

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) | +3%

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

+3%

(VERY CONCERNED):

The West 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

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

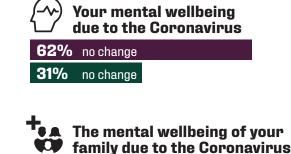
The state of the U.S. economy **89%** +1% **49%** -4%

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

Contracting the Coronavirus

72% no change 38% no change A member of your family

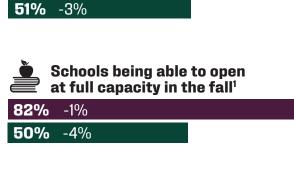
contracting the Coronavirus 78% no change **46%** -3%



68% -2%

32% -2% The quality of your children's education being negatively impacted¹ **84%** -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?

July 24-26 July 31-August 2 August 14-16

Restaurants/Dining establishments	44%	43%	46%	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%

56%

Stores (for in-store shopping)

38%

54%

Moderate Low High 67% Stores (for in-store shopping) **61**% 42%

68%

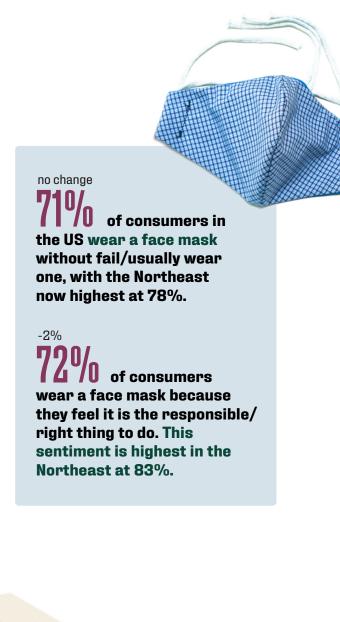
51%

How does this willingness change based

on consumer concern levels?

Restaurants/Dining establishments

Hair/nail salons/barbershops/tattoo/ massage parlors	49%	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%



56%

52%

no change

Would you be willing to attend

the following RIGHT NOW?

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

+/- = Change since last week

GENERATIONAL (YES) +6%

+3%

no change

Baby Boomers

A large event **INSIDE** an

arena or public building,

event, or convention

such as a concert, sporting

longer than 6 months 2 months or longer -5% since last week -8% since last week

How long do you think we will continue to need to

avoid crowds and close or restrict businesses?

59%

56%

60%

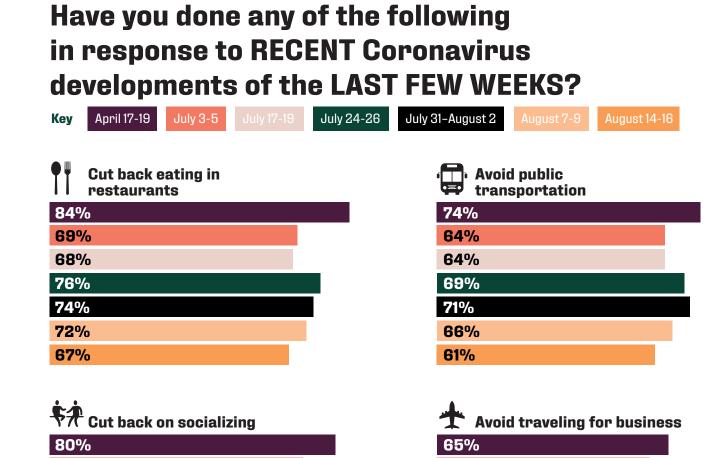
59%

57%

55%

-3%

Have you done any of the following



Dig deeper with the Big Village Insights **COVID** Dashboard.

71%

68%

74%

75%

70%

65%

BIG VILLAGE COVID-19: PULSE OF THE CONSUMER

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¹Base = Children in the household

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.

BIGVILLAGE