

# 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 26-28, 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.

The past week can be summed up by this simple advice

from Dr. Anthony Fauci: **“FORGET THE POLITICS—LOOK AT THE DATA.”**

Our 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.

Despite the growing evidence that 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.”**

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

**54%** +/- = Change since last week

Yes (net) | -7%

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).

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

**83%** Concerned no change

**51%** Very concerned +7%

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

**40%** Northeast no change **60%** South +10% **38%** Midwest +2% **57%** West +12%

**HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?**

**83%** Concerned (net)

**High concern 52%** **Moderate concern 31%** **Low concern 17%**



## 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**  
**67%** +3%  
**36%** +6%

**Your mental wellbeing due to the Coronavirus**  
**58%** +1%  
**28%** +3%

**The state of the U.S. economy**  
**81%** +2%  
**54%** +2%

**The mental wellbeing of your family due to the Coronavirus**  
**66%** +2%  
**33%** +8%

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

**The quality of your children's education being negatively impacted<sup>1</sup>**  
**88%** +11%  
**53%** +4%

**Contracting the Coronavirus**  
**73%** +1%  
**38%** +4%

**Schools reopening SAFELY in the fall<sup>1</sup>**  
**83%** -3%  
**57%** -2%

**A member of your family contracting the Coronavirus**  
**78%** -2%  
**51%** +7%

**Schools being able to open at full capacity in the fall<sup>1</sup>**  
**83%** +1%  
**48%** -2%

## 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**

Stores (for in-store shopping)	52%	56%	57%	57%
Restaurants/Dining establishments	45%	48%	47%	42%
Hair/nail salons/barbershops/tattoo/massage parlors	30%	32%	30%	31%
Township/county/state parks	27%	30%	28%	29%
Beaches/marinas	25%	28%	26%	25%
Golf courses	16%	16%	14%	15%
Gyms/fitness centers	16%	17%	15%	17%
Movie theaters	17%	18%	18%	17%
Public transportation	14%	15%	12%	11%
Casinos/sportsbook establishments	13%	14%	12%	13%
Leisure establishments such as bowling alleys and arcades	13%	14%	14%	13%
Bars/Clubs	14%	16%	14%	12%

**How does this willingness change based on consumer concern levels?**

	Low	Moderate	High
Stores (for in-store shopping)	77%	57%	51%
Restaurants/Dining establishments	71%	46%	30%
Hair/nail salons/barbershops/tattoo/massage parlors	55%	33%	23%
Township/county/state parks	53%	31%	18%
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%

**+1%**  
**65%** of consumers in the U.S. wear a face mask without fail/usually wear one, but the West now leads the country with 75%.

**+4%**  
**76%** of consumers wear a face mask because they feel it is the responsible/right thing to do.

**Would you be willing to attend the following RIGHT NOW?**

+/- = Change since last week

**21%** Any (net)  
**SAY YES**  
**-8%**

**20%** A large OUTSIDE event, such as a sporting event, concert or festival  
**SAY YES**  
**-5%**

**12%** A large event INSIDE an arena or public building, such as a concert, sporting event, or convention  
**SAY YES**  
**-4%**

## GENERATIONAL (YES)

**19%** Gen Z -20%

**29%** Millennials -5%

**25%** Gen X -6%

**13%** Baby Boomers -8%

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

**2 months or longer 82%** +7% since last week

**longer than 6 months 39%** +9% since last week

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

Key **April 17-19** **June 19-21** **June 26-28**

**Cut back eating in restaurants**  
**84%**  
**73%**  
**78%**

**Avoid public transportation**  
**74%**  
**65%**  
**70%**

**Cut back on socializing**  
**80%**  
**71%**  
**77%**

**Avoid traveling for business**  
**85%**  
**51%**  
**60%**

**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.

809-452-5400  
CARAVANinfo@big-village.com

**BIG VILLAGE** **CARAVAN** Omnibus Surveys

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