

# 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 19-21, 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.

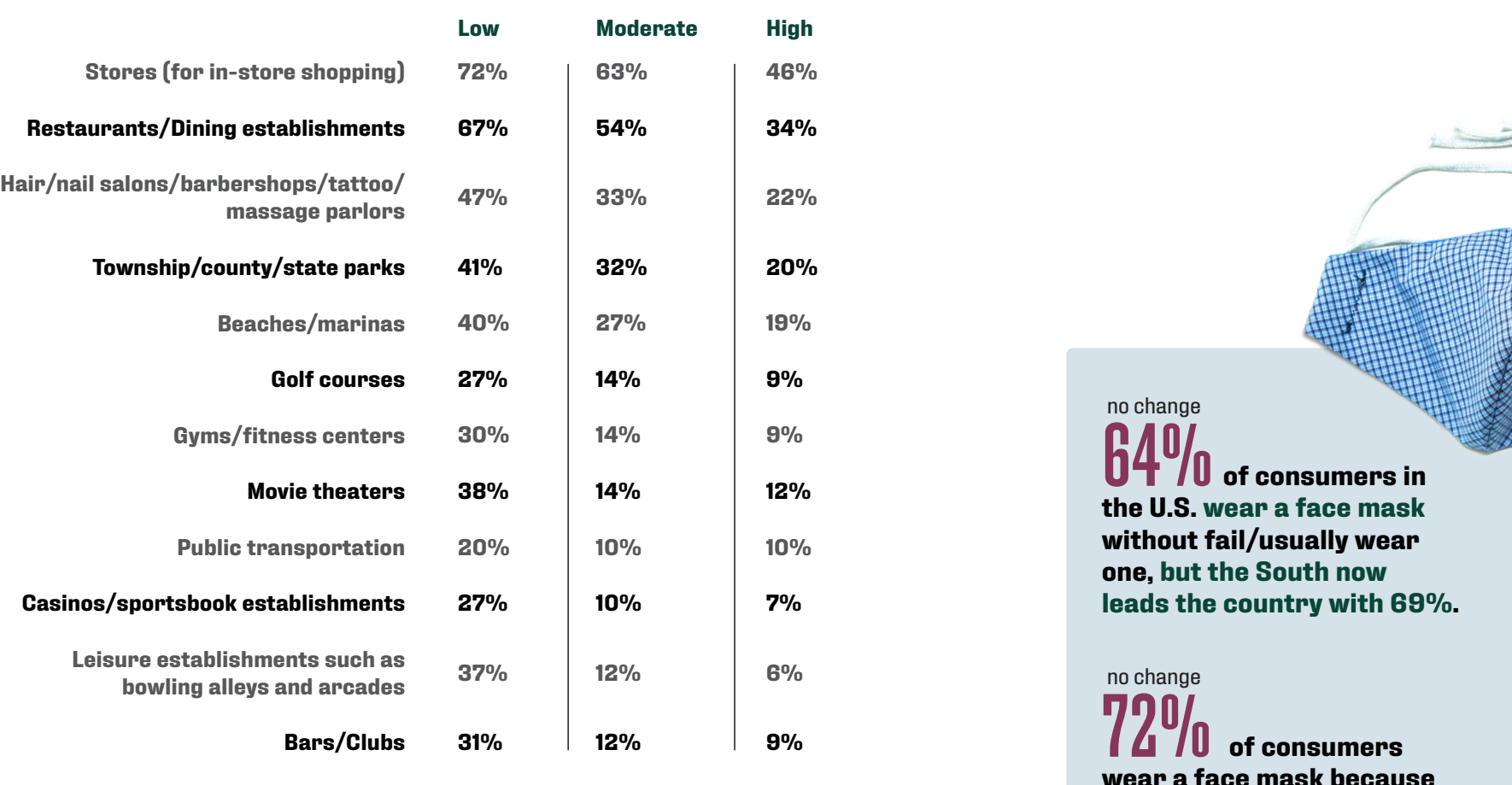


## GOING PLACES?

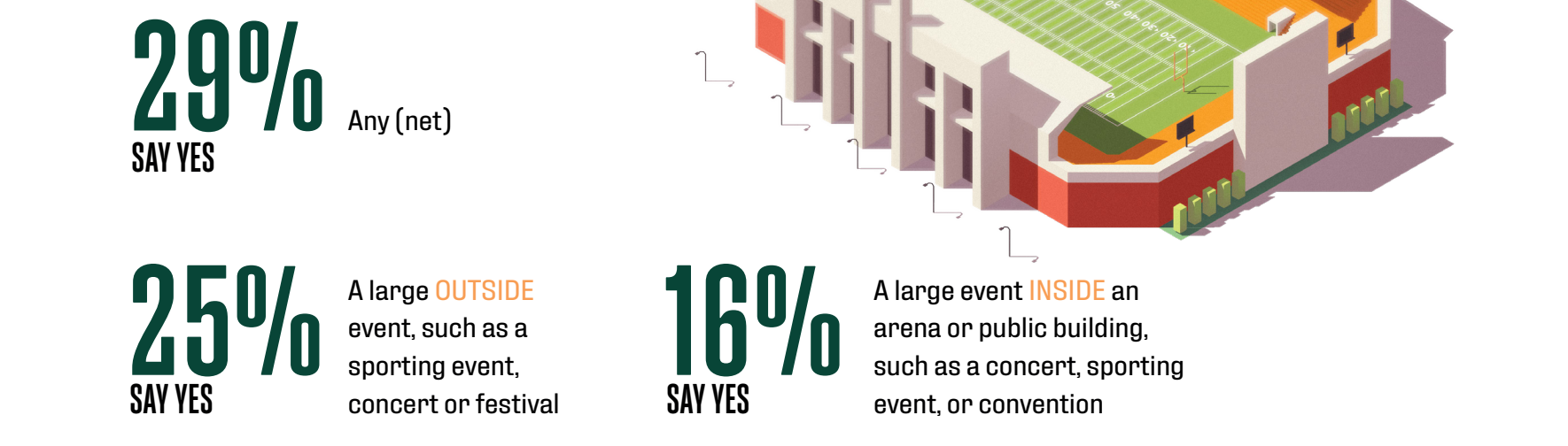
Whether or not you actually use them, which of these types of places/services would you be willing to go to within the NEXT WEEK?



How does this willingness change based on consumer concern levels?



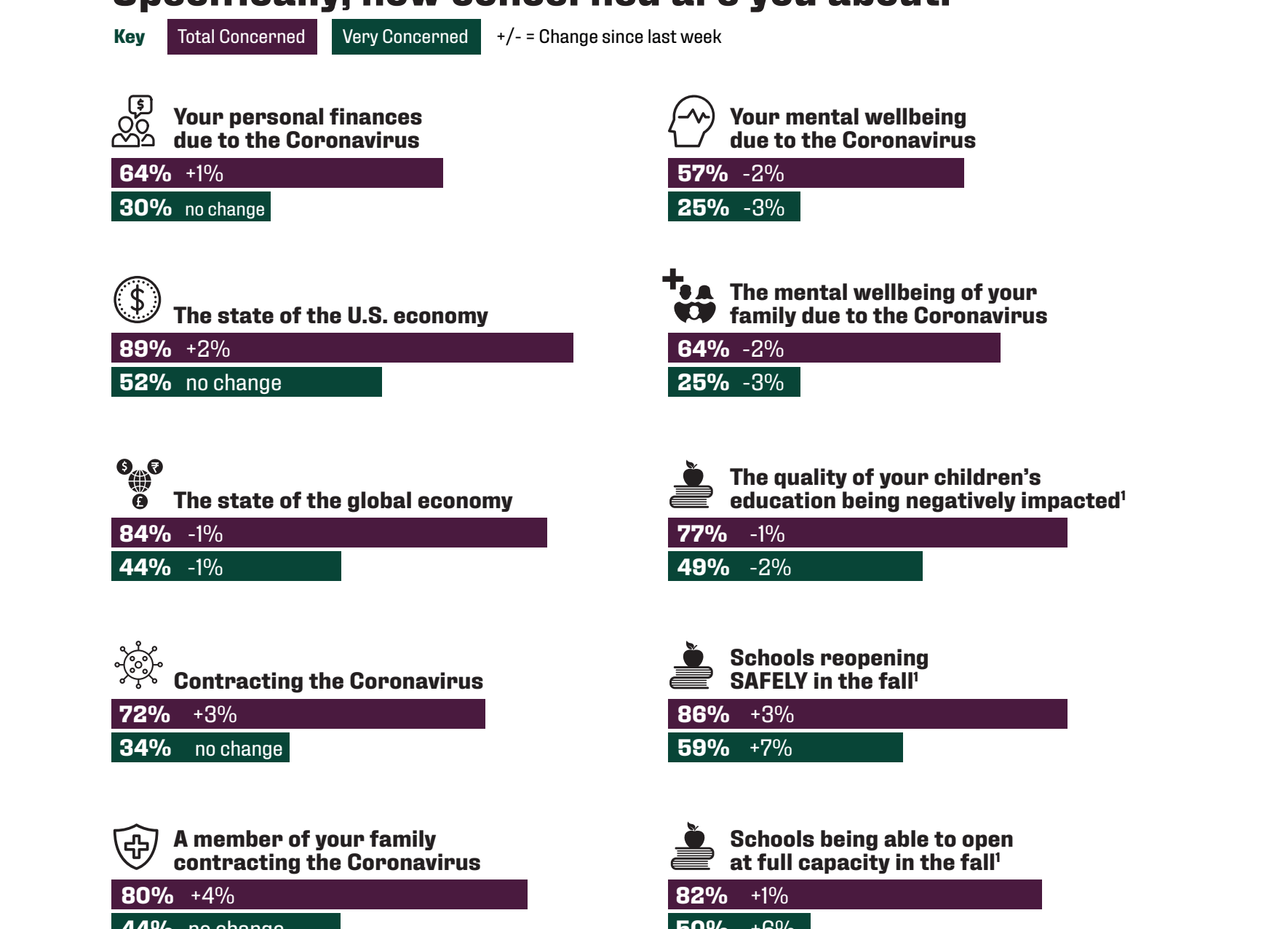
Would you be willing to attend the following RIGHT NOW?



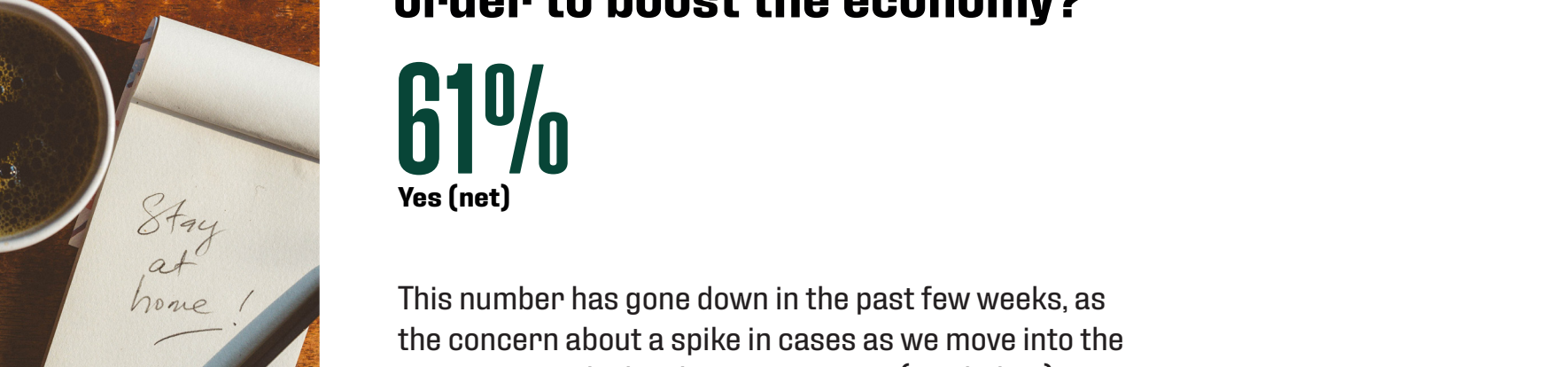
## GENERATIONAL (YES)



OUR BIGGEST CONCERNS Specifically, how concerned are you about:



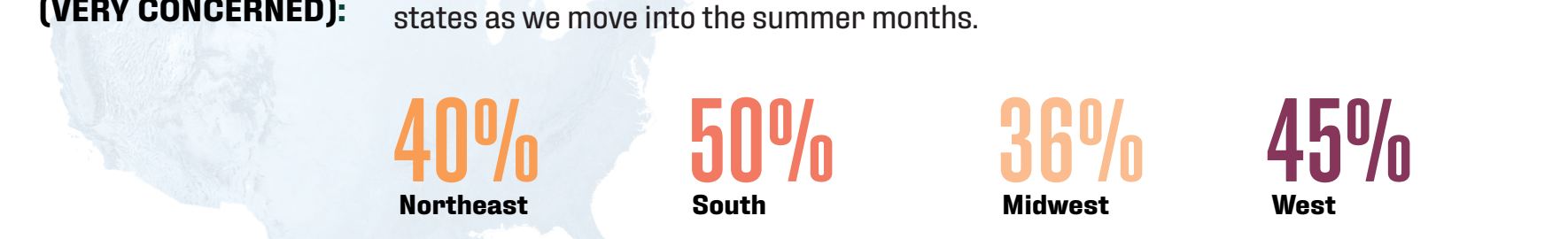
In your opinion, should the United States relax stay-at-home and social distancing requirements in order to boost the economy?



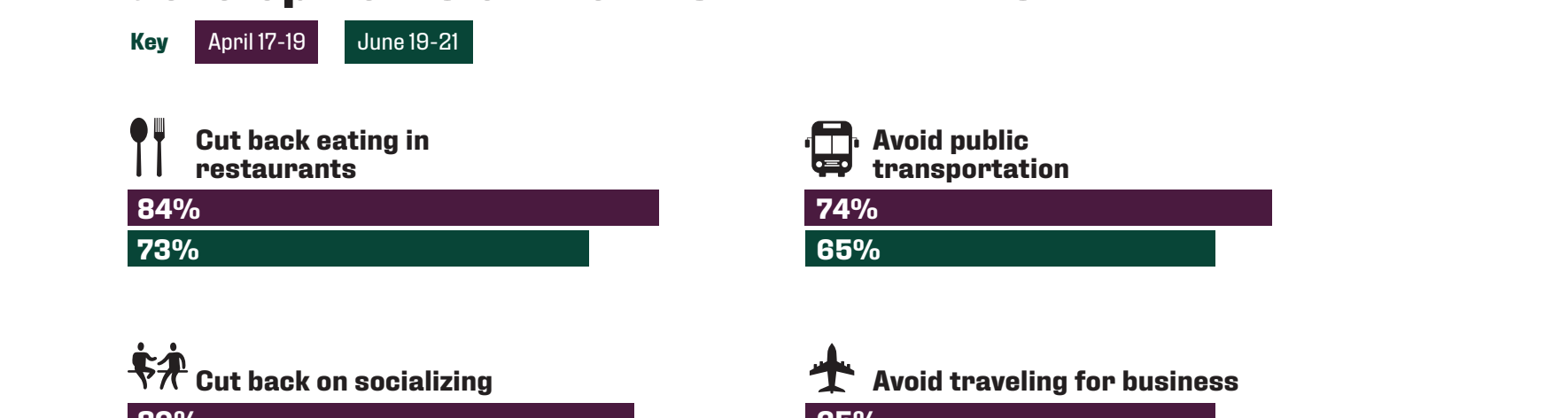
To what extent are you concerned about a spike in cases in YOUR STATE as we move into the summer months?



REGIONAL (VERY CONCERNED): The South is most concerned about a spike in cases in their states as we move into the summer months.



Have you done any of the following in response to RECENT Coronavirus developments of the LAST FEW WEEKS?



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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<sup>1</sup>Base = Children in the household