

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 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 be demographically representative.



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

60%
Yes (net) | +8%

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

50%
Very concerned
-1%

REGIONAL (VERY CONCERNED):

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

46%
Northeast
+6%

54%
South
-6%

37%
Midwest
-1%

57%
West
no change

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

84%
Concerned (net)
+1%

High concern
51%
-1%

Moderate concern
33%
+2%

Low concern
16%
-1%



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
65% -2%
32% -4%

Your mental wellbeing due to the Coronavirus
59% +1%
25% -8%

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

The mental wellbeing of your family due to the Coronavirus
66% no change
30% -3%

The state of the global economy
84% -3%
42% -6%

The quality of your children's education being negatively impacted¹
87% -1%
58% +5%

Contracting the Coronavirus
69% -4%
33% -5%

Schools reopening SAFELY in the fall¹
85% +2%
57% no change

A member of your family contracting the Coronavirus
77% -1%
44% -7%

Schools being able to open at full capacity in the fall¹
83% no change
50% +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 12-14** **June 19-21** **June 26-28** **July 3-5**

Stores (for in-store shopping)	56%	57%	57%	56%
Restaurants/Dining establishments	48%	47%	42%	44%
Hair/nail salons/barbershops/tattoo/massage parlors	32%	30%	31%	32%
Township/county/state parks	30%	28%	29%	30%
Beaches/marinas	28%	26%	25%	27%
Golf courses	16%	14%	15%	16%
Gyms/fitness centers	17%	15%	17%	17%
Movie theaters	18%	18%	17%	16%
Public transportation	15%	12%	11%	13%
Casinos/sportsbook establishments	14%	12%	13%	14%
Leisure establishments such as bowling alleys and arcades	14%	14%	13%	13%
Bars/Clubs	16%	14%	12%	12%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	74%	61%	48%
Restaurants/Dining establishments	70%	51%	31%
Hair/nail salons/barbershops/tattoo/massage parlors	55%	34%	24%
Township/county/state parks	54%	33%	20%
Beaches/marinas	57%	26%	17%
Golf courses	36%	13%	11%
Gyms/fitness centers	42%	19%	9%
Movie theaters	44%	15%	9%
Public transportation	31%	10%	10%
Casinos/sportsbook establishments	36%	14%	6%
Leisure establishments such as bowling alleys and arcades	41%	12%	6%
Bars/Clubs	36%	11%	5%

+2%
67% of consumers in the U.S. wear a face mask without fail/usually wear one, but the South and the West are now tied in leading the country at 69%.

no change
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

28%
Any (net)
SAY YES
+7%

24%
A large OUTSIDE event, such as a sporting event, concert or festival
SAY YES
+4%

15%
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention
SAY YES
+3%



GENERATIONAL (YES)

34%
Gen Z
+15%

33%
Millennials
+4%

30%
Gen X
+5%

22%
Baby Boomers
+9%

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

2 months or longer
76%
-6% since last week

longer than 6 months
33%
-6% 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** **July 3-5**

Cut back eating in restaurants
84%
73%
78%
69%

Avoid public transportation
74%
65%
70%
64%

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

Avoid traveling for business
65%
51%
60%
59%

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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¹Base = Children in the household