BIG VILLAGE

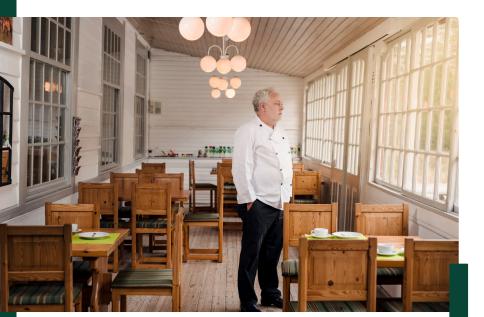
KEEPING THE PULSE OF THE CONSUMER AND COVID-19

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, April 24-26, and May 1-3, 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:

+/- = Change since last week

Very Concerned

Your personal finances due to the Coronavirus

Total Concerned

67% -1% **33%** -1% The state of the U.S. economy

91% no change The state of the global economy **89%** +1%

51% no change **Contracting the Coronavirus 74%** +3% **36%** +1%

Your mental wellbeing due to the Coronavirus 58% no change **26%** -4%

The mental wellbeing of your family due to the Coronavirus 68% no change **29%** -2% A member of your family

contracting the Coronavirus **82%** +1% **48%** +2%

The quality of your children's education being negatively impacted² **77%** -2% **45%** -4%

MORE THAN HALF OF AMERICAN ADULTS KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19 no change since last week

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

-4% since last week

Moderate Anxiety +1% since last week Moderately Severe Anxiety +4% since last week

Severe Anxiety -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

May 1-3, 2020 April 10-12, 2020 April 17-19, 2020 April 3-5, 2020

Seeing family members



86% 86% 83% 84% Interactions outside the home 85% 88% 85% 85% Celebrating special occasions

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

57% Going to live events (theatre, concerts) 55% 56% 58% 58% Shopping for nonessential items 81% 84% 83% 83%

Going to the movies

55%

55% 56%

48% 45% Going to restaurants, bars, etc... 85% 85% 84% Watching/attending

sporting events

52% 55%

26%

Going to the gym

46%

44%

58% 54% **Gambling on sports** 23% 24% 28%

54% 51% Being able to physically go to work1 58% 59%

56%

being open²

62%

Socialization activities for your children² 87% 84% 81%

Your child's school/day-care

75% 73% 67%





start relaxing stay-at-home and social distancing requirements NOW in order to boost the economy? Gen X is now the most in favor of relaxing stay-at-home and GENERATIONAL

In your opinion, should the United States

social distancing requirements NOW in order to boost the economy, with Gen Z right behind them.

POLITICAL

PARTIES:

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

+3% since last week +13% since last week

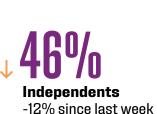
Baby Boomers

-6% since last week +7% since last week While Republicans remain most in favor of relaxing stay-athome and social distancing requirements now, the sentiment has

increased for Democrats, but decreased for Independents. Republicans

+7% since last week

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+8% since last week



