The past week can be summed up by this simple advice from Dr. Anthony Fauci: "FORGET THE POLITICS—LOOK AT THE DATA."

ur latest data suggests that in response to the recent peak in new COVID-19 cases, many consumers are rethinking the wisdom of a broad re-opening. While only a month ago 66% of consumers favored relaxing stay-at-home and social distancing requirements to boost the economy, only 54% are in favor of this now. The surge appears to have stunted consumer confidence in returning to normal life, with very little change in willingness to attend retail and social locations over the past month, as illustrated in the data below.

COVID-19 is not going away this summer, only 50% of the country indicates they wear a facemask without fail, every time they leave the house. So perhaps the past week can also be summed up in more blunt terms, courtesy of Florida Senator Marco Rubio—"Everyone should just wear a damn mask."

Despite the growing evidence that



In your opinion, should the United States relax stay-at-home and social distancing requirements in order to boost the economy? +/- = Change since last week

the concern about a spike in cases as we move into the summer months has been increasing (see below).

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

a spike in cases in YOUR STATE as we move into the summer months?

To what extent are you concerned about

no change REGIONAL (VERY CONCERNED):

The South is most concerned about a spike in cases in their states as we move into the summer months.

Northeast no change

Concerned

+10%

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS? High concern

52%

Low concern

Specifically, how concerned are you about:



OUR BIGGEST CONCERNS

Total Concerned Very Concerned +/- = Change since last week Your personal finances due to the Coronavirus **67%** +3%

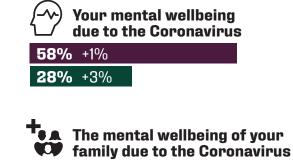
36% +6% The state of the U.S. economy **91%** +2% **54%** +2%

The state of the global economy **87%** +3% **48%** +4%

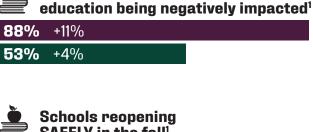
Contracting the Coronavirus

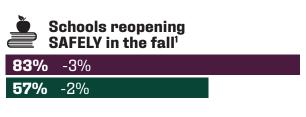


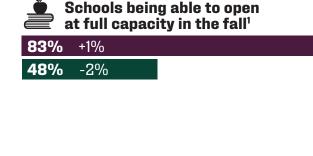
78% -2% **51%** +7%



66% +2% **33%** +8% The quality of your children's







52%

56%

Stores (for in-store shopping)

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** June 5-7 June 12-14 June 19-21 June 26-28

Restaurants/Dining establishments **45%** 48% **47**% 42% Hair/nail salons/barbershops/tattoo/ 31% 30% 32% 30% massage parlors Township/county/state parks **27**% 30% 28% 29% **Beaches/marinas** 25% 28% 26% 25% **Golf courses 16%** 14% **15% 16% Gyms/fitness centers 17% 17% 15% 16% Movie theaters 17% 18%** 18% **17% Public transportation 12%** 11% 14% **15%** Casinos/sportsbook establishments 13% 14% 12% 13% Leisure establishments such as **13**% 14% 14% **13**% bowling alleys and arcades 16% 14% 12% Bars/Clubs **14%**

Hair/nail salons/barbershops/tattoo/ **55**% 33% 23% massage parlors

How does this willingness change based

Low

77%

71%

Moderate

57%

46%

High

51%

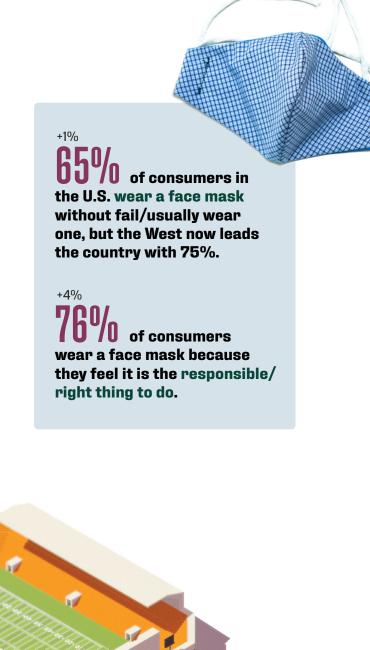
30%

on consumer concern levels?

Stores (for in-store shopping)

Restaurants/Dining establishments

Township/county/state parks	53%	31%	19%
Beaches/marinas	50%	28%	16%
Golf courses	36%	13%	9%
Gyms/fitness centers	36%	14%	13%
Movie theaters	44%	15%	9%
Public transportation	25%	10%	7 %
Casinos/sportsbook establishments	35%	10%	7 %
Leisure establishments such as bowling alleys and arcades	41%	11%	5%
Bars/Clubs	37 %	9%	6%



57%

57%

A large **OUTSIDE** event, such as a sporting event, concert or festival -5% -4%

Would you be willing to attend

the following RIGHT NOW?

+/- = Change since last week

Any (net)

GENERATIONAL (YES)

Gen Z -20%

-8%

A large event **INSIDE** an

arena or public building,

event, or convention

such as a concert, sporting

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

2 months or longer

+7% since last week

longer than

6 months

70%

+9% since last week

Have you done any of the following

in response to RECENT Coronavirus developments of the LAST FEW WEEKS? April 17-19 June 19-21 Cut back eating in Avoid public transportation restaurants 84% 74%

COVID-19: PULSE OF THE CONSUMER

Cut back on	
71%	
77 %	

Avoid traveling for business 65% 51% 60%

the Big Village Insights **COVID** Dashboard.

Dig deeper with

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.

BIG VILLAGE

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