

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 28-30, 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.



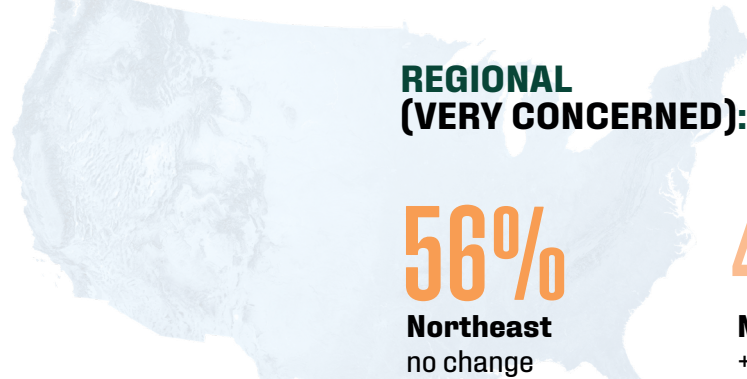
In your opinion, should the United States continue to relax stay-at-home and social distancing requirements in order to boost the economy? +/- = Change since last week

66%
Yes (net) | +1%

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

83%
Concerned
no change

51%
Very concerned
+2%



HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

84%
Concerned (net)
no change

High concern
53%
+3%

Moderate concern
31%
-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
71% +5%
43% +9%

The quality of your children's education being negatively impacted¹
85% -1%
80% +4%

The state of the U.S. economy
88% +1%
58% +6%

Schools reopening safely¹
88% +1%
66% +7%

Your mental wellbeing due to the Coronavirus
65% +2%
38% +5%

Your household's ability to balance work and kids' schedules¹
76% +3%
45% +3%

Contracting the Coronavirus
73% no change
42% +4%

Contracting/spreading the virus as a result of being in the workplace²
72% no change
42% +4%

A member of your family contracting the Coronavirus
78% +2%
51% +7%

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 August 7-9 August 14-16 August 21-23 August 28-30

Stores (for in-store shopping)	56%	52%	62%	64%
Restaurants/Dining establishments	46%	47%	49%	49%
Hair/nail salons/barbershops/tattoo/massage parlors	35%	31%	31%	32%
Township/county/state parks	27%	26%	33%	35%
Beaches/marinas	27%	26%	27%	32%
Golf courses	17%	14%	19%	22%
Gyms/fitness centers	18%	17%	17%	19%
Movie theaters	18%	15%	17%	20%
Public transportation	14%	14%	14%	17%
Casinos/sportsbook establishments	14%	14%	13%	15%
Leisure establishments such as bowling alleys and arcades	16%	13%	13%	15%
Bars/Clubs	15%	15%	12%	14%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	74%	69%	57%
Restaurants/Dining establishments	74%	55%	38%
Hair/nail salons/barbershops/tattoo/massage parlors	58%	34%	22%
Township/county/state parks	64%	35%	26%
Beaches/marinas	56%	36%	23%
Golf courses	43%	24%	15%
Gyms/fitness centers	38%	20%	12%
Movie theaters	47%	17%	13%
Public transportation	33%	16%	13%
Casinos/sportsbook establishments	42%	11%	10%
Leisure establishments such as bowling alleys and arcades	44%	13%	8%
Bars/Clubs	38%	13%	7%

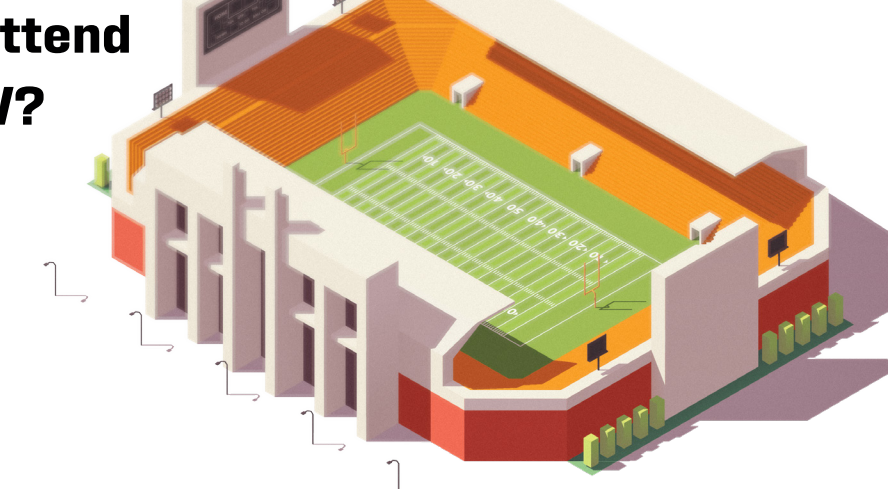
no change
72% of consumers in the US wear a face mask without fail/usually wear one, with the Northeast remaining highest at 77%.

Would you be willing to attend the following RIGHT NOW?

+/- = Change since last week

33%
SAY YES
+1%
Any (net)

30%
SAY YES
+2%
A large OUTSIDE event, such as a sporting event, concert or festival



17%
SAY YES
-1%
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention

GENERATIONAL (YES)

44%
Gen Z
+4%

40%
Millennials
-5%

36%
Gen X
+1%

24%
Baby Boomers
+7%

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

+/- = Change since last week

2 months or longer
80%
no change

longer than 6 months
42%
+1%

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

+/- = Change since last week

70%
Confident (Net)
+2%

29%
Extremely/Very confident (Subnet)
-4%



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

29%
Would get it as soon as possible
+4%

28%
Would not get it
+3%

44%
Would wait until more research on safety and effectiveness is available
-6%



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?

35%
Would allow (Net)
-2%

18%
Definitely would allow
+2%

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
²Base = Employed Respondents