KEEPING THE PULSE OF THE CONSUMER

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

CARAVAN

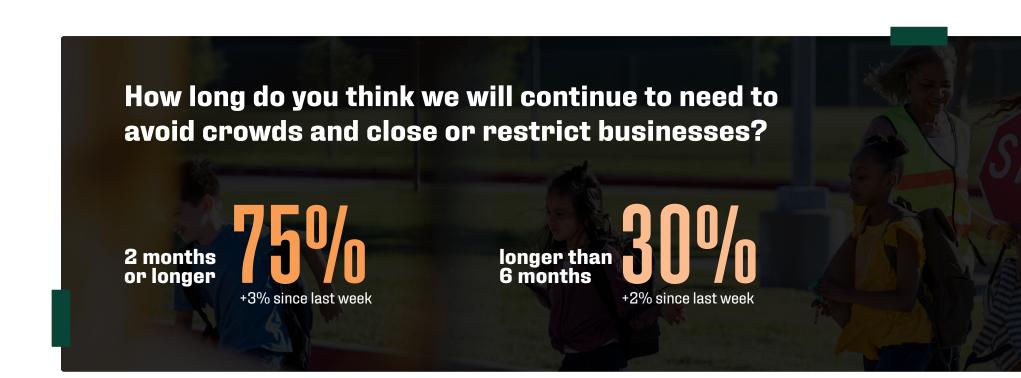
This Online CARAVAN® omnibus survey was conducted June 19-21, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.

57%

47%

30%

28%



GOING PLACES?

Whether or not you actually use them, Stores (for in-store shopping) **52% 52% 56%** which of these types of **Restaurants/Dining establishments** 42% 48% **45%** places/services would Hair/nail salons/barbershops/tattoo/ 30% 32% 31% you be willing to go to massage parlors Township/county/state parks 30% within the NEXT WEEK? Key

May 29-31 June 5-7 Ju	ne 12-14 June 19-21	aches/marinas	26%	25%	28%	26%
		Golf courses	16%	16%	16%	14%
	Gyms/f	itness centers	16%	16%	17 %	15%
	I	Movie theaters	16%	17%	18%	18%
	Public	transportation	13%	14%	15%	12%
	Casinos/sportsbook e	establishments	13%	13%	14%	12%
	Leisure establish bowling alley	ments such as s and arcades	13%	13%	14%	14%
		Bars/Clubs	13%	14%	16%	14%
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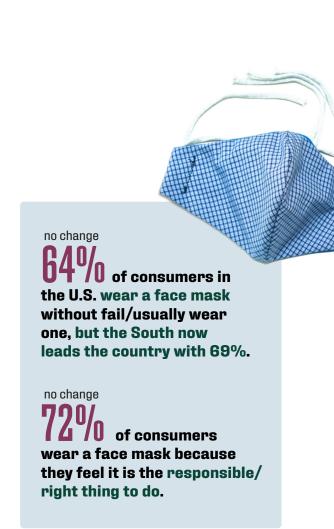
How does this willingness change based on consumer concern levels?

Moderate High Low Stores (for in-store shopping) **72**% 63% 46% **Restaurants/Dining establishments 67**% **54%** 34% Hair/nail salons/barbershops/tattoo/ **47**% 33% 22% massage parlors Township/county/state parks 20% 41% 32% **Beaches/marinas** 40% 27% 19% **Golf courses** 27% 14% 9% **Gyms/fitness centers** 30% 14% 9% **Movie theaters** 38% 14% 12% **Public transportation** 20% 10% 10% Casinos/sportsbook establishments **27**% **7**% 10% Leisure establishments such as 37% 6% **12**% bowling alleys and arcades

31%

12%

9%



Would you be willing to attend the following RIGHT NOW?

Bars/Clubs

event, such as a sporting event, concert or festival

A large **OUTSIDE**

such as a concert, sporting event, or convention

A large event INSIDE an

arena or public building

GENERATIONAL (YES)

Gen Z

Specifically, how concerned are you about: Total Concerned

OUR BIGGEST CONCERNS

Very Concerned +/- = Change since last week Your personal finances Your mental wellbeing

64% +1% 30% no change The state of the U.S. economy **89%** +2% **52%** no change

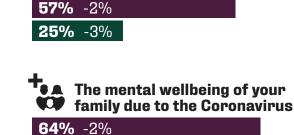
due to the Coronavirus

The state of the global economy

Contracting the Coronavirus +3% 34% no change A member of your family

80% +4%

44% no change



25% -3%

82% +1%

The quality of your children's education being negatively impacted¹ -2%

due to the Coronavirus

Schools reopening SAFELY in the fall¹ **86%** +3% **59%** +7% Schools being able to open





This number has gone down in the past few weeks, as

the concern about a spike in cases as we move into the

summer months has been increasing (see below).

In your opinion, should the United

social distancing requirements in

States relax stay-at-home and

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?

The South is most concerned about a spike in cases in their

April 17-19

84%

73%

(VERY CONCERNED):

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?



Avoid public transportation **74**%

65%

Cut back on socializing **Avoid traveling for business** 51% **71**%

Dig deeper with the Big Village Insights **COVID** Dashboard.

BIG VILLAGE COVID-19: PULSE OF THE CONSUMER The Big Village COVID-19 dashboard

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¹Base = Children in the household

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.