

# 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 14-16, 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?**

**63%**  
Yes (net) | +3%

+/- = Change since last week

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

**84%**  
Concerned  
+3%

**47%**  
Very concerned  
-2%

**REGIONAL (VERY CONCERNED):**

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

**46%**  
Northeast  
no change

**48%**  
South  
-2%

**41%**  
Midwest  
-1%

**51%**  
West  
-4%

**HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?**

**84%**  
Concerned (net)  
+2%

High concern  
**53%**  
+1%

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**  
**65%** -2%  
**33%** -1%

**Your mental wellbeing due to the Coronavirus**  
**82%** no change  
**31%** no change

**The state of the U.S. economy**  
**89%** +1%  
**49%** -4%

**The mental wellbeing of your family due to the Coronavirus**  
**68%** -2%  
**32%** -2%

**The state of the global economy**  
**84%** -2%  
**44%** -5%

**The quality of your children's education being negatively impacted¹**  
**84%** -1%  
**57%** +1%

**Contracting the Coronavirus**  
**72%** no change  
**38%** no change

**Schools reopening SAFELY in the fall¹**  
**81%** -3%  
**51%** -3%

**A member of your family contracting the Coronavirus**  
**78%** no change  
**48%** -3%

**Schools being able to open at full capacity in the fall¹**  
**82%** -1%  
**50%** -4%

**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 24-26** **July 31-August 2**  
**August 7-9** **August 14-16**

Stores (for in-store shopping)	56%	54%	58%	52%
Restaurants/Dining establishments	44%	43%	48%	47%
Hair/nail salons/barbershops/tattoo/massage parlors	32%	30%	35%	31%
Township/county/state parks	29%	24%	27%	26%
Beaches/marinas	26%	23%	27%	26%
Golf courses	13%	12%	17%	14%
Gyms/fitness centers	16%	12%	18%	17%
Movie theaters	14%	14%	18%	15%
Public transportation	12%	11%	14%	14%
Casinos/sportsbook establishments	14%	10%	14%	14%
Leisure establishments such as bowling alleys and arcades	13%	12%	16%	13%
Bars/Clubs	11%	10%	15%	15%

**How does this willingness change based on consumer concern levels?**

	Low	Moderate	High
Stores (for in-store shopping)	67%	61%	42%
Restaurants/Dining establishments	68%	51%	38%
Hair/nail salons/barbershops/tattoo/massage parlors	48%	37%	21%
Township/county/state parks	46%	27%	20%
Beaches/marinas	46%	24%	21%
Golf courses	32%	12%	10%
Gyms/fitness centers	33%	15%	12%
Movie theaters	40%	12%	9%
Public transportation	27%	14%	10%
Casinos/sportsbook establishments	32%	13%	10%
Leisure establishments such as bowling alleys and arcades	37%	14%	6%
Bars/Clubs	36%	14%	9%

no change  
**71%** of consumers in the US wear a face mask without fail/usually wear one, with the Northeast now highest at 78%.

-2%  
**72%** of consumers wear a face mask because they feel it is the responsible/right thing to do. This sentiment is highest in the Northeast at 83%.

**Would you be willing to attend the following RIGHT NOW?**

+/- = Change since last week

**30%**  
Any (net)  
SAY YES  
no change

**25%**  
A large OUTSIDE event, such as a sporting event, concert or festival  
SAY YES  
-1%

**20%**  
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention  
SAY YES  
+1%

**GENERATIONAL (YES)**

**47%**  
Gen Z  
+6%

**40%**  
Millennials  
+3%

**33%**  
Gen X  
no change

**16%**  
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**  
**76%**  
-5% since last week

**longer than 6 months**  
**34%**  
-8% since last week

**Have you done any of the following in response to RECENT Coronavirus developments of the LAST FEW WEEKS?**

Key **April 17-18** **July 3-5** **July 17-18** **July 24-26** **July 31-August 2** **August 7-9** **August 14-16**

<b>Cut back eating in restaurants</b>	84%	69%	68%	76%	74%	72%	67%
<b>Cut back on socializing</b>	80%	71%	68%	74%	75%	70%	65%

<b>Avoid public transportation</b>	74%	64%	64%	69%	71%	66%	61%
<b>Avoid traveling for business</b>	65%	59%	56%	60%	59%	57%	55%

**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