

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 August 7-9, 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) | +4%

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

81%

Concerned -5%

49%

Very concerned -5%

REGIONAL (VERY CONCERNED):

The West is now most concerned about a spike in cases as we move through the summer months

46%

Northeast -9%

50%

South -9%

42%

Midwest -3%

55%

West +2%

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

82%

Concerned (net) -4%

High concern

52%

+1%

Moderate concern

31%

-5%

Low concern

18%

+4%



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% -3%



Your mental wellbeing due to the Coronavirus

82% -2%

31% -1%



The state of the U.S. economy

88% +2%

53% no change



The mental wellbeing of your family due to the Coronavirus

70% no change

34% -1%



The state of the global economy

86% +3%

49% +4%



The quality of your children's education being negatively impacted¹

85% no change

56% +3%



Contracting the Coronavirus

72% -1%

38% -4%



Schools reopening SAFELY in the fall¹

84% +2%

54% -1%



A member of your family contracting the Coronavirus

78% -4%

48% -2%



Schools being able to open at full capacity in the fall¹

83% +2%

54% +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 17-19 July 24-28 July 31-August 2 August 7-9

Stores (for in-store shopping)	49%	56%	54%	56%
Restaurants/Dining establishments	41%	44%	43%	46%
Hair/nail salons/barbershops/tattoo/massage parlors	28%	32%	30%	35%
Township/county/state parks	26%	29%	24%	27%
Beaches/marinas	25%	26%	23%	27%
Golf courses	14%	13%	12%	17%
Gyms/fitness centers	14%	16%	12%	18%
Movie theaters	13%	14%	14%	18%
Public transportation	11%	12%	11%	14%
Casinos/sportsbook establishments	11%	14%	10%	14%
Leisure establishments such as bowling alleys and arcades	11%	13%	12%	16%
Bars/Clubs	10%	11%	10%	15%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	74%	61%	47%
Restaurants/Dining establishments	68%	54%	34%
Hair/nail salons/barbershops/tattoo/massage parlors	57%	37%	26%
Township/county/state parks	48%	28%	18%
Beaches/marinas	47%	28%	20%
Golf courses	38%	17%	10%
Gyms/fitness centers	40%	20%	10%
Movie theaters	40%	20%	10%
Public transportation	27%	14%	9%
Casinos/sportsbook establishments	35%	15%	7%
Leisure establishments such as bowling alleys and arcades	47%	13%	8%
Bars/Clubs	43%	14%	6%

-2%
71% of consumers in the US wear a face mask without fail/usually wear one, with the West being highest at 76%.

-3%
74% 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?

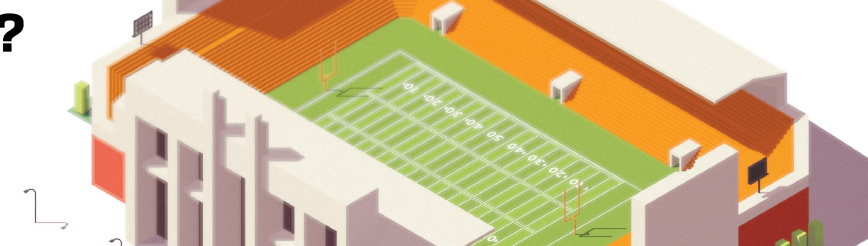
+/- = Change since last week

30%

Any (net)

SAY YES

+4%



26%

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

SAY YES

+4%

19%

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

SAY YES

+4%

GENERATIONAL (YES)

41%

Gen Z -1%

37%

Millennials -2%

33%

Gen X +7%

19%

Baby Boomers +8%

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

2 months or longer

81%

no change

longer than 6 months

42%

+4% 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 17-19 July 24-26 July 31-August 2 August 7-9



Cut back eating in restaurants

84%

78%

68%

68%

76%

74%

72%



Avoid public transportation

74%

70%

64%

64%

69%

71%

66%



Cut back on socializing

80%

77%

71%

68%

74%

75%

70%



Avoid traveling for business

65%

60%

59%

56%

60%

59%

57%

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