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

CARAVAN°

This Online CARAVAN® omnibus survey was conducted July 17-19, 2020. Approximately 1000 be demographically representative.

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

Yes (net) | +1%

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

+1%

(VERY CONCERNED):

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

no change

THE CORONAVIRUS?

High concern

Moderate concern

no change

Low concern

Concerned (net)



OUR BIGGEST CONCERNS

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

Your personal finances

due to the Coronavirus 67% no change **34%** no change

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

The state of the global economy 84% no change **46%** -1%

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

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

Your mental wellbeing due to the Coronavirus **62%** -2% **30%** +1% The mental wellbeing of your family due to the Coronavirus **70%** -2% **30%** -3%

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

Schools reopening SAFELY in the fall **87%** +1% **59%** +4%

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

GOING PLACES? Whether or not you

which of these types of places/services would you be willing to go to within the NEXT WEEK? June 26-28 July 3-5 July 10-12

actually use them,

July 17-19

32% **27**% 29% **31%** massage parlors Township/county/state parks 23% 26% **29**% 30% **Beaches/marinas** 27% 25% **25**% 22% **Golf courses** 14% **16% 13**% **15% Gyms/fitness centers 17**% **17%** 14% 14% **Movie theaters 17**% **16%** 14% **13**% 11% 11% Public transportation 11% **13**% Casinos/sportsbook establishments 14% 11% 11% **13**% Leisure establishments such as 11% **13**% **13**% **12**% bowling alleys and arcades 10% **Bars/Clubs 12**% **12%** 10% How does this willingness change based

57%

42%

Stores (for in-store shopping)

Restaurants/Dining establishments

Hair/nail salons/barbershops/tattoo/

56%

44%

Moderate Low High **58**% **52**% 44% Stores (for in-store shopping) 64% **27**% **52**% **Restaurants/Dining establishments**

on consumer concern levels?

Hair/nail salons/barbershops/tattoo/ massage parlors	49%	33%	20%
Township/county/state parks	47 %	29%	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%



49%

41%

53%

42%

+2%

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) Gen Z +10%

+1%

+2%

SAY YES

+2%

Baby Boomers +5% -3%

A large event **INSIDE** an

arena or public building,

event, or convention

such as a concert, sporting

2 months or longer

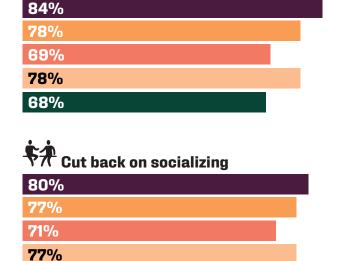
avoid crowds and close or restrict businesses?

longer than 6 months

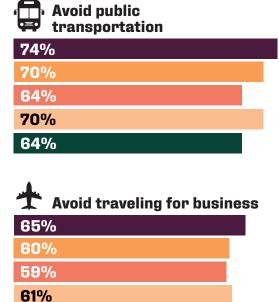
How long do you think we will continue to need to

-5% since last week -5% since last week

Have you done any of the following in response to RECENT Coronavirus developments of the LAST FEW WEEKS? April 17-19 July 17-19 Cut back eating in



restaurants



56%

Dig deeper with the Big Village Insights

68%

BIG VILLAGE COVID-19: PULSE OF THE CONSUMER

609-452-5400 CARAVANinfo@big-village.com

BIG VILLAGE

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.

¹Base = Children in the household