

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 17-19, 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?

55%
Yes (net) | +1%

+/- = 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?

87%
Concerned
+1%

54%
Very concerned
-1%

REGIONAL (VERY CONCERNED):

The South remains most concerned about a spike in cases as we move through the summer months.

49%
Northeast
no change

60%
South
-1%

47%
Midwest
+5%

55%
West
-6%

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

84%
Concerned (net)
-2%

High concern
53%
-2%

Moderate concern
31%
no change

Low concern
16%
+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% no change
34% no change

Your mental wellbeing due to the Coronavirus
82% -2%
30% +1%

The state of the U.S. economy
87% -1%
53% no change

The mental wellbeing of your family due to the Coronavirus
70% -2%
30% -3%

The state of the global economy
84% no change
48% -1%

The quality of your children's education being negatively impacted¹
83% -3%
57% +3%

Contracting the Coronavirus
78% +1%
43% +2%

Schools reopening SAFELY in the fall¹
87% +1%
58% +4%

A member of your family contracting the Coronavirus
83% +2%
51% +1%

Schools being able to open at full capacity in the fall¹
84% -3%
54% -1%

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 26-28** **July 3-5** **July 10-12** **July 17-19**

Stores (for in-store shopping)	57%	56%	53%	49%
Restaurants/Dining establishments	42%	44%	42%	41%
Hair/nail salons/barbershops/tattoo/massage parlors	31%	32%	27%	29%
Township/county/state parks	29%	30%	23%	26%
Beaches/marinas	25%	27%	22%	25%
Golf courses	15%	16%	13%	14%
Gyms/fitness centers	17%	17%	14%	14%
Movie theaters	17%	16%	14%	13%
Public transportation	11%	13%	11%	11%
Casinos/sportsbook establishments	13%	14%	11%	11%
Leisure establishments such as bowling alleys and arcades	13%	13%	12%	11%
Bars/Clubs	12%	12%	10%	10%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	58%	52%	44%
Restaurants/Dining establishments	64%	52%	27%
Hair/nail salons/barbershops/tattoo/massage parlors	48%	33%	20%
Township/county/state parks	47%	28%	18%
Beaches/marinas	47%	31%	15%
Golf courses	32%	16%	7%
Gyms/fitness centers	35%	14%	8%
Movie theaters	37%	12%	7%
Public transportation	23%	10%	9%
Casinos/sportsbook establishments	31%	9%	6%
Leisure establishments such as bowling alleys and arcades	34%	11%	5%
Bars/Clubs	32%	8%	5%

+1%
74% of consumers in the US wear a face mask without fail/usually wear one, and the West and South now lead the country at 77 and 76%.

-1%
78% 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

24%
Any (net)
SAY YES
+2%



21%
SAY YES
+1%

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

14%
SAY YES
+2%

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

GENERATIONAL (YES)

36%
Gen Z
+10%

32%
Millennials
+2%

26%
Gen X
+5%

13%
Baby Boomers
-3%

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

2 months or longer
78%
-5% since last week

longer than 6 months
36%
-5% 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 26-28** **July 3-5** **July 10-12** **July 17-19**

Cut back eating in restaurants
84%
78%
68%
78%
68%

Avoid public transportation
74%
70%
64%
70%
64%

Cut back on socializing
80%
77%
71%
77%
68%

Avoid traveling for business
65%
60%
59%
61%
56%

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