BIG VILLAGE

KEEPING THE PULSE OF THE CONSUMER AND COVID-19

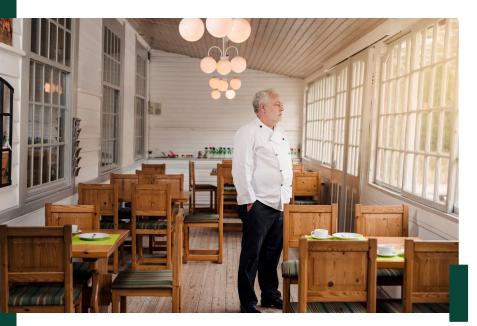
Real-time insights delivered weekly on the who, what, and how of COVID-19.

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, May 8-10, and May 15-17, 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 6 months or longer.

-3% since last week



CONCERN ACROSS ALL DEMOGRAPHICS +1% since last week

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

CLOSED

Specifically, how concerned are you about:

Total Concerned Very Concerned +/- = Change since last week Your personal finances due to the Coronavirus

66% +3% **34%** no change

92% +4% **57%** +3%

The state of the global economy

The state of the U.S. economy

48% +2% **Contracting the Coronavirus**

88% +4%

73% +5%

35% +2%

Your mental wellbeing due to the Coronavirus **58%** +3% **26%** -1% The mental wellbeing of your family due to the Coronavirus

67% +3%

81% +3%

54% +7%

29% no change A member of your family contracting the Coronavirus

46% +4% The quality of your children's education being negatively impacted² **83%** +5%

What is your level of anxiety

concerning the COVID-19 pandemic?

Mild Anxiety no change since last week

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

Severe Anxiety -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 10-12, 2020 May 1-3, 2020 May 15-17, 2020

86%

84%

Seeing family members



84% 83% Interactions outside the home 88% 85% 85% 84% Celebrating special occasions 81% 81% 81% Your daily

57% 55% Going to live events (theatre, concerts) 56% 58% 55% 56%

Shopping for non-

essential items

Going to the movies

55%

57%

84% 83% 81% 81%

45% 43% 42% Going to restaurants, bars, etc... 85%

Going to the gym

44%

84%

55%

54%

84% 83% Watching/attending sporting events 55% 54%

Gambling on sports 24% 26% 27% 27%

51% 52% **50%** Being able to physically go to work1 59% 56%

commuting habits

52%

84%

87%

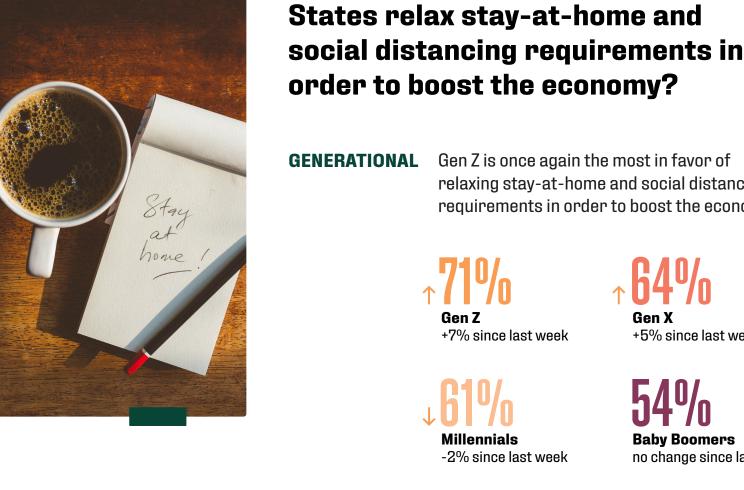
being open²

56% 54% **Socialization activities** for your children² 87% 81%

75% 67% 72% 72%

Your child's school/day-care





order to boost the economy? GENERATIONAL Gen Z is once again the most in favor of relaxing stay-at-home and social distancing requirements in order to boost the economy.

In your opinion, should the United

+7% since last week

+5% since last week **Millennials**

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

Republicans

-2% since last week

Baby Boomers no change 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)

the sentiment has increased among Democrats as well.

Independents

+2% since last week



Omnibus Surveys

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