

# 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

This Online CARAVAN® omnibus survey was conducted June 5-7, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.

How long do you think we will continue to need to avoid crowds and close or restrict businesses?

2 months or longer  
**70%**  
-1% since last week

6 months or longer  
**26%**  
+1% since last week

85% of U.S. consumers are concerned that the protests of the last week to 10 days will result in a surge of COVID-19 cases.<sup>1</sup>

## 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 15-17 May 22-24 May 29-31 June 5-7

Stores (for in-store shopping)	48%	47%	52%	52%
Restaurants/Dining establishments	27%	36%	42%	45%
Hair/nail salons/barbershops/tattoo/massage parlors	25%	26%	31%	30%
Township/county/state parks	25%	25%	27%	27%
Beaches/marinas	22%	22%	26%	25%
Golf courses	13%	14%	16%	16%
Gyms/fitness centers	14%	14%	16%	16%
Movie theaters	13%	13%	16%	17%
Public transportation	10%	13%	13%	14%
Casinos/sportsbook establishments	11%	10%	13%	13%
Leisure establishments such as bowling alleys and arcades	11%	10%	13%	13%
Bars/Clubs	10%	10%	13%	14%



+1% since last week  
**62%** of consumers in the U.S. wear a face mask without fail/usually wear one, and the Northeast continues to lead the country with 68%.

CONCERN ACROSS ALL DEMOGRAPHICS  
-4% since last week

**81%**  
June 5-7, 2020


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





## OUR BIGGEST CONCERNS

Specifically, how concerned are you about:

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

 Your personal finances due to the Coronavirus  
**64%** -4%  
**32%** -1%


 Your mental wellbeing due to the Coronavirus  
**57%** -3%  
**25%** -3%


 The state of the U.S. economy  
**87%** -5%  
**51%** -5%

 The mental wellbeing of your family due to the Coronavirus  
**66%** no change  
**30%** -1%

 The state of the global economy  
**84%** -5%  
**46%** -4%

 A member of your family contracting the Coronavirus  
**78%** +1%  
**46%** +2%

 Contracting the Coronavirus  
**70%** +1%  
**35%** +2%

 The quality of your children's education being negatively impacted<sup>2</sup>  
**81%** -2%  
**54%** no change

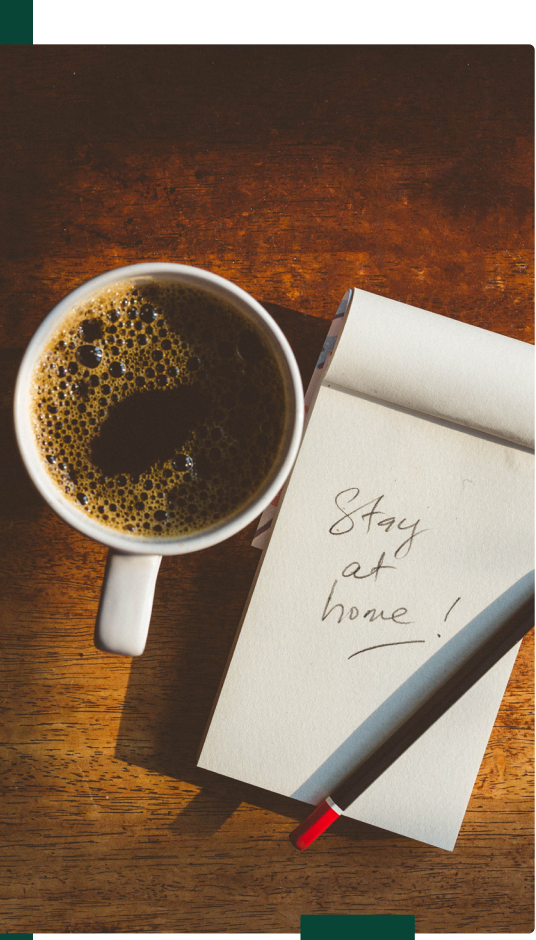
What is **your level of anxiety** concerning the COVID-19 pandemic?

**45%**  
Mild Anxiety  
no change

**17%**  
Moderately Severe Anxiety  
no change

**23%**  
Moderate Anxiety  
-1% since last week

**14%**  
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

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

**73%**  
Gen Z  
+9% since last week

**66%**  
Gen X  
+3% since last week

**63%**  
Millennials  
-5% since last week

**62%**  
Baby Boomers  
+2% since last week

## POLITICAL PARTIES:

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

**80%**  
Republicans  
no change

**70%**  
Independents  
+11% since last week

**54%**  
Democrats  
+3% since last week

Dig deeper with the Big Village Insights COVID Dashboard.



The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral data. This tool puts Big Village's data in your hands to uncover meaningful insights to your specific business questions.

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**Big Village** **CARAVAN**  
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<sup>1</sup>(This Online CARAVAN® omnibus survey was conducted June 3-4, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.)  
<sup>2</sup>(Base = Have any children under the age 18 living at home)