

# 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 21-23, 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 continue to relax stay-at-home and social distancing requirements in order to boost the economy?

+/- = Change since last week

65%

Yes (net) | +2%

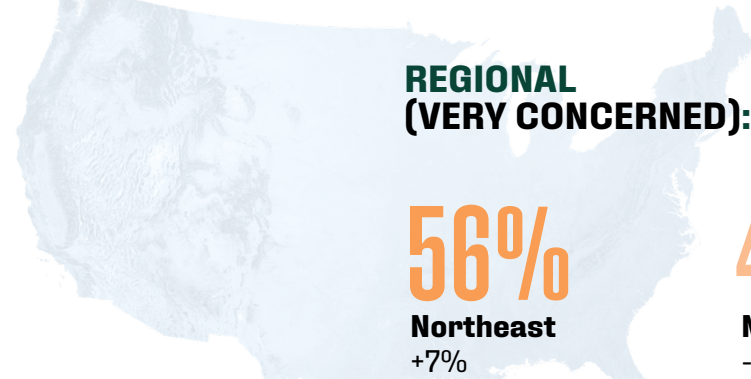
How concerned are you about a second major wave of COVID-19 as we move into the fall?

83%

Concerned no change

49%

Very concerned -2%



## HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

84%

Concerned (net) no change

High concern

50%

-3%

Moderate concern

34%

+3%

Low concern

16%

no change



## OUR BIGGEST CONCERNS

How concerned are you about:

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



Your personal finances due to the Coronavirus

68% +1%

34% +1%



The quality of your children's education being negatively impacted<sup>1</sup>

86% +2%

56% -1%



The state of the U.S. economy

87% -2%

52% +3%



Schools reopening safely<sup>1</sup>

87% +6%

59% +8%



Your mental wellbeing due to the Coronavirus

63% +1%

31% no change



Your household's ability to balance work and kids' schedules (new)<sup>1</sup>

73%

42%



Contracting the Coronavirus

73% +1%

38% no change



Contracting/spreading the virus as a result of being in the workplace (new)<sup>2</sup>

72%

38%



A member of your family contracting the Coronavirus

77% -1%

44% -2%

## 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 31-August 2 August 7-9

August 14-16 August 21-23

Stores (for in-store shopping)	54%	56%	52%	62%
Restaurants/Dining establishments	43%	46%	47%	49%
Hair/nail salons/barbershops/tattoo/massage parlors	30%	35%	31%	31%
Township/county/state parks	24%	27%	26%	33%
Beaches/marinas	23%	27%	26%	27%
Golf courses	12%	17%	14%	19%
Gyms/fitness centers	12%	18%	17%	17%
Movie theaters	14%	18%	15%	17%
Public transportation	11%	14%	14%	14%
Casinos/sportsbook establishments	10%	14%	14%	13%
Leisure establishments such as bowling alleys and arcades	12%	16%	13%	13%
Bars/Clubs	10%	15%	15%	12%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	70%	66%	57%
Restaurants/Dining establishments	64%	56%	38%
Hair/nail salons/barbershops/tattoo/massage parlors	44%	35%	23%
Township/county/state parks	45%	40%	25%
Beaches/marinas	41%	31%	18%
Golf courses	30%	23%	13%
Gyms/fitness centers	36%	17%	10%
Movie theaters	44%	14%	10%
Public transportation	27%	12%	11%
Casinos/sportsbook establishments	30%	13%	7%
Leisure establishments such as bowling alleys and arcades	34%	13%	7%
Bars/Clubs	30%	12%	7%



+1%  
72% of consumers in the US wear a face mask without fail/usually wear one, with the Northeast remaining highest at 79%.

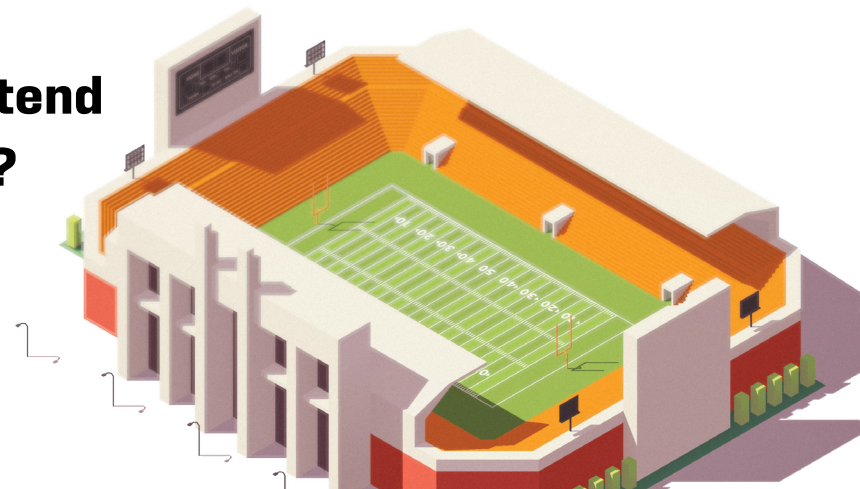
Would you be willing to attend the following RIGHT NOW?

+/- = Change since last week

32%

SAY YES Any (net)

+2%



28%

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

+3%

18%

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

-2%

## GENERATIONAL (YES)

40%

Gen Z

-7%

45%

Millennials

+5%

35%

Gen X

+2%

17%

Baby Boomers

+1%

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

2 months or longer

80%

+4% since last week

longer than 6 months

41%

+7% since last week

How confident are you that life will 'return close to normal' once an effective vaccine is available for COVID-19?

+/- = Change since last week

68%

Confident (Net)

-5%



Once available, how soon do you plan to get the vaccine for COVID-19?

25%

Would get it as soon as possible

-4%

25%

Would not get it

+2%

50%

Would wait until more research on safety and effectiveness is available

+2%

33%

Extremely/Very confident (Subnet)

-5%



How willing would you be to allow agencies, such as the CDC or local health administrators, direct access to the location data provided by your smartphone?

37%

Would allow (Net)

-1%

16%

Definitely would allow

-4%

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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<sup>1</sup>Base = Children in the household

<sup>2</sup>Base = Employed Respondents