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, May 1-3, and May 8-10, 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 longer than 6 months. 🗩

+6% 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 +/- = Change since last week

Your personal finances due to the Coronavirus **63%** -4% **34%** +1%

The state of the U.S. economy **88%** +3%

The state of the global economy **84%** -5% **46%** -5%

Contracting the Coronavirus 68% -6% **33%** +3%

Your mental wellbeing due to the Coronavirus **55%** -3% **27%** +1%

The mental wellbeing of your family due to the Coronavirus **64%** -4% 29% no change

A member of your family contracting the Coronavirus **78%** -4% **42%** -6%

The quality of your children's education being negatively impacted² 77% no change **47%** +2%

MORE THAN HALF OF AMERICAN - ADULTS KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19

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

+2% since last week

Moderate Anxiety -1% since last week

-2% since last week

+1% since last week



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

WHAT PEOPLE MISS MOST

the lifestyle disruptions caused by the Coronavirus outbreak? April 17-19, 2020 May 1-3, 2020 May 8-10, 2020 April 10-12, 2020

Seeing family members



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

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

Celebrating special

occasions

54%

52%

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

Going to the movies

55%

56%

57%

57%

44% 48% 45% 43% Going to restaurants, bars, etc... 85% 82% 84% Watching/attending sporting events 55% 58% 55%

Going to the gym

26% **27**%

Gambling on sports

24%

28%

Being able to physically go to work1 59% 58% 56% Socialization activities for your children² 84%

84% Your child's school/day-care being open² 75% 73% **72**%





order to boost the economy? **GENERATIONAL** Gen Z and Millennials are now the most in favor of relaxing stay-at-home and social distancing requirements, but Gen X and Baby Boomers are not far behind.

States relax stay-at-home and

social distancing requirements in

+3% since last week -3% since last week

+8% since last week

POLITICAL While Republicans remain most in favor of relaxing stay-at-home and social distancing requirements, the

+2% since last week

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Baby Boomers +5% since last week

PARTIES:

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



+13% since last week

+1% since last week



