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, April 17-19, and April 24-26, 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.

\$\bullet \begin{align*}
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\beg and close schools and businesses for 2 months or longer. CLOSED -1% 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:

+/- = Change since last week

Total Concerned Very Concerned Your personal finances due to the Coronavirus

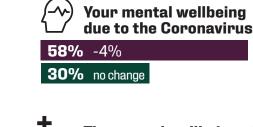
68% -3% **34%** -2%

The state of the U.S. economy **91%** -1%

The state of the global economy

88% -1% 51% no change **Contracting the Coronavirus**

71% -5% **35%** -3%



The mental wellbeing of your family due to the Coronavirus **68%** -3% **31%** -3%

A member of your family contracting the Coronavirus **81%** -5% **46%** -6%

The quality of your children's education being negatively impacted² **79%** -2% **49%** -3%



-1% since last week

What is your level of anxiety

concerning the COVID-19 pandemic?

-2% since last week

+6% since last week

-2% since last week

-1% since last week



How much have you MISSED each of the following as a result of the lifestyle disruptions caused by the Coronavirus outbreak?

WHAT PEOPLE MISS MOST

April 10-12, 2020 April 17-19, 2020 April 24-26, 2020 April 3-5, 2020

Seeing family members



86% 86% 83% 84% Interactions outside the home 85% 88% 85% 86%

79% 81% 79% 82% Your daily commuting habits 52% 52% 54%

Celebrating special

occasions

53%

75%

73% **72**% 59% Going to live events (theatre, concerts) 55% 56% 58% 58% Shopping for nonessential items 81% 84% 83% 82%

Going to the movies

55%

55%

56%

46% Going to restaurants, bars, etc... 85% 85% 85% Watching/attending sporting events 52%

Going to the gym

46%

44%

48%

55%

58%

52% Gambling on sports 23% 24% 28% 25%

Being able to physically go to work1 58% 59% 59% Socialization activities for your children² 87% 84% 85% Your child's school/day-care being open² 62%





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

While Gen Z and Millennials remain most in favor of relaxing GENERATIONAL stay-at-home and social distancing requirements now,

increased among Millennials.

the sentiment has actually decreased among Gen Z, and

-6% since last week

+3% since last week

Baby Boomers

+3% since last week

POLITICAL

Republicans

+3% since last week

+9% since last week

While Republicans remain most in favor of relaxing

stay-at-home and social distancing requirements now, the sentiment has increased across all political parties.



PARTIES:

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





