

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 September 4-6, 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.



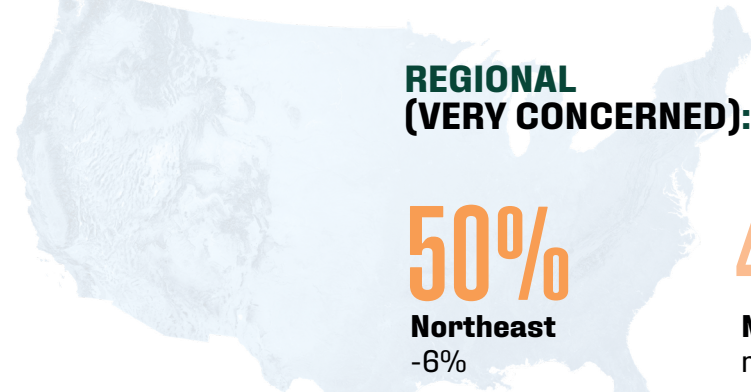
In your opinion, should the United States continue to relax stay-at-home and social distancing requirements in order to boost the economy? +/- = Change since last week

67%
Yes (net) | +1%

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

85%
Concerned
+2%

49%
Very concerned
-2%



HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

83%
Concerned (net)
-1%

High concern
47%
-6%

Moderate concern
35%
+4%

Low concern
17%
+1%



OUR BIGGEST CONCERNS

How concerned are you about:

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

3 Your personal finances due to the Coronavirus
68% -5%
35% -8%

1 The quality of your children's education being negatively impacted¹
84% -1%
58% -2%

1 The state of the U.S. economy
88% no change
52% -6%

1 Schools reopening safely¹
89% +1%
63% -3%

1 Your mental wellbeing due to the Coronavirus
62% -3%
30% -6%

1 Your household's ability to balance work and kids' schedules¹
73% -3%
41% -4%

1 Contracting the Coronavirus
76% +3%
38% -4%

1 Contracting/spreading the virus as a result of being in the workplace²
66% -6%
36% -6%

1 A member of your family contracting the Coronavirus
80% +1%
50% -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?

Key August 14-16 August 21-23 August 28-30 September 4-6

Stores (for in-store shopping)	52%	62%	64%	61%
Restaurants/Dining establishments	47%	49%	49%	48%
Hair/nail salons/barbershops/tattoo/massage parlors	31%	31%	32%	32%
Township/county/state parks	26%	33%	35%	32%
Beaches/marinas	26%	27%	32%	31%
Golf courses	14%	19%	22%	19%
Gyms/fitness centers	17%	17%	19%	17%
Movie theaters	15%	17%	20%	21%
Public transportation	14%	14%	17%	13%
Casinos/sportsbook establishments	14%	13%	15%	13%
Leisure establishments such as bowling alleys and arcades	13%	13%	15%	15%
Bars/Clubs	15%	12%	14%	14%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	80%	62%	54%
Restaurants/Dining establishments	69%	55%	35%
Hair/nail salons/barbershops/tattoo/massage parlors	59%	32%	21%
Township/county/state parks	55%	32%	24%
Beaches/marinas	53%	32%	23%
Golf courses	41%	17%	12%
Gyms/fitness centers	43%	12%	11%
Movie theaters	48%	19%	12%
Public transportation	32%	9%	9%
Casinos/sportsbook establishments	36%	13%	6%
Leisure establishments such as bowling alleys and arcades	44%	14%	6%
Bars/Clubs	40%	10%	7%

no change
72% of consumers in the US wear a face mask without fail/usually wear one, with the Midwest being lowest at 60%.

Would you be willing to attend the following RIGHT NOW?

+/- = Change since last week

28%
Any (net)
SAY YES
-5%

25%
A large OUTSIDE event, such as a sporting event, concert or festival
SAY YES
-5%

15%
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention
SAY YES
-2%

GENERATIONAL (YES)

41%
Gen Z
-3%

30%
Millennials
-10%

35%
Gen X
-1%

19%
Baby Boomers
-5%

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
83%
+3%

longer than 6 months
43%
+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

67%
Confident (Net)
-3%

30%
Extremely/Very confident (Subnet)
+1%



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

26%
Would get it as soon as possible
-3%

26%
Would not get it
-2%

48%
Would wait until more research on safety and effectiveness is available
+4%



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?

33%
Would allow (Net)
-2%

15%
Definitely would allow
-3%

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