BIG VILLAGE

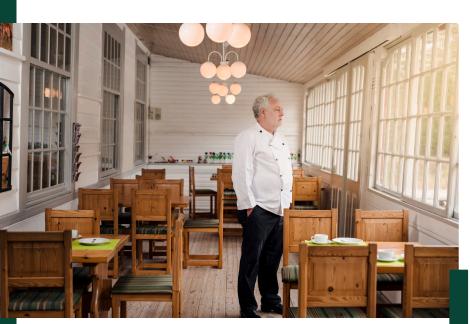
KEEPING THE PULSE OF THE CONSUMER AND COVID-19

Real-time insights delivered weekly on the who, what, and how of COVID-19.

CARAVAN

These Online CARAVAN® omnibus surveys were conducted March 13-15, March 16-17, March 20-22, March 27-29, April 3-5, April 10-12, and April 17-19, 2020. Approximately 1000 adults selected from opt-in panels were surveyed each time. The results are also weighted to U.S. Census data to be demographically representative.

feel we will continue to need to avoid crowds and close schools and businesses for 2 months or longer. CLOSED +3% since last week



CONCERN ACROSS ALL DEMOGRAPHICS

Across the board, consumers are more concerned about their families than they are about themselves.

OUR BIGGEST CONCERNS

Specifically, how concerned are you about:

Total Concerned Very Concerned Your personal finances due to the Coronavirus 71% 36% The state of the U.S. economy 92% 60% The state of the global economy 51% **Contracting the Coronavirus**

Your mental wellbeing due to the Coronavirus 62% 30% The mental wellbeing of your family due to the Coronavirus **71%** 34% A member of your family contracting the Coronavirus 86% **52%** The quality of your children's education being negatively impacted² **81%** 52%

MORE AND MORE PEOPLE HAVE OR KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19 +7% since last week

76%

38%

What is your level of anxiety concerning the COVID-19 pandemic?

Moderate Anxiety

Moderately Severe Anxiety

Severe Anxiety



How much have you MISSED each of the following as a result of lifestyle disruptions?

WHAT PEOPLE MISS MOST

April 10-12, 2020 April 3-5, 2020 April 17-19, 2020

Seeing family members

86%

86%

87%

84%

73%



44%

Going to restaurants,

bars, etc...

48%

85%

85%

82%

83% Interactions outside the home 85% 88% **85%** Celebrating special occasions **79**% 81% 79% Your daily commuting habits **52% 52%** 54%

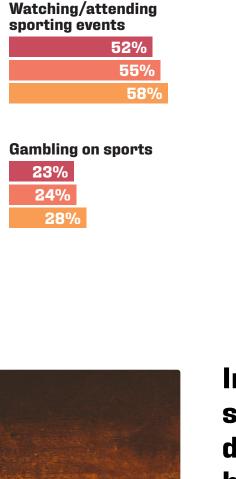
Being able to physically go to work1 **58% 59%** 58% Socialization activities for your children² **82**% Your child's school/day-care being open² 62%

55% **56%** Going to live events (theatre, concerts) **55% 56%** 58% Shopping for nonessential items 81%

55%

Going to the movies





In your opinion, should the United States start relaxing stay-at-home and social distancing requirements NOW in order to

boost the economy?

GENERATIONAL

POLITICAL

¹(Base = Employed or not employed/unable to work) ²(Base = Have any children under the age 18 living at home)

Gen Z and Millennials are more in favor of relaxing

stay-at-home and social distancing requirements now, whereas Gen X and Baby Boomers are less in favor.

Baby Boomers

Republicans are more in favor of relaxing stay-at-home and social distancing requirements now, whereas Democrats and Independents are less in favor.



Independents