

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 24-26, 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

57%
Yes (net) | +2%

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

86%
Concerned
-1%

53%
Very concerned
-1%

REGIONAL (VERY CONCERNED):

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

50%
Northeast
+1%

59%
South
-1%

48%
Midwest
+1%

53%
West
-2%

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

High concern
51%
-2%

Moderate concern
35%
+4%

86%
Concerned (net)
+2%

Low concern
14%
-2%



OUR BIGGEST CONCERNS

Specifically, how concerned are you about:

Key Total Concerned Very Concerned +/- = Change since last week

3 Your personal finances due to the Coronavirus
68% +1%
36% +2%

Your mental wellbeing due to the Coronavirus
82% no change
30% no change

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

The mental wellbeing of your family due to the Coronavirus
71% +1%
34% +4%

The state of the global economy
84% no change
47% +1%

The quality of your children's education being negatively impacted¹
85% +2%
56% -1%

Contracting the Coronavirus
73% -5%
38% -5%

Schools reopening SAFELY in the fall¹
85% -2%
61% +2%

A member of your family contracting the Coronavirus
81% -2%
48% -2%

Schools being able to open at full capacity in the fall¹
84% no change
51% -3%

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 July 3-5 July 10-12 July 17-19 July 24-26

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

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	77%	59%	49%
Restaurants/Dining establishments	72%	49%	33%
Hair/nail salons/barbershops/tattoo/massage parlors	54%	36%	24%
Township/county/state parks	54%	30%	21%
Beaches/marinas	52%	27%	19%
Golf courses	31%	12%	8%
Gyms/fitness centers	49%	12%	9%
Movie theaters	43%	12%	8%
Public transportation	25%	10%	9%
Casinos/sportsbook establishments	35%	11%	10%
Leisure establishments such as bowling alleys and arcades	45%	12%	5%
Bars/Clubs	35%	11%	5%

-3%
71% of consumers in the US wear a face mask without fail/usually wear one, and the South and Northeast now lead the country at 75 and 73%.

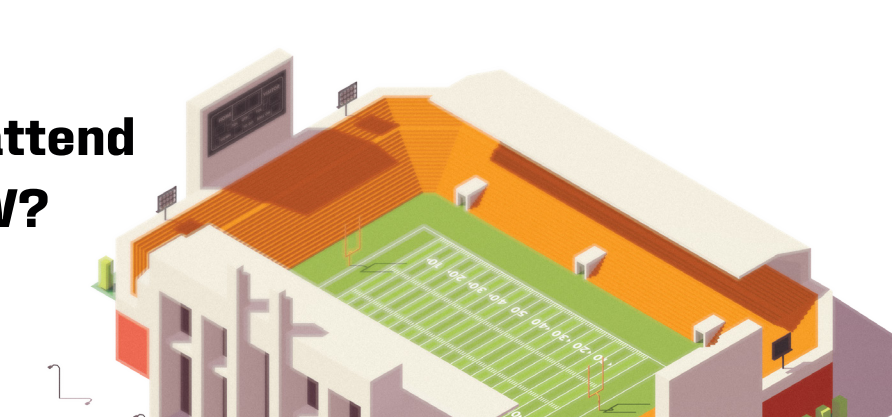
+1%
79% of consumers wear a face mask because they feel it is the responsible/right thing to do.

Would you be willing to attend the following RIGHT NOW?

+/- = Change since last week

27%
Any (net)
SAY YES
+3%

23%
A large OUTSIDE event, such as a sporting event, concert or festival
SAY YES
+2%



16%
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention
SAY YES
+2%

GENERATIONAL (YES)

33%
Gen Z
-3%

35%
Millennials
+3%

31%
Gen X
+5%

15%
Baby Boomers
+2%

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

2 months or longer
79%
+1% since last week

longer than 6 months
36%
no change 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 July 24-26

Cut back eating in restaurants
84%
78%
68%
78%
68%
76%

Avoid public transportation
74%
70%
64%
70%
64%
69%

Cut back on socializing
80%
77%
71%
77%
68%
74%

Avoid traveling for business
85%
80%
59%
61%
56%
60%

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