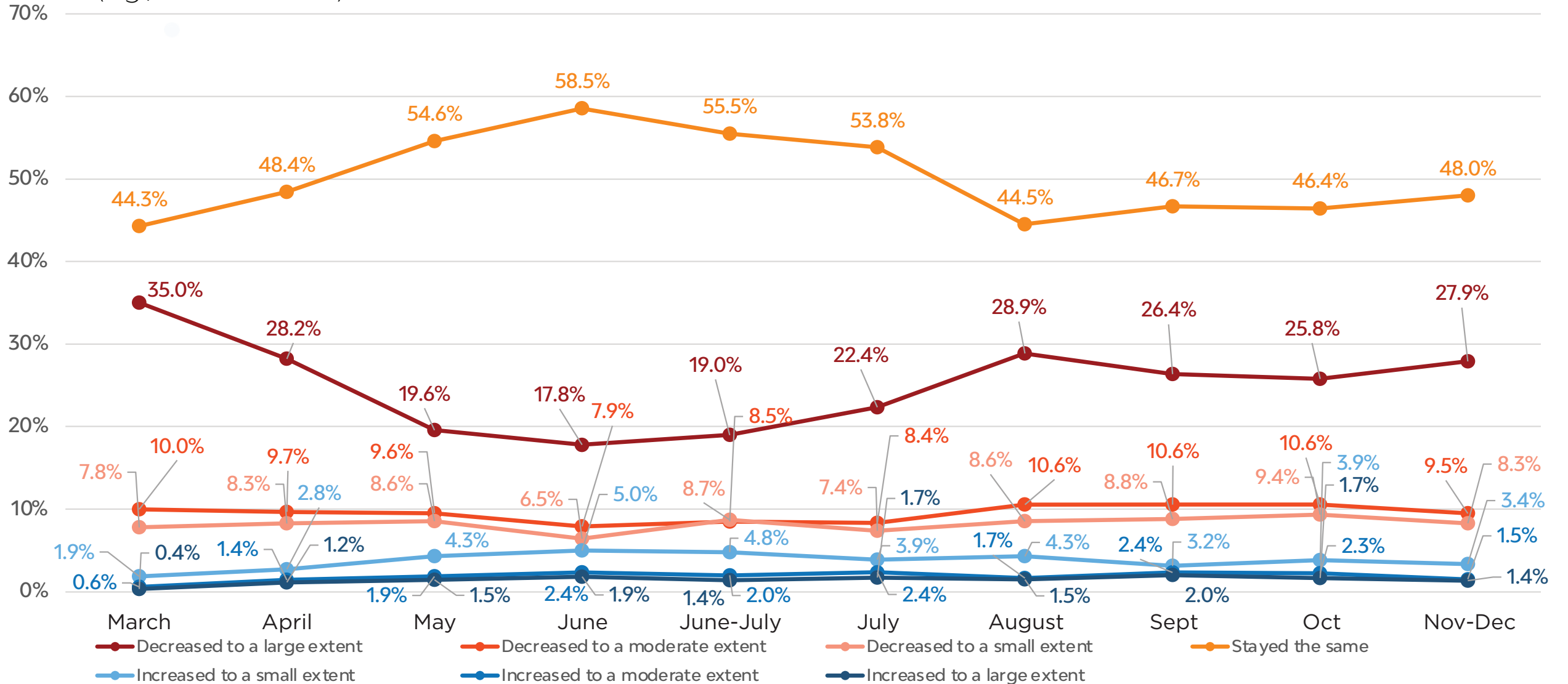
As a result of the coronavirus situation, to what extent has your likelihood to do the following changed? Purchase a "luxury" product (e.g., fine jewelry, designer clothing)





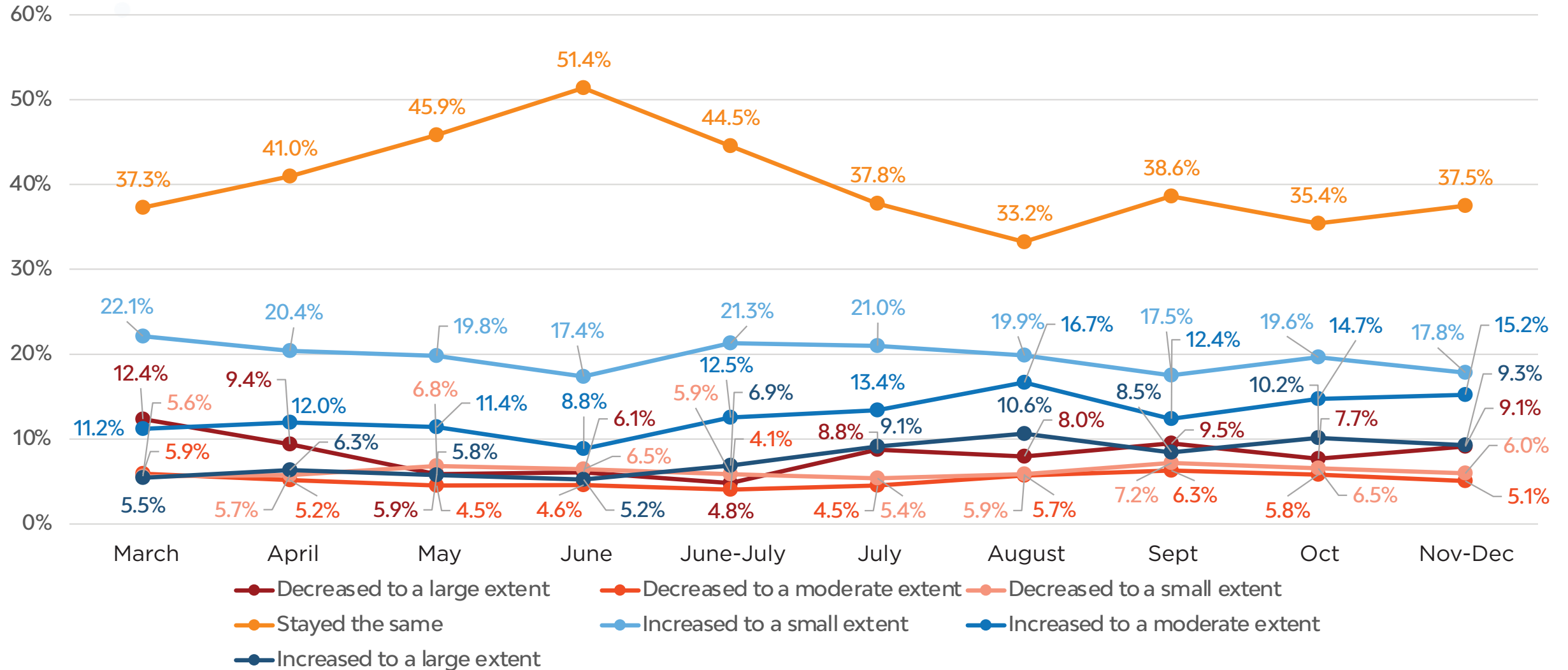
# RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed? Make a major purchase (e.g., an automobile)



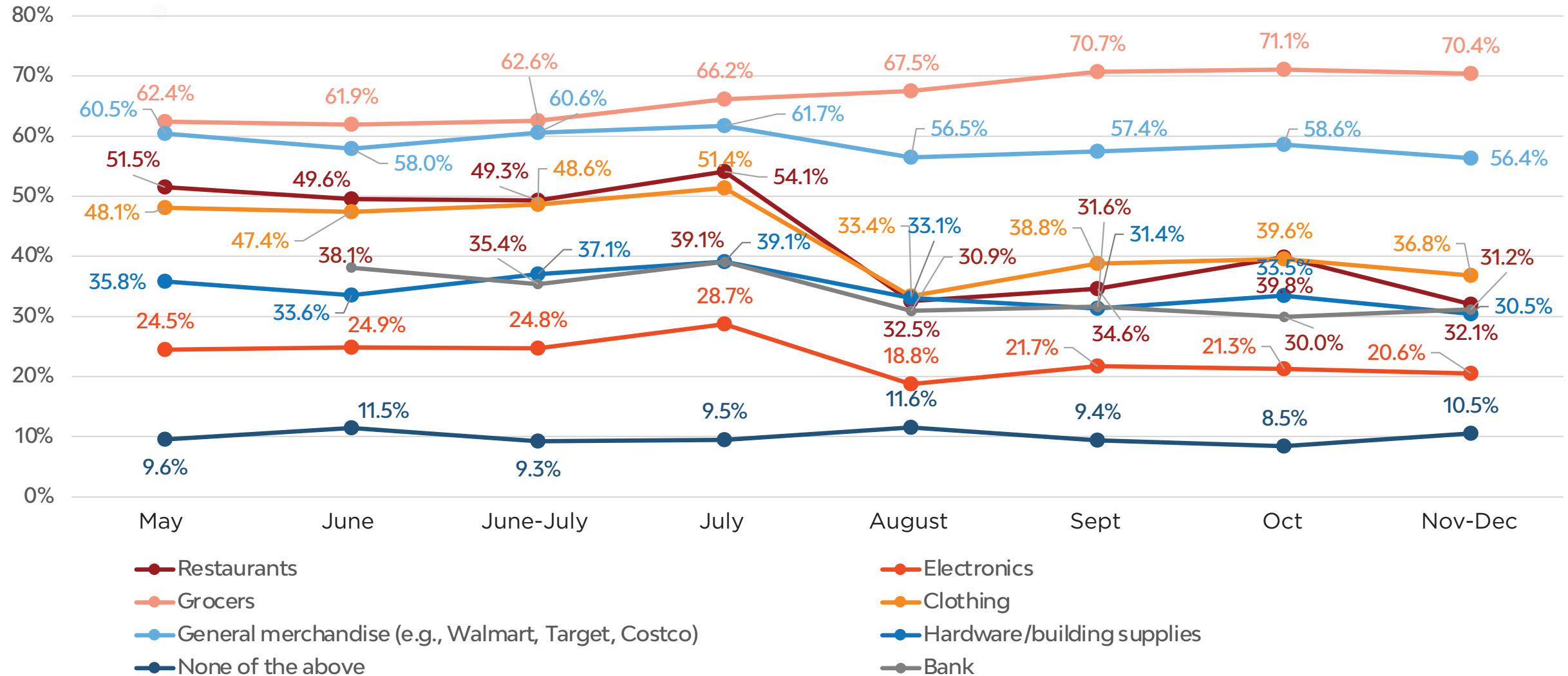
# RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed? Order food or takeout for delivery



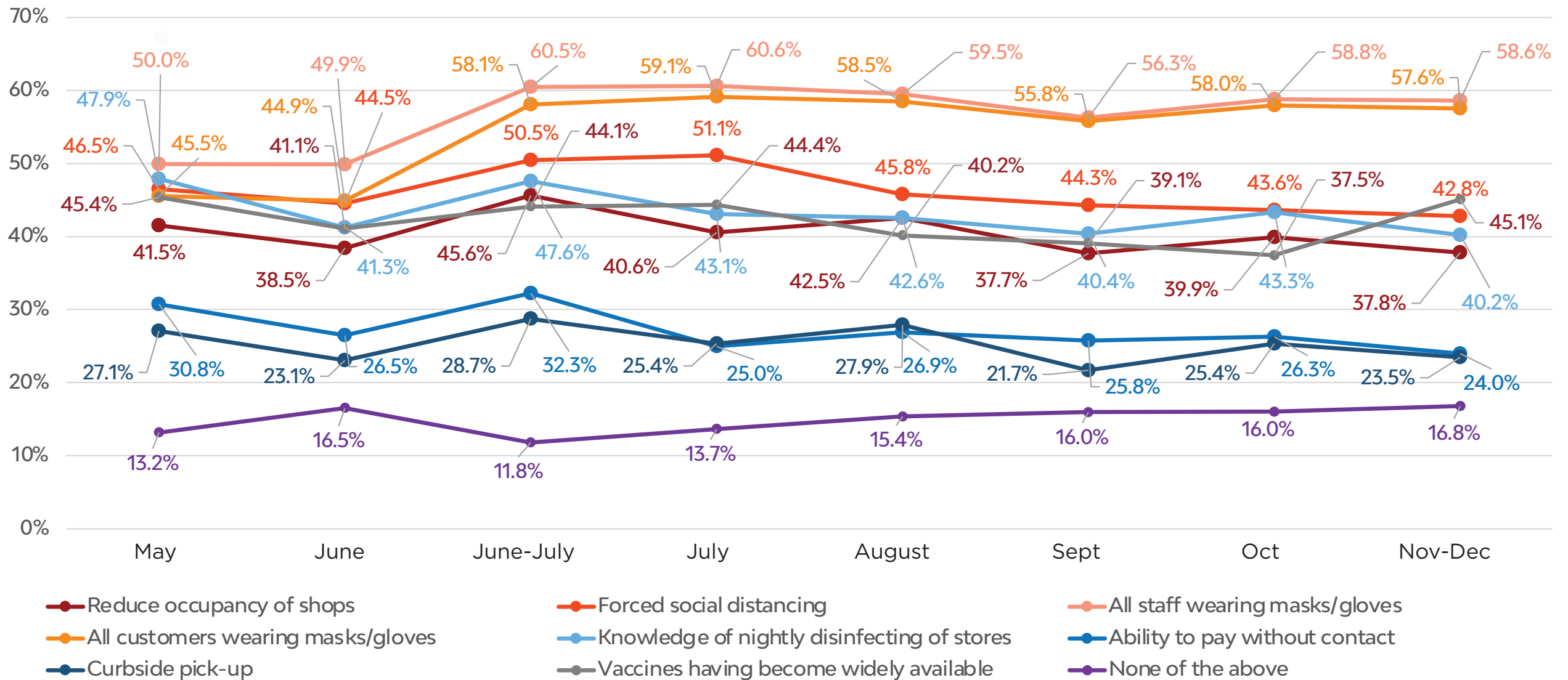
# RETAIL

Once shops open, which of these types of shopping do you believe you will go back to doing at physical stores, rather than online?



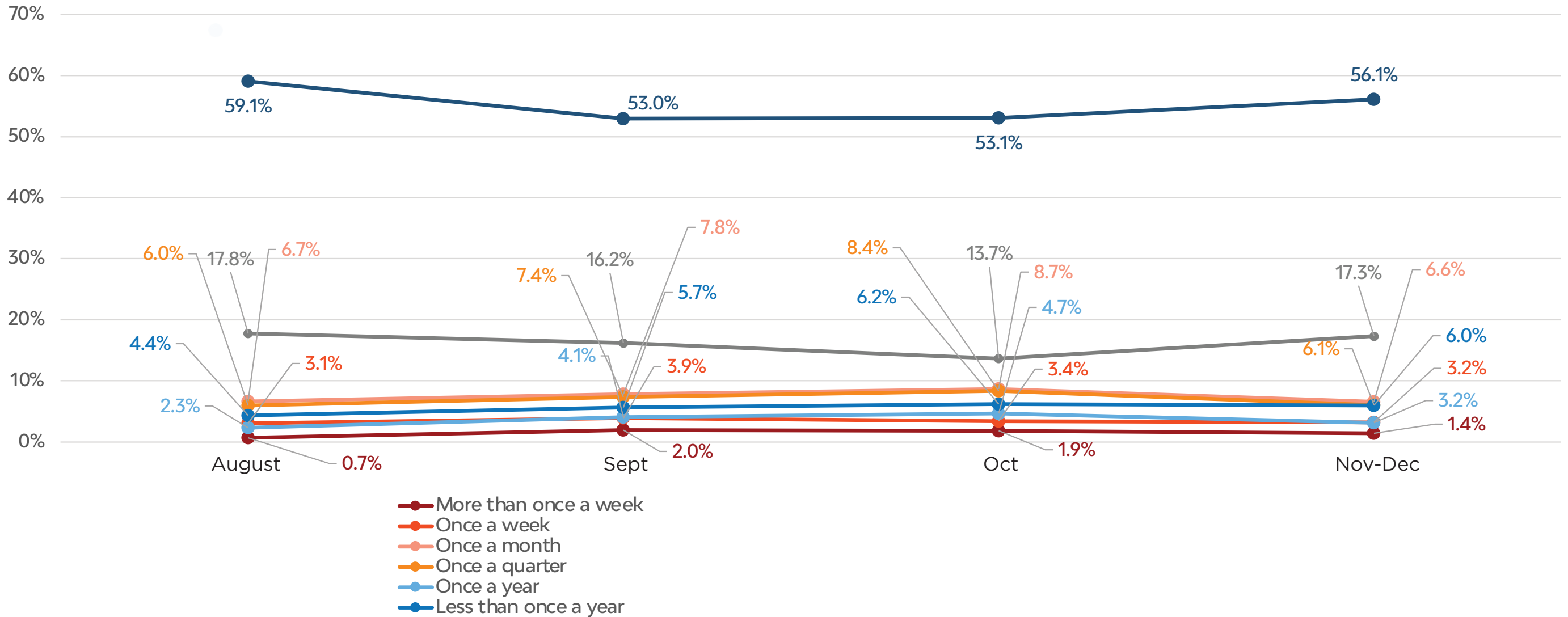
# RETAIL

Which of the following would be required in order for you to return to shopping from stores once shops open?



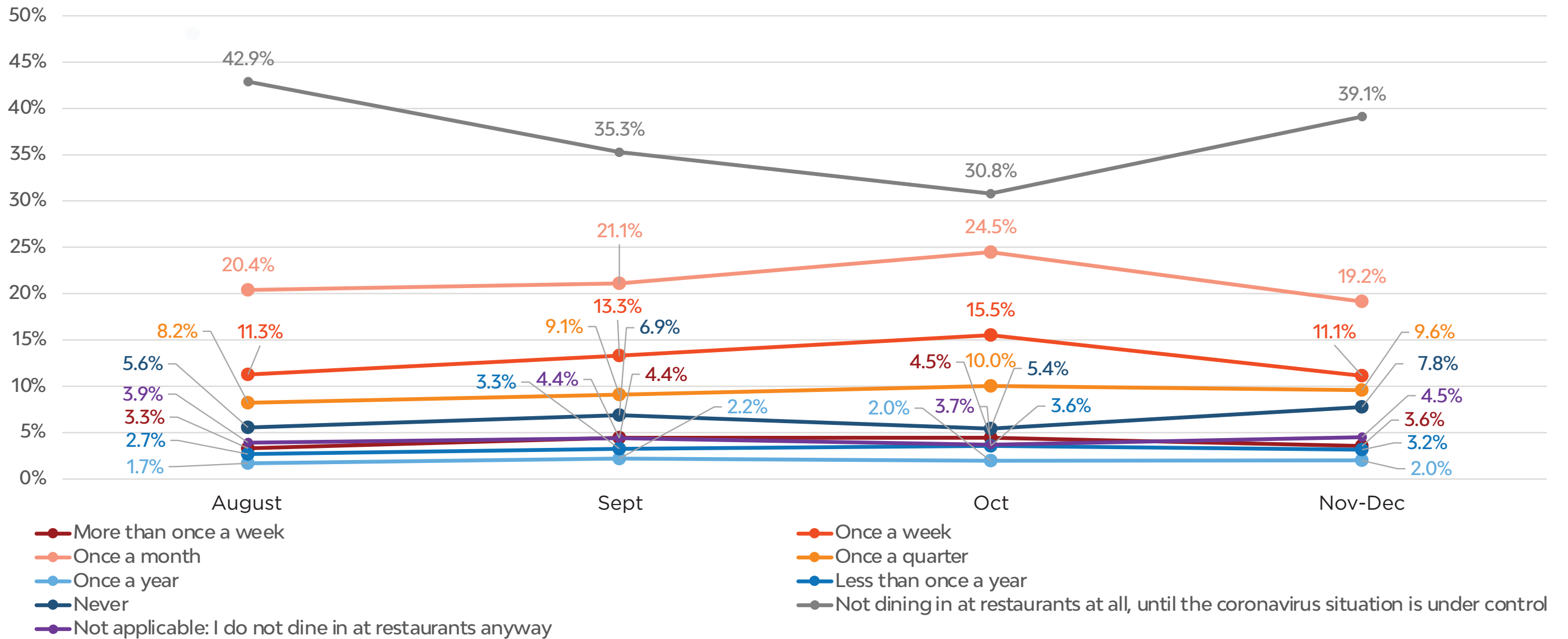
# RETAIL

How frequently are you now going to crowded activities (e.g., movie theaters, concerts, sporting events)?



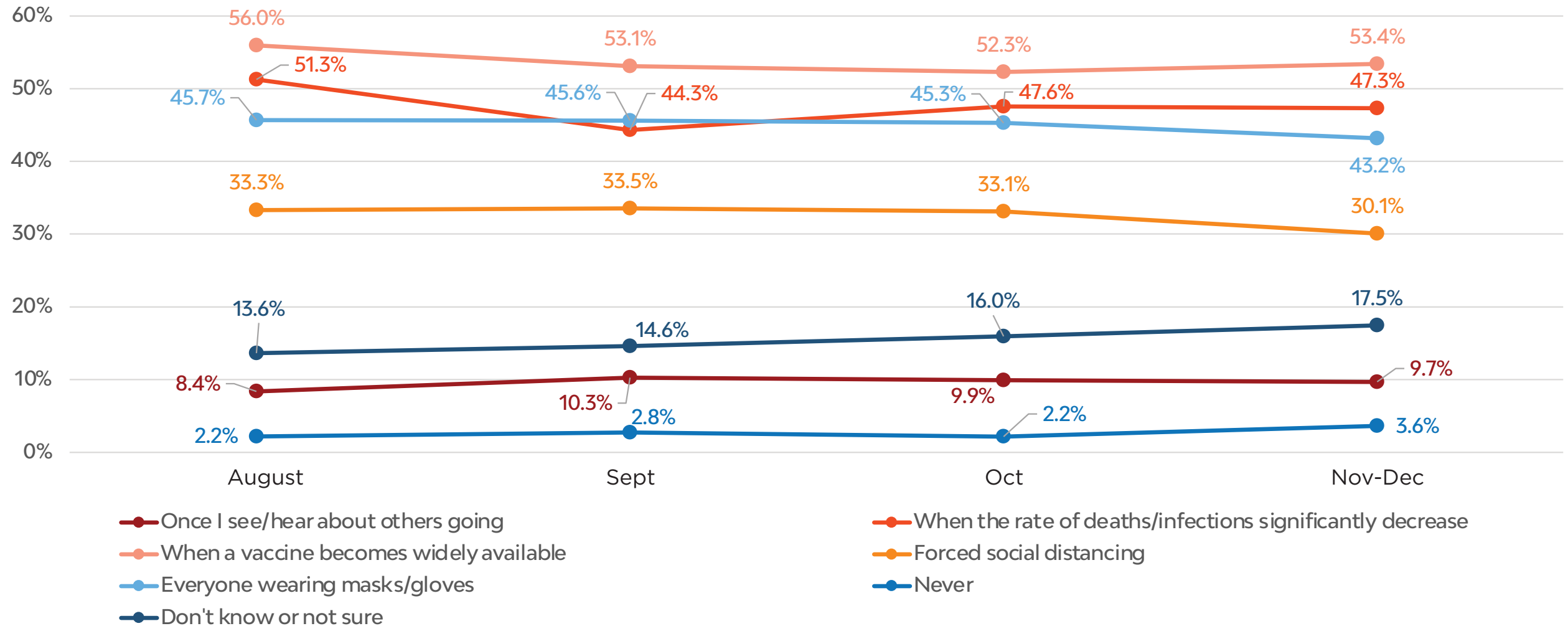
# RETAIL

How frequently are you now dining in at restaurants?



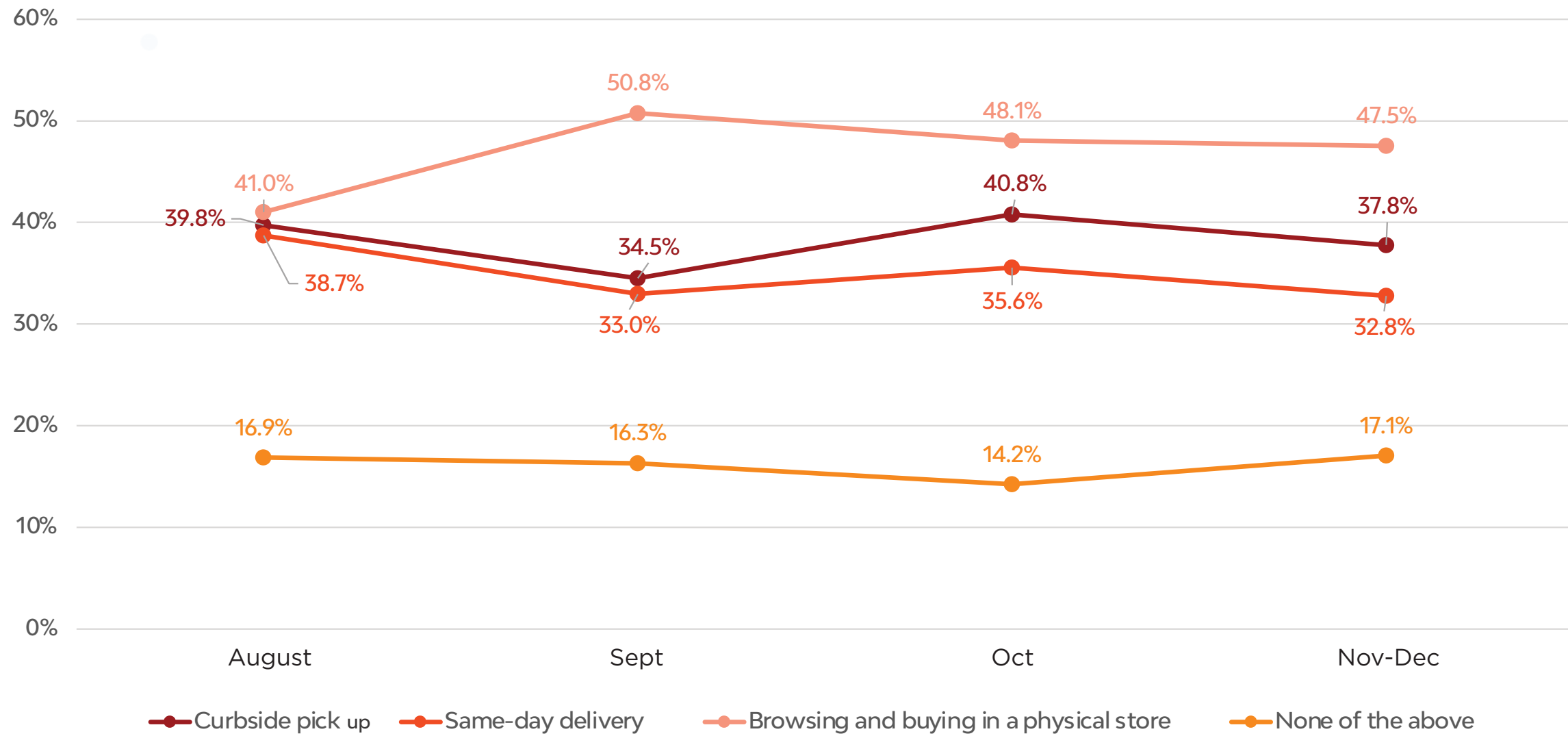
# RETAIL

Which of the following must occur, in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)?



# RETAIL

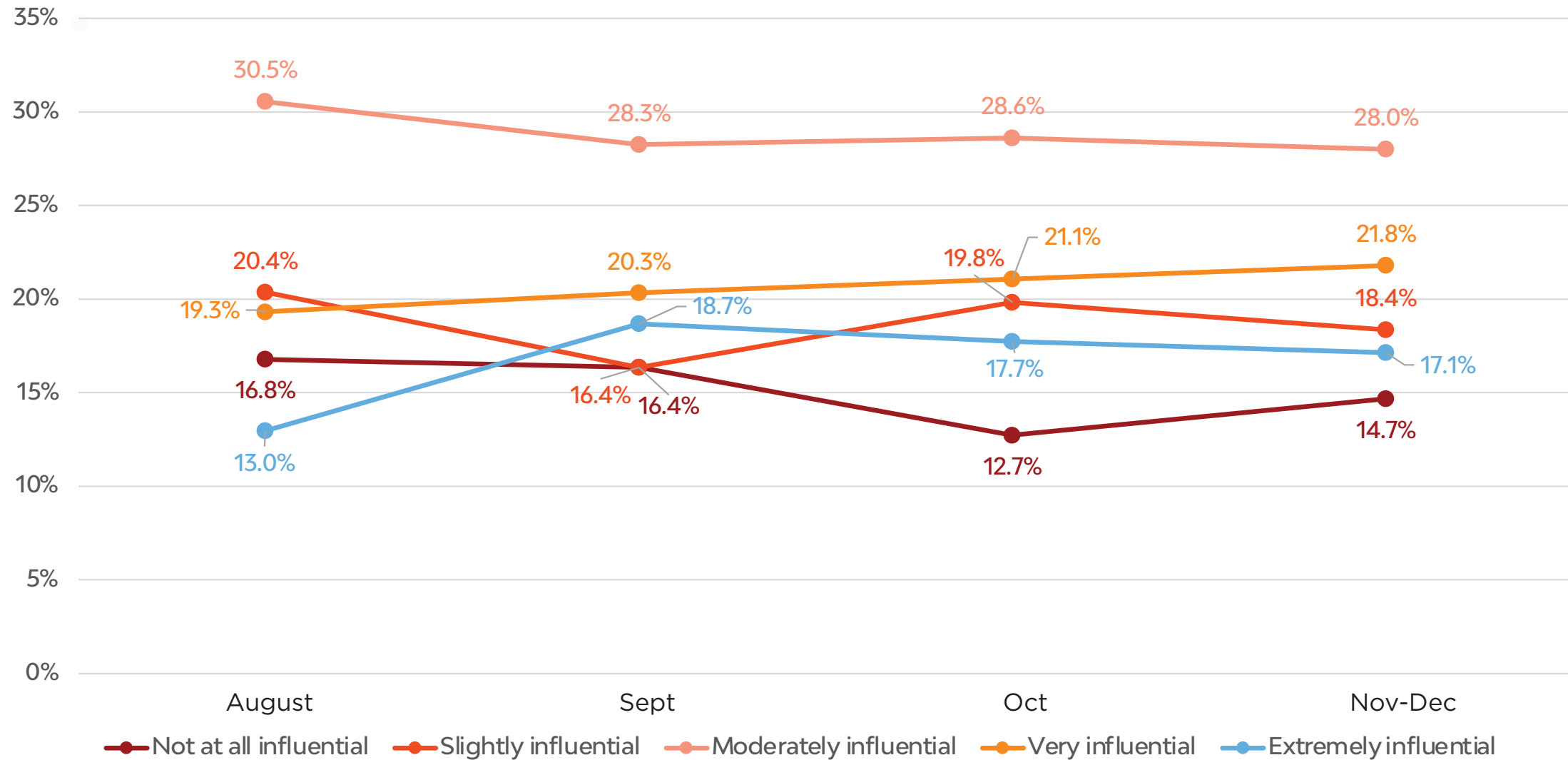
Which of the following shopping preferences are now important to you?





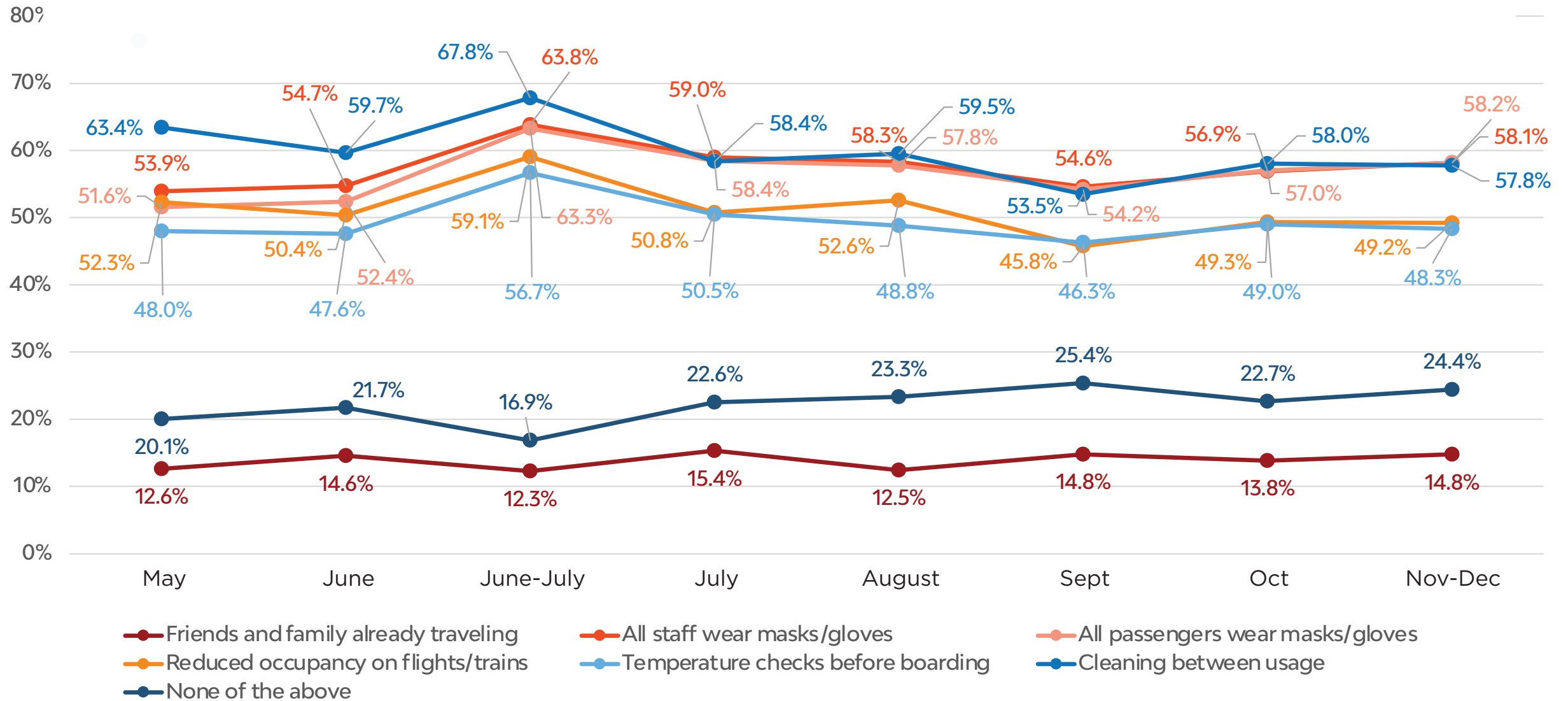
# RETAIL

To what extent does the cost of shipping or delivery influence your decision to shop in a physical store rather than online?



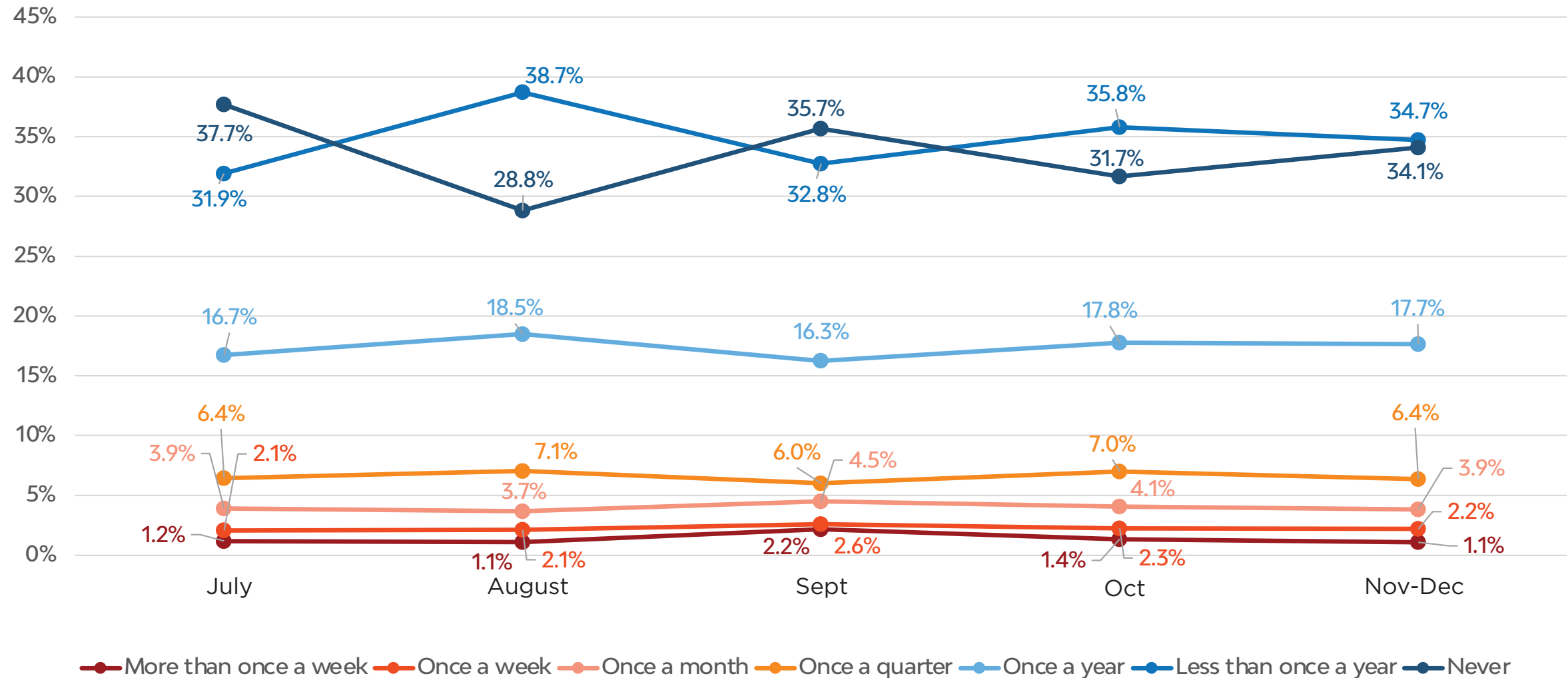
# TRAVEL & TRANSPORTATION

Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?



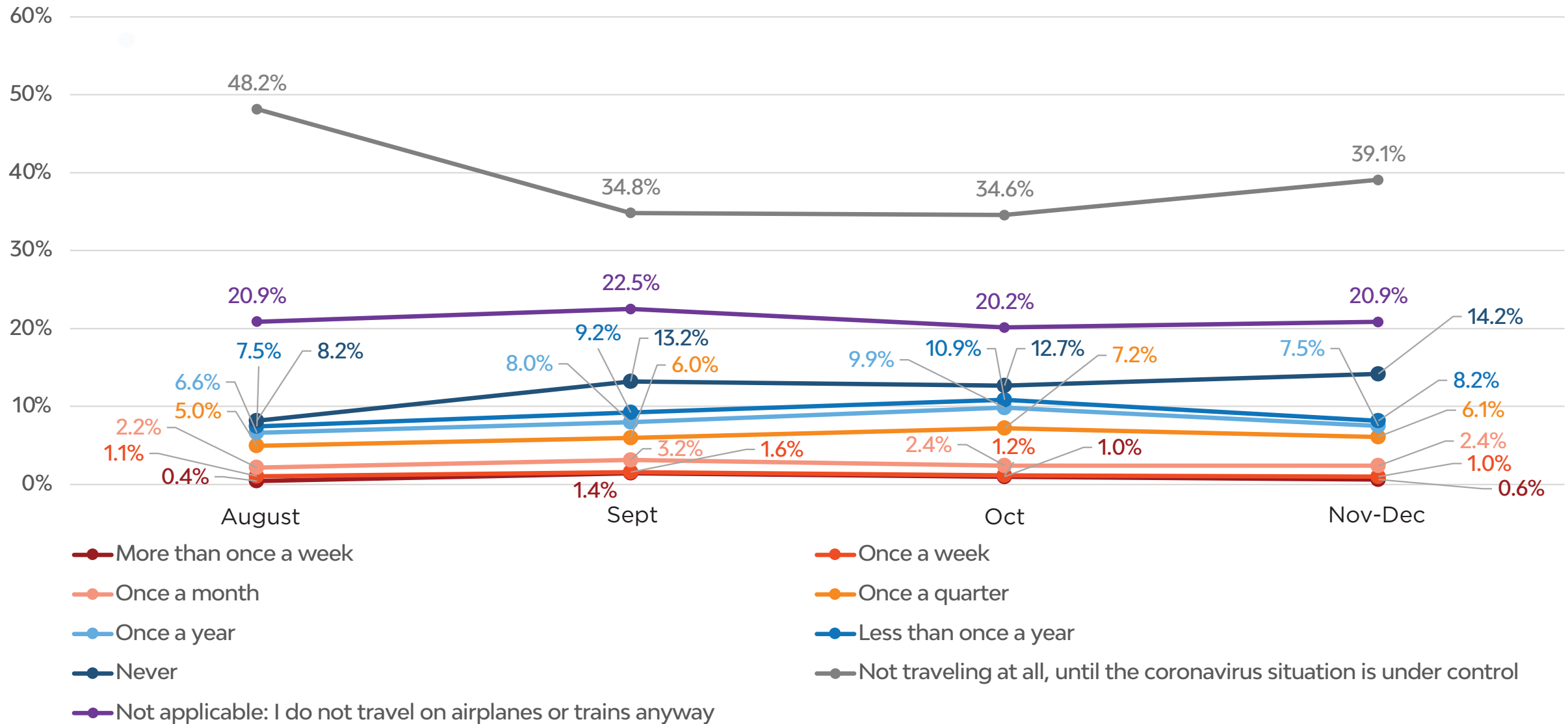
# TRAVEL & TRANSPORTATION

How frequently will you visit a theme park (e.g., Universal Studios, Disney World, Six Flags, etc.), when all the restrictions in your state related to the coronavirus situation were/are removed?



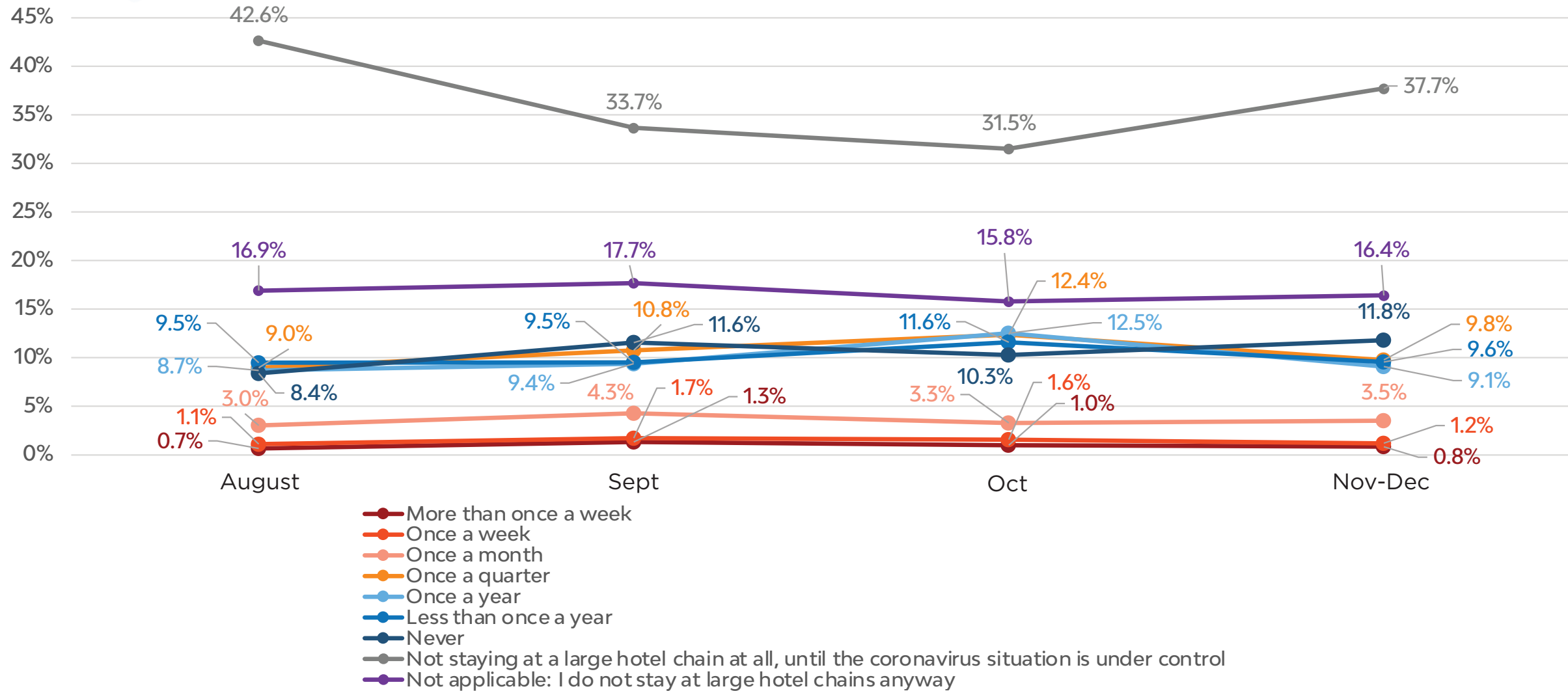
# TRAVEL & TRANSPORTATION

How frequently are you now traveling on an airplane or train?



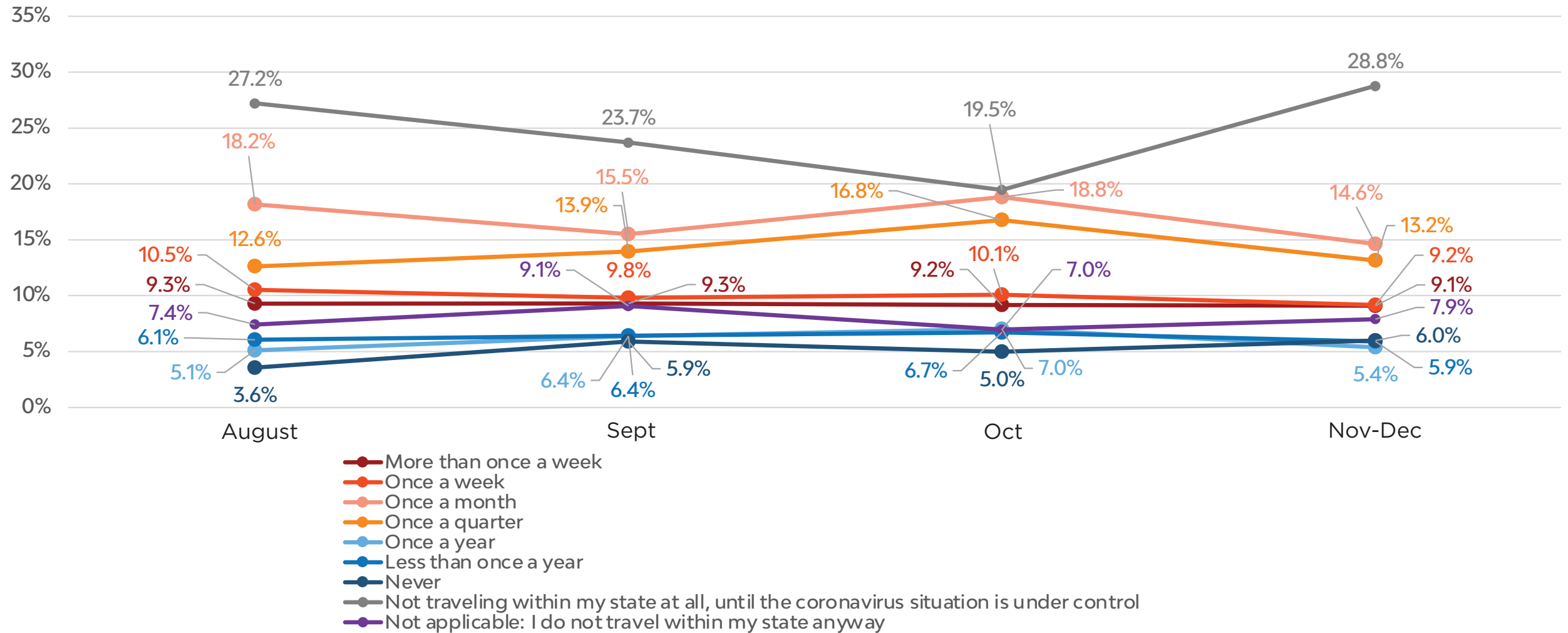
# TRAVEL & TRANSPORTATION

How frequently are you now staying at a large hotel chain?



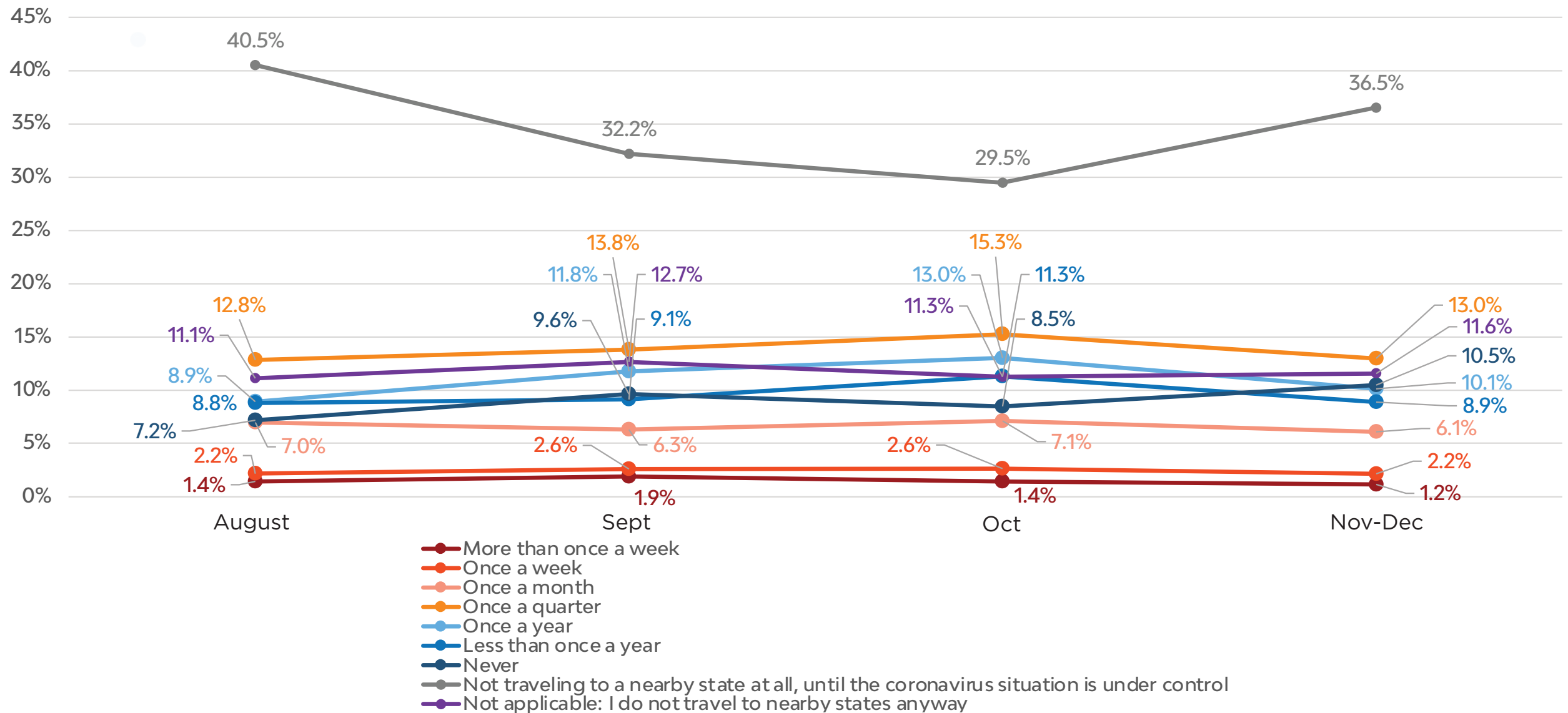
# TRAVEL & TRANSPORTATION

How frequently are you now traveling within your state?



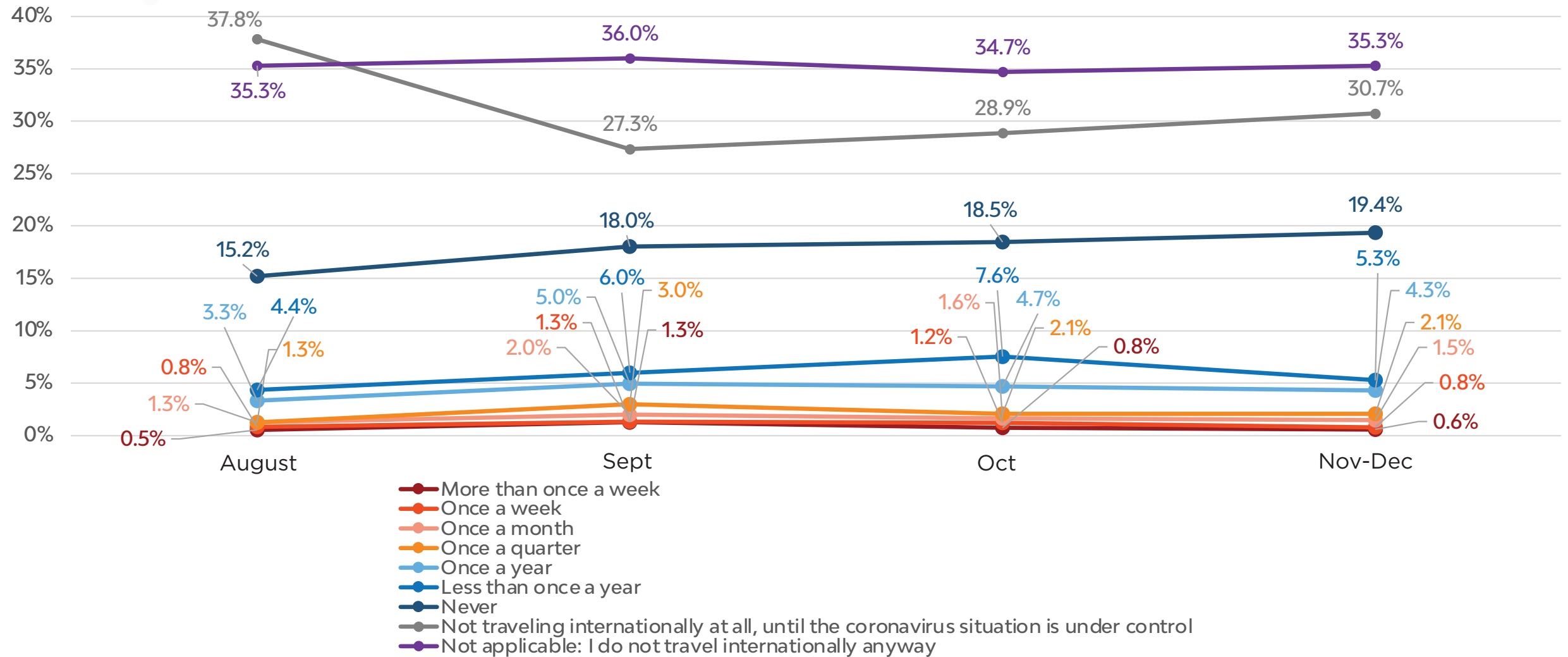
# TRAVEL & TRANSPORTATION

How frequently are you now traveling to a different state?



# TRAVEL & TRANSPORTATION

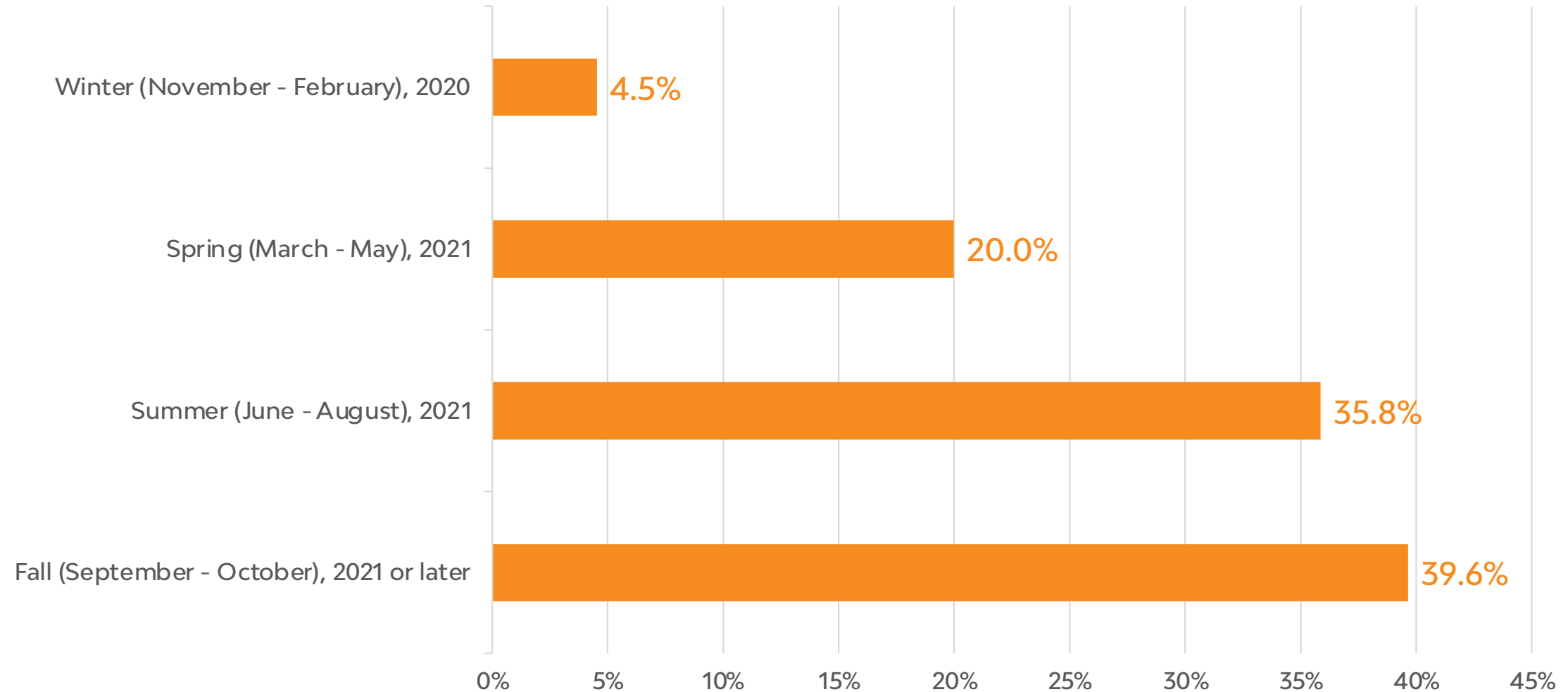
How frequently are you now traveling internationally?





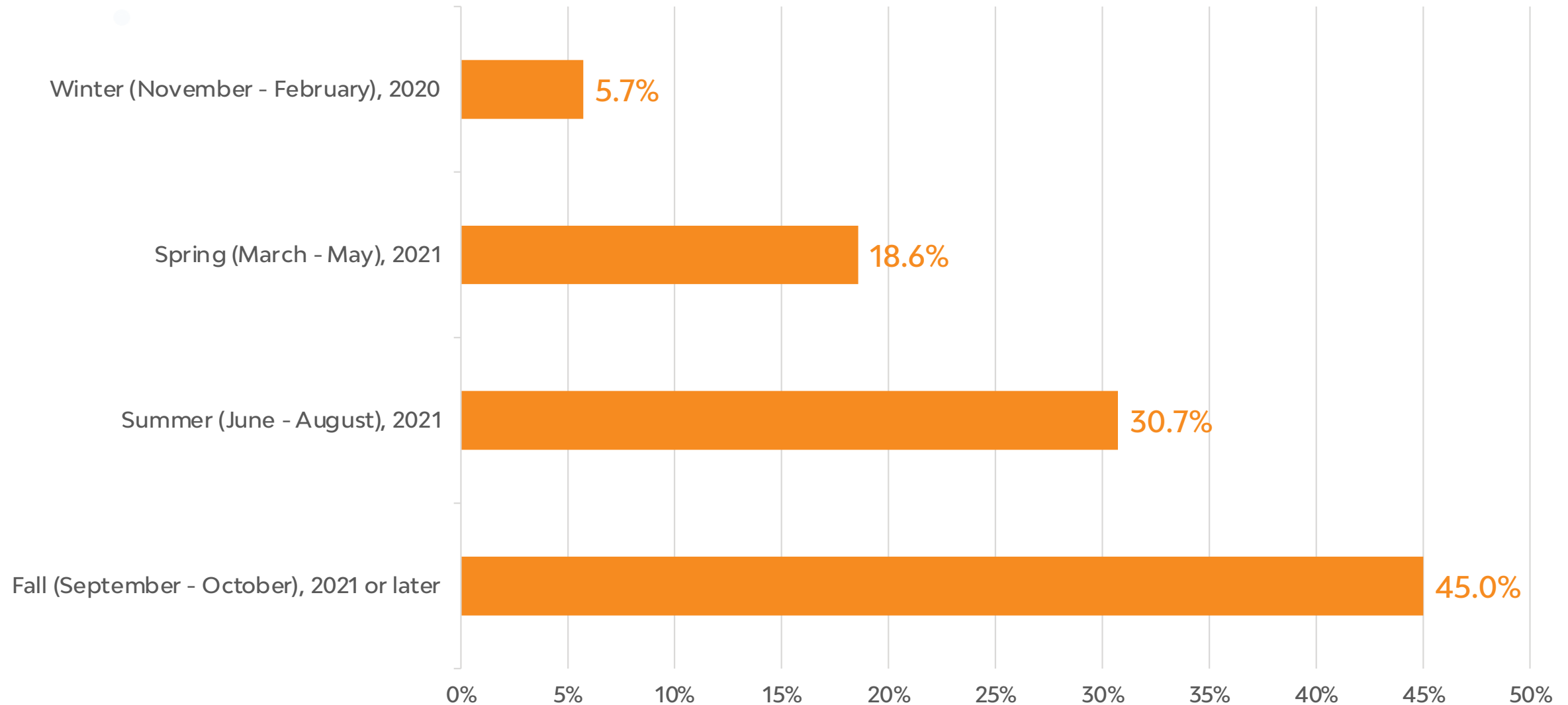
# TRAVEL & TRANSPORTATION

Thinking about the coronavirus situation, how soon do you expect your leisure travel activities will largely return to "normal"?



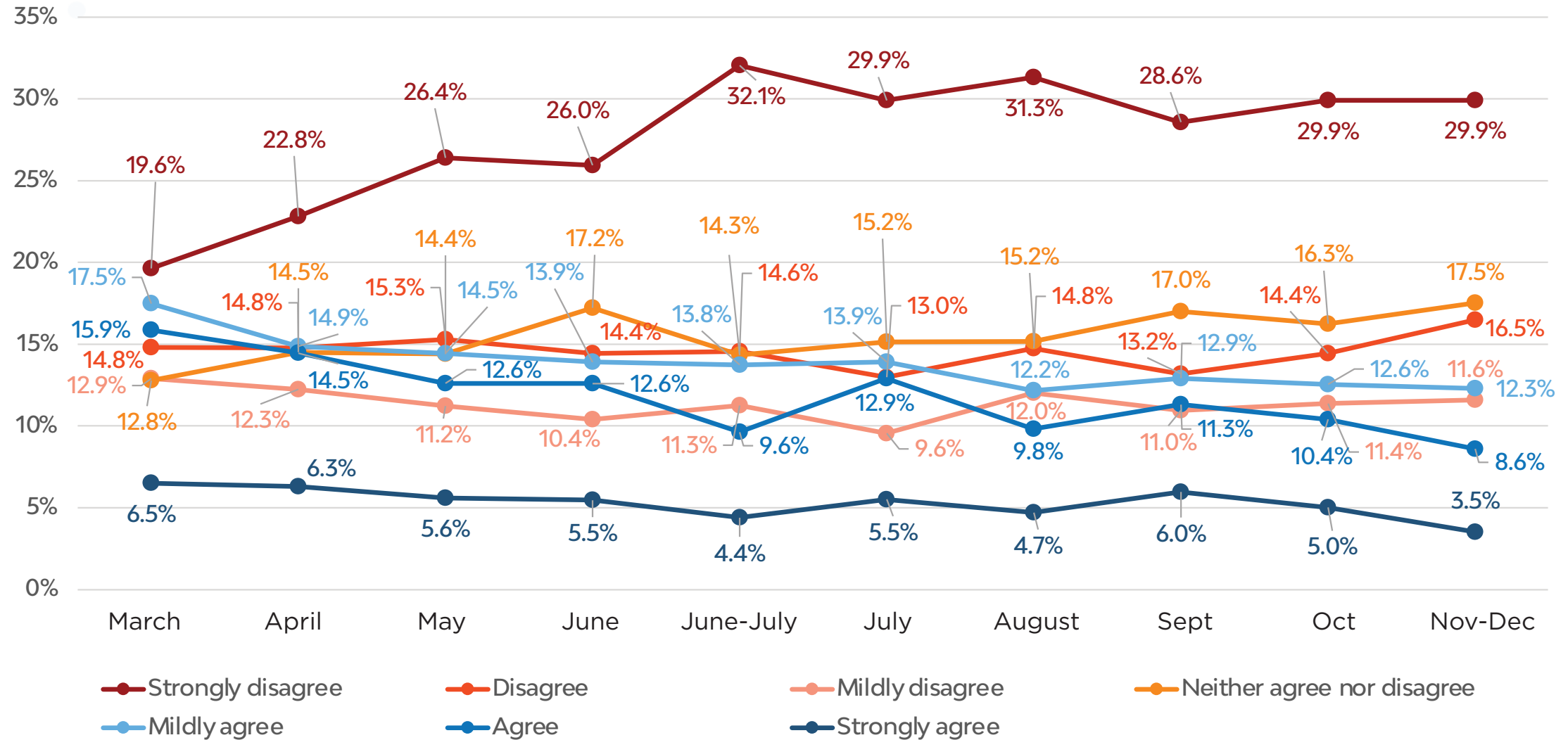
# TRAVEL & TRANSPORTATION

Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to "normal"?



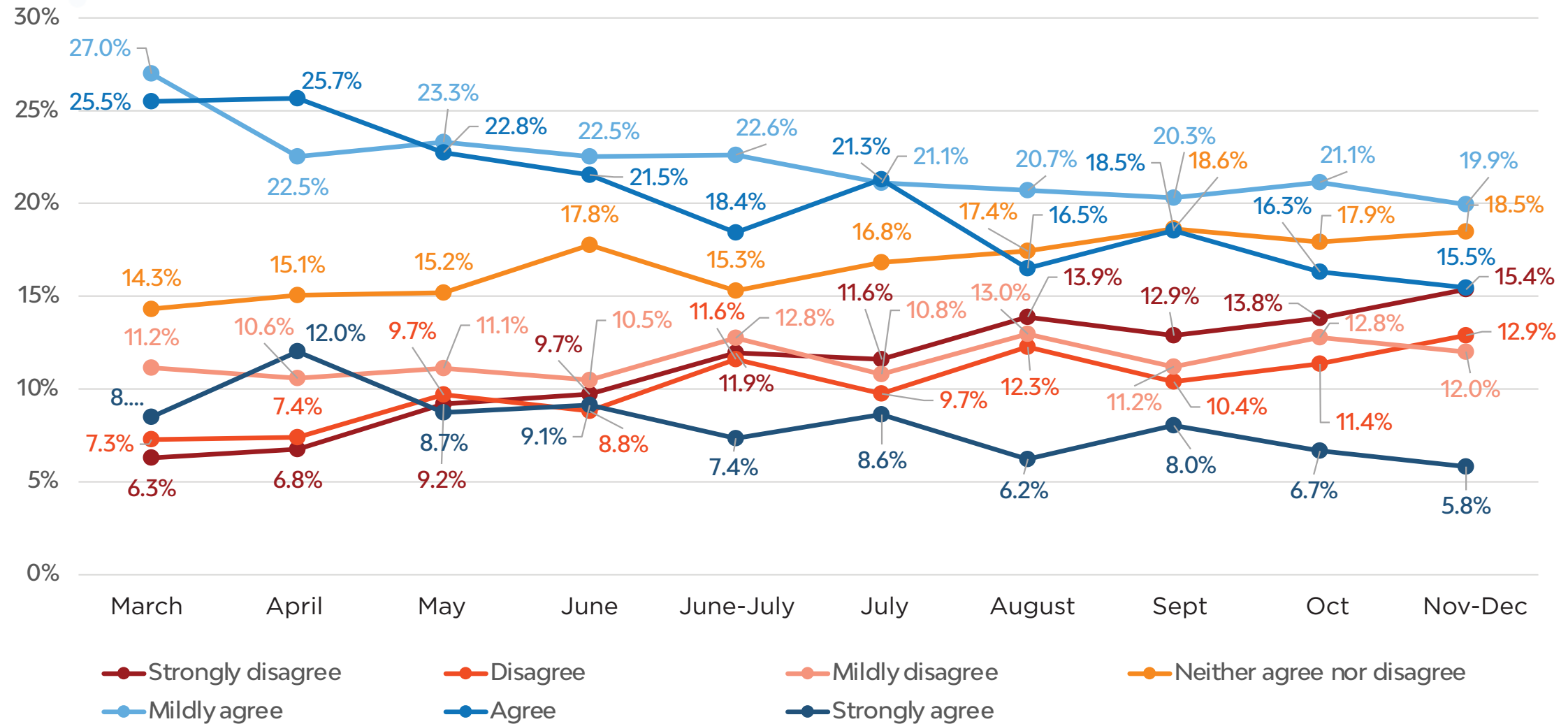
# POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the Federal Government is effective in addressing a crisis?



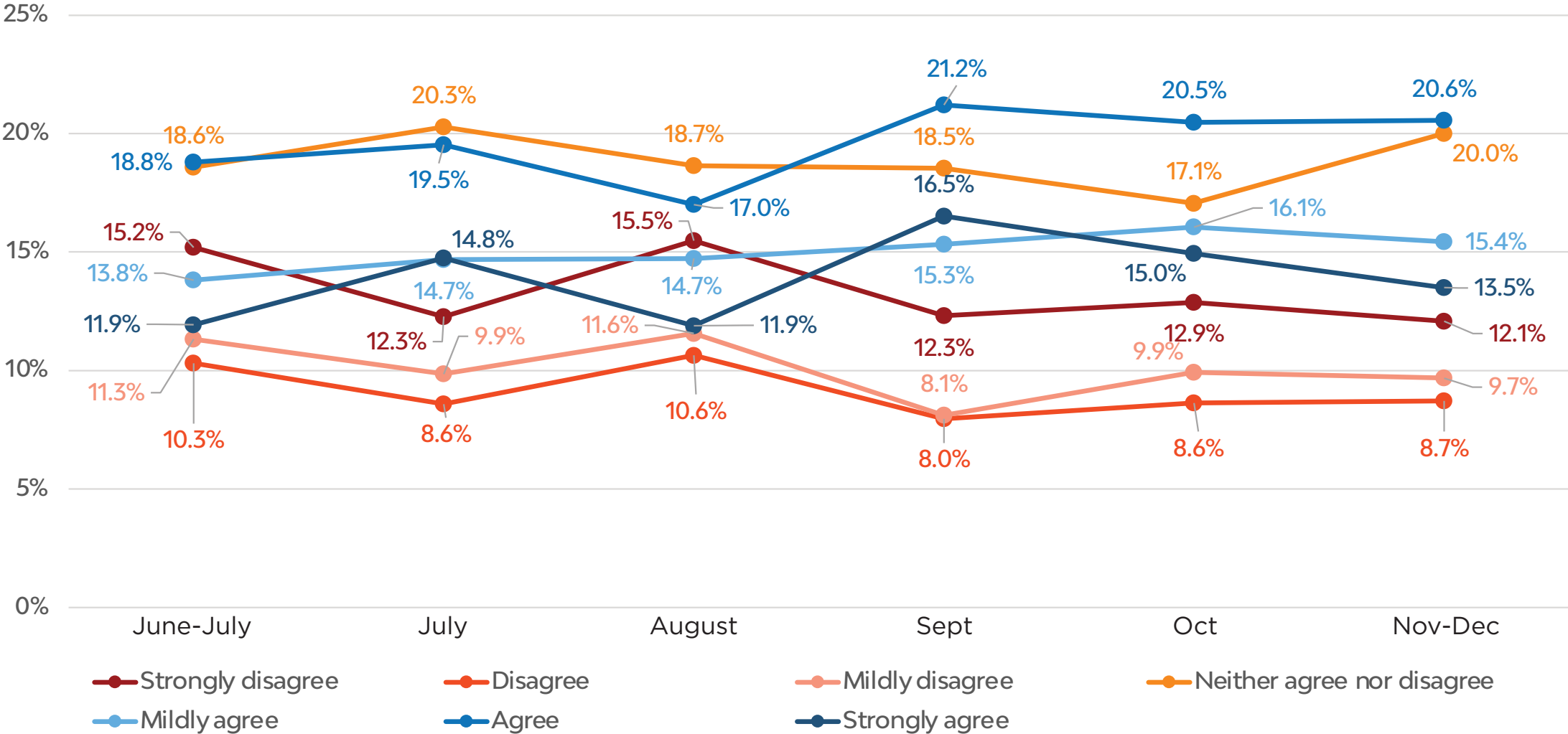
# POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that state and local government is effective in addressing a crisis?



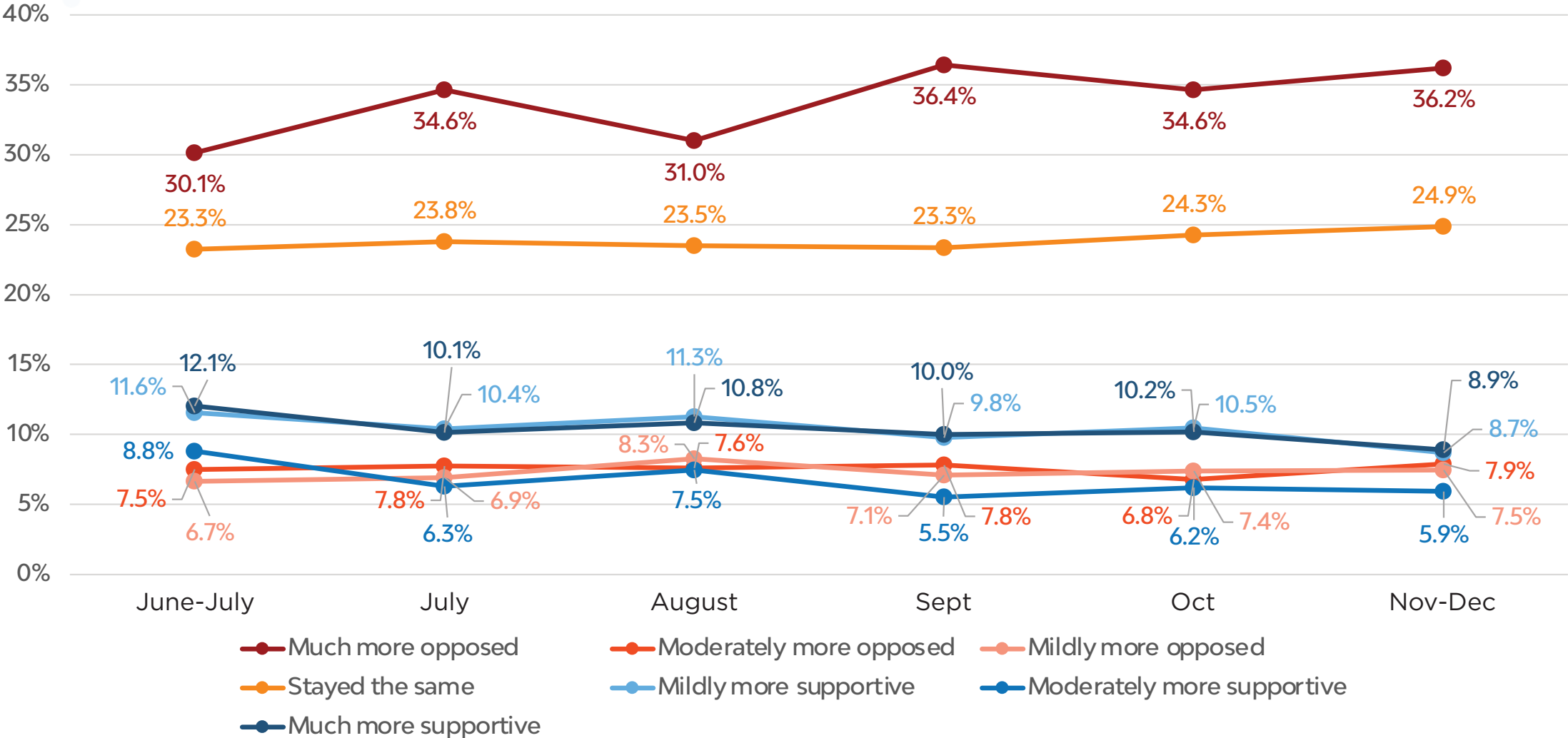
# SOCIAL JUSTICE

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the police can be trusted?



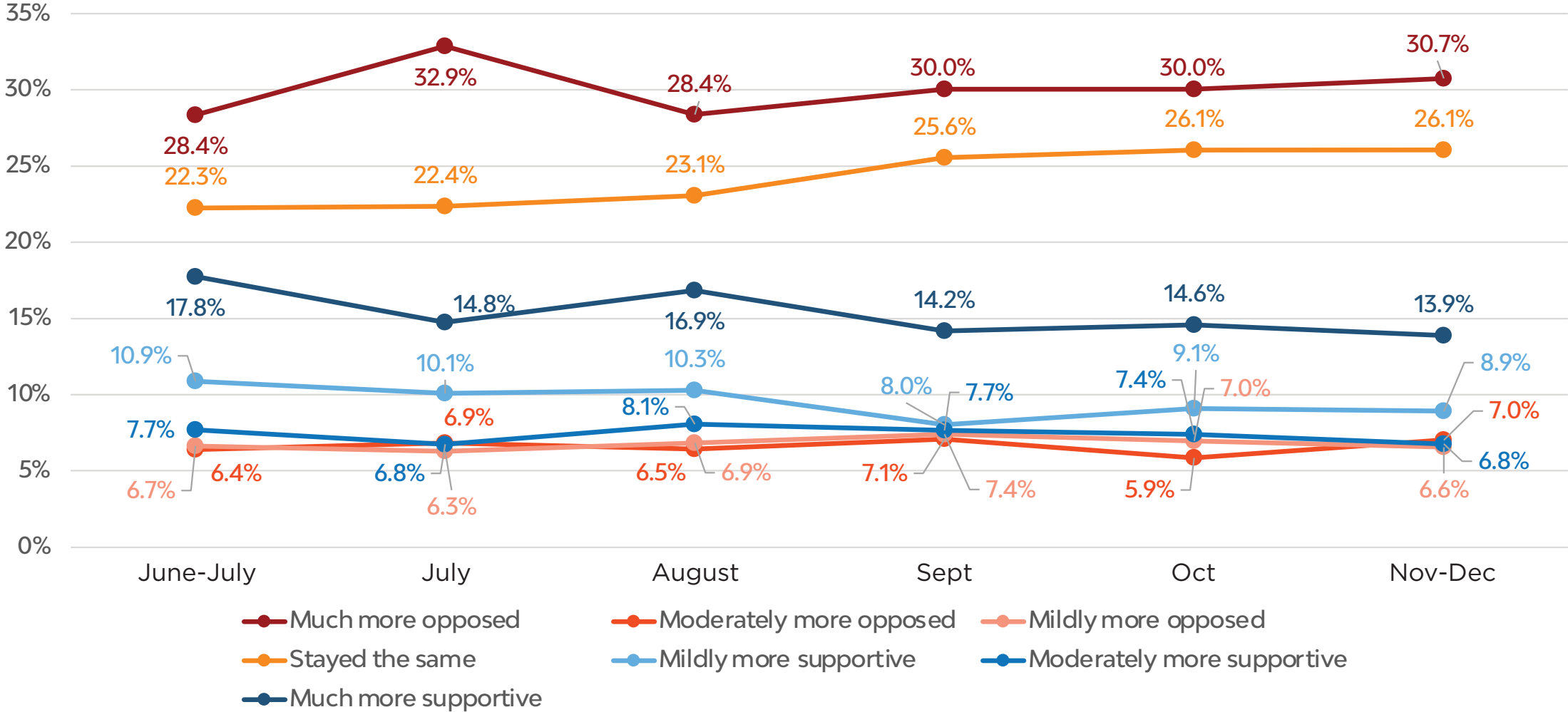
# SOCIAL JUSTICE

As a result of all you have learned and experienced related to the recent civic unrest associated with Black Lives Matter in this country, how has your opinion toward the following public policies changed? Defunding the police



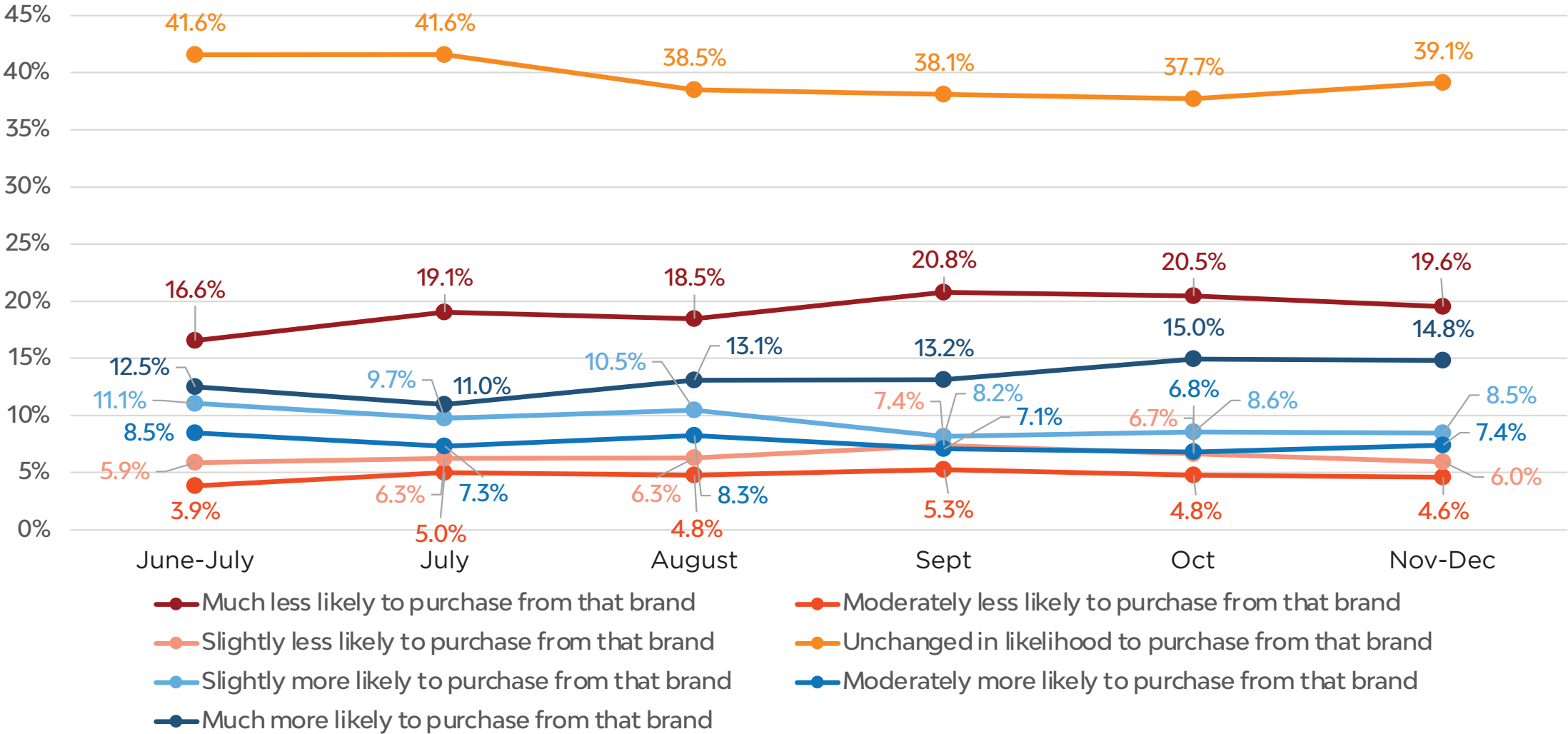
# SOCIAL JUSTICE

As a result of all you have learned and experienced related to the recent civic unrest associated with Black Lives Matter in this country, how has your opinion toward the following public policies changed? Removing statues/symbols honoring people or topics from the past that offend others



# SOCIAL JUSTICE

How are you likely to react when you see a consumer brand showing support for the group Black Lives Matter or other protesters in the country?







For more information on how you can leverage these timely insights to make a positive impact on your business outlook, please contact us!

**PHILLIP STUTTS**

**[phillip@winbigmedia.com](mailto:phillip@winbigmedia.com)**

**ANDREW GORDON**

**[andrew@winbigmedia.com](mailto:andrew@winbigmedia.com)**

**CAREY CIFRANIC**

**[carey@winbigmedia.com](mailto:carey@winbigmedia.com)**