

# KEEPING THE PULSE OF THE CONSUMER AND COVID-19

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

CARAVAN Omnibus Surveys

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, May 15-17, May 22-24, and May 29-31, 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.



GOING PLACES?

Whether or not you actually use them, which of these types of places/services would you be willing to go to within the NEXT WEEK?

Key May 8-10 May 15-17 May 22-24 May 29-31

Stores (for in-store shopping)	45%	48%	47%	52%
Restaurants/Dining establishments	26%	27%	36%	42%
Hair/nail salons/barbershops/tattoo/massage parlors	23%	25%	26%	31%
Township/county/state parks	24%	25%	25%	27%
Beaches/marinas	20%	22%	22%	26%
Golf courses	14%	13%	14%	16%
Gyms/fitness centers	12%	14%	14%	16%
Movie theaters	13%	13%	13%	16%
Public transportation	10%	10%	13%	13%
Casinos/sportsbook establishments	8%	11%	10%	13%
Leisure establishments such as bowling alleys and arcades	9%	11%	10%	13%
Bars/Clubs	9%	10%	10%	13%



61% of consumers in the US wear a face mask without fail/usually wear one, with the Northeast still leading the way at 64%.

## CONCERN ACROSS ALL DEMOGRAPHICS

no change since last week

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

85%

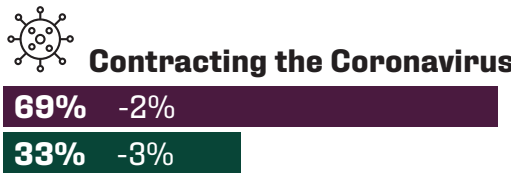
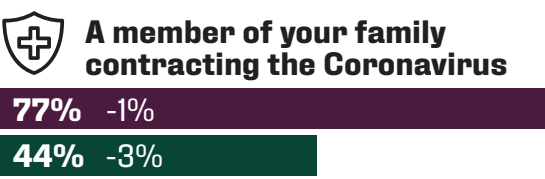
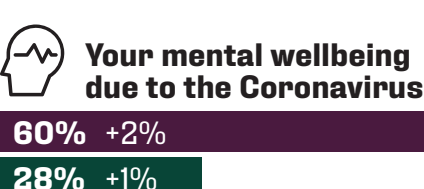
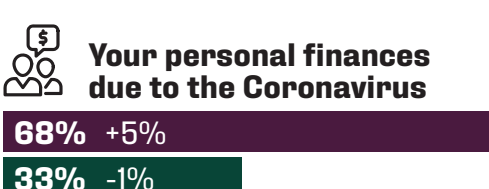
May 29-31, 2020



OUR BIGGEST CONCERNS

Specifically, how concerned are you about:

Key Total Concerned Very Concerned +/- = Change since last week



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

45%

Mild Anxiety +4% since last week

17%

Moderately Severe Anxiety -1% since last week

24%

Moderate Anxiety -3% since last week

15%

Severe Anxiety +1% since last week



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

GENERATIONAL Millennials are now the most in favor of relaxing stay-at-home and social distancing requirements in order to boost the economy.

64%

Gen Z -6% since last week

63%

Gen X -3% since last week

68%

Millennials -1% since last week

60%

Baby Boomers -3% since last week

POLITICAL PARTIES: Republicans remain most in favor of relaxing stay-at-home and social distancing requirements.

80%

Republicans -1% since last week

59%

Independents -5% since last week

51%

Democrats -3% since last week