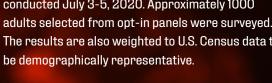
Real-time insights delivered weekly on the who, what, and how of COVID-19.

CARAVAN°

This Online CARAVAN® omnibus survey was conducted July 3-5, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to





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

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

Concerned no change

(VERY CONCERNED):

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

+6%

no change

High concern

Moderate concern +2%

Concerned (net) Low concern



OUR BIGGEST CONCERNS Specifically, how concerned are you about: Very Concerned +/- = Change since last week

Total Concerned Your personal finances due to the Coronavirus **65%** -2%

32% -4%

69% -4%

The state of the U.S. economy **88%** -3% **49%** -5%

The state of the global economy **42%** -6%

Contracting the Coronavirus

33% -5% A member of your family contracting the Coronavirus

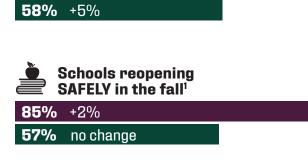
77% -1% **44%** -7%

Your mental wellbeing due to the Coronavirus **59%** +1% **25%** -3% The mental wellbeing of your

87% -1%

66% no change **30%** -3% The quality of your children's education being negatively impacted¹

family due to the Coronavirus



Schools being able to open at full capacity in the fall¹ 83% no change **50%** +2%

56%

48%

32%

57%

47%

30%

57%

42%

31%

GOING PLACES?

actually use them, which of these types of places/services would you be willing to go to within the NEXT WEEK? June 19-21 June 26-28

Whether or not you

Township/county/state parks 28% 29% 30% **30% Beaches/marinas 27**% **28**% 26% **25% July 3-5 Golf courses 16% 14% 15% 16% Gyms/fitness centers 17**% **15% 17**% **17% Movie theaters 18**% **17**% **16% 18% 12%** 11% 13% Public transportation **15%** Casinos/sportsbook establishments 14% **12**% **13**% 14% Leisure establishments such as **14% 14% 13**% **13**% bowling alleys and arcades 14% 12% **12% Bars/Clubs 16%** How does this willingness change based

Stores (for in-store shopping)

massage parlors

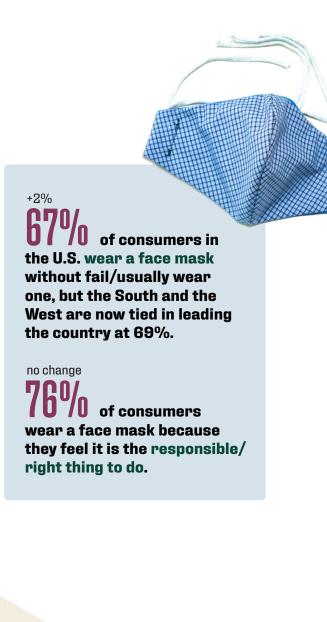
Restaurants/Dining establishments

Hair/nail salons/barbershops/tattoo/

Moderate Low High 74% **61%** Stores (for in-store shopping) 48% 70% 31% 51% **Restaurants/Dining establishments**

on consumer concern levels?

Hair/nail salons/barbershops/tattoo/ **55%** 34% 24% massage parlors Township/county/state parks 54% 33% 20% Beaches/marinas 26% **17**% **Golf courses** 36% 13% 11% 19% 9% **Gyms/fitness centers 42**% **Movie theaters** 44% **15**% 9% **Public transportation** 31% 10% 10% Casinos/sportsbook establishments 14% 6% 36% Leisure establishments such as 41% 12% 6% bowling alleys and arcades **Bars/Clubs** 36% 11% **5**%



56%

44%

32%

+7%

Would you be willing to attend

the following RIGHT NOW?

A large **OUTSIDE** event, such as a sporting event, concert or festival

+/- = Change since last week

GENERATIONAL (YES) +15%

+4%

+4%

event, or convention +3%

+5%

A large event **INSIDE** an arena or public building, such as a concert, sporting

+9%

longer than 6 months 2 months or longer -6% since last week -6% since last week

How long do you think we will continue to need to

avoid crowds and close or restrict businesses?

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

July 3-5

April 17-19 June 19-21 Cut back eating in restaurants 84% 73% **78**% 69% Cut back on socializing

65% 70% 64% **Avoid traveling for business 65%** 51% 60% **59%**

Avoid public transportation

74%

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

80%

71%

71%

BIG VILLAGE COVID-19: PULSE OF THE CONSUMER

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BIG VILLAGE

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.

¹Base = Children in the household