

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 10-12, 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

54%

Yes (net) | -8%

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

86%

Concerned +3%

55%

Very concerned +5%

REGIONAL (VERY CONCERNED):

While concern is growing across all regions about a spike in cases in their states as we move into the summer months, the South and West are the most concerned at 61%.

49%

Northeast +3%

61%

South +7%

42%

Midwest +5%

61%

West +4%

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

86%

Concerned (net) +2%

High concern

55%

+4%

Moderate concern

31%

-2%

Low concern

14%

-2%



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% +2%

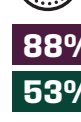
34% +2%



Your mental wellbeing due to the Coronavirus

84% +5%

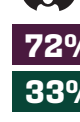
29% +4%



The state of the U.S. economy

88% no change

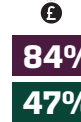
53% +4%



The mental wellbeing of your family due to the Coronavirus

72% +6%

33% +3%



The state of the global economy

84% no change

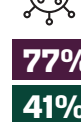
47% +5%



The quality of your children's education being negatively impacted¹

86% -1%

54% -4%



Contracting the Coronavirus

77% +8%

41% +8%



Schools reopening SAFELY in the fall¹

86% +1%

55% -2%



A member of your family contracting the Coronavirus

81% +4%

50% +6%



Schools being able to open at full capacity in the fall¹

87% +5%

55% +5%

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 19-21 June 26-28 July 3-5 July 10-12

Stores (for in-store shopping)	57%	57%	56%	53%
Restaurants/Dining establishments	47%	42%	44%	42%
Hair/nail salons/barbershops/tattoo/massage parlors	30%	31%	32%	27%
Township/county/state parks	28%	29%	30%	23%
Beaches/marinas	26%	25%	27%	22%
Golf courses	14%	15%	16%	13%
Gyms/fitness centers	15%	17%	17%	14%
Movie theaters	18%	17%	16%	14%
Public transportation	12%	11%	13%	11%
Casinos/sportsbook establishments	12%	13%	14%	11%
Leisure establishments such as bowling alleys and arcades	14%	13%	13%	12%
Bars/Clubs	14%	12%	12%	10%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	68%	55%	48%
Restaurants/Dining establishments	71%	45%	32%
Hair/nail salons/barbershops/tattoo/massage parlors	52%	28%	21%
Township/county/state parks	45%	25%	16%
Beaches/marinas	42%	24%	15%
Golf courses	32%	14%	8%
Gyms/fitness centers	34%	15%	9%
Movie theaters	40%	13%	8%
Public transportation	23%	11%	8%
Casinos/sportsbook establishments	32%	11%	6%
Leisure establishments such as bowling alleys and arcades	38%	12%	5%
Bars/Clubs	28%	10%	6%

+6%
73% of consumers in the US wear a face mask without fail/usually wear one, and the Northeast leads the country at 78%.

+3%
79% 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

22%

Any (net)

SAY YES

-6%



20%

SAY YES

-4%

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

12%

SAY YES

-3%

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

GENERATIONAL (YES)

26%

Gen Z

-8%

30%

Millennials

-3%

21%

Gen X

-9%

16%

Baby Boomers

-6%

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

83%

2 months or longer

+7% since last week

41%

longer than 6 months

+8% 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 July 10-12



Cut back eating in restaurants

84%

73%

78%

69%

78%



Avoid public transportation

74%

65%

70%

64%

70%



Cut back on socializing

80%

71%

77%

71%

77%



Avoid traveling for business

65%

51%

60%

59%

61%

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.



609-452-5400

CARAVANinfo@big-village.com

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¹Base = Children in the household