

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 July 31–August 2, 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?

+/- = Change since last week

56%
Yes (net) | -1%

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

86%
Concerned
no change

54%
Very concerned
+1%

REGIONAL (VERY CONCERNED):

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

55%
Northeast
+5%

59%
South
no change

45%
Midwest
+3%

53%
West
no change

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

+/- = Change since last week

High concern
51%
no change

Moderate concern
36%
+1%

Low concern
14%
no change

86%
Concerned (net)
no change



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
67% -1%
37% +1%

Your mental wellbeing due to the Coronavirus
64% +2%
32% +2%

The state of the U.S. economy
86% -1%
53% no change

The mental wellbeing of your family due to the Coronavirus
70% -1%
35% +1%

The state of the global economy
83% -1%
45% -2%

The quality of your children's education being negatively impacted¹
85% no change
53% -3%

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

Schools reopening SAFELY in the fall¹
82% -3%
55% -6%

A member of your family contracting the Coronavirus
82% +1%
51% +2%

Schools being able to open at full capacity in the fall¹
81% -3%
51% no change

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 10-12 July 17-19 July 24-26 July 31-August 2

Stores (for in-store shopping)	53%	49%	56%	54%
Restaurants/Dining establishments	42%	41%	44%	43%
Hair/nail salons/barbershops/tattoo/massage parlors	27%	28%	32%	30%
Township/county/state parks	23%	26%	29%	24%
Beaches/marinas	22%	25%	26%	23%
Golf courses	13%	14%	13%	12%
Gyms/fitness centers	14%	14%	16%	12%
Movie theaters	14%	13%	14%	14%
Public transportation	11%	11%	12%	11%
Casinos/sportsbook establishments	11%	11%	14%	10%
Leisure establishments such as bowling alleys and arcades	12%	11%	13%	12%
Bars/Clubs	10%	10%	11%	10%

How does this willingness change based on consumer concern levels?

	Low	Moderate	High
Stores (for in-store shopping)	63%	61%	47%
Restaurants/Dining establishments	60%	49%	34%
Hair/nail salons/barbershops/tattoo/massage parlors	42%	33%	25%
Township/county/state parks	41%	24%	19%
Beaches/marinas	40%	27%	15%
Golf courses	28%	12%	8%
Gyms/fitness centers	26%	11%	10%
Movie theaters	31%	13%	10%
Public transportation	19%	8%	10%
Casinos/sportsbook establishments	23%	8%	8%
Leisure establishments such as bowling alleys and arcades	28%	11%	8%
Bars/Clubs	21%	11%	6%

+2%
73% of consumers in the US wear a face mask without fail/usually wear one, with the Midwest being lowest at 66%.

-2%
77% of consumers wear a face mask because they feel it is the responsible/right thing to do.

Would you be willing to attend the following RIGHT NOW?

+/- = Change since last week

26%
Any (net)
SAY YES
-1%

22%
A large OUTSIDE event, such as a sporting event, concert or festival
SAY YES
-1%

15%
A large event INSIDE an arena or public building, such as a concert, sporting event, or convention
SAY YES
-1%

GENERATIONAL (YES)

42%
Gen Z
+9%

39%
Millennials
+4%

26%
Gen X
-5%

11%
Baby Boomers
-4%

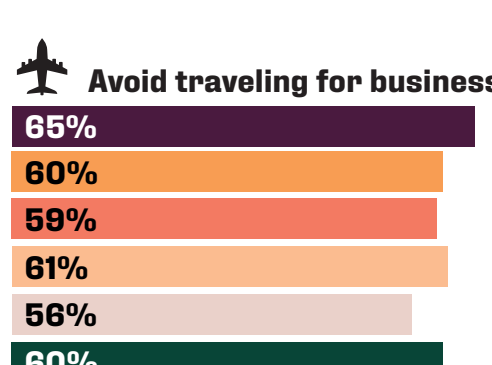
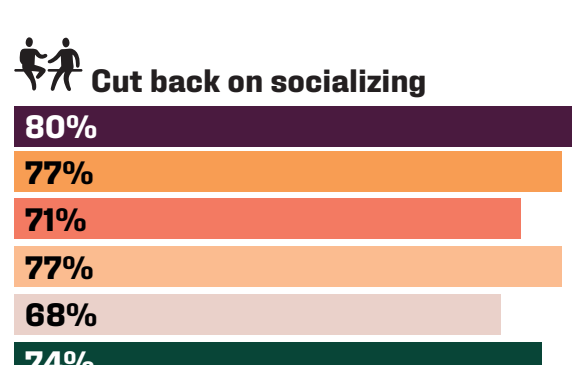
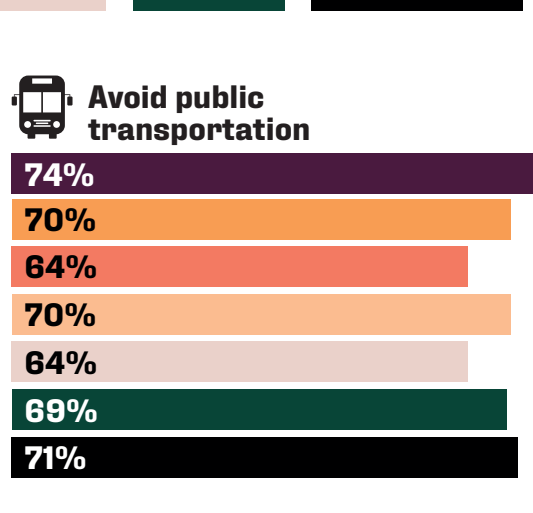
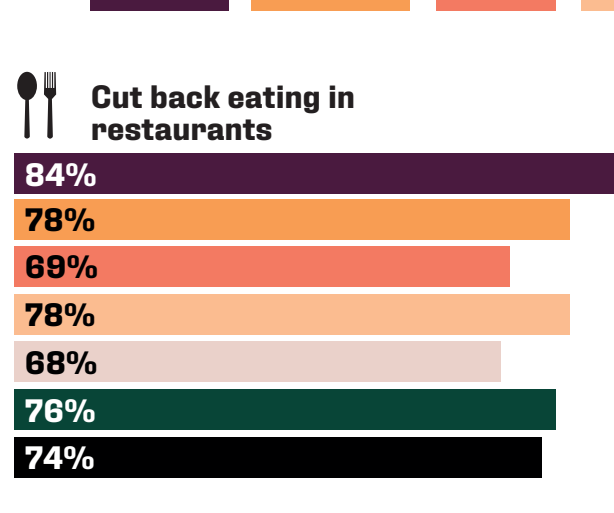
How long do you think we will continue to need to avoid crowds and close or restrict businesses?

2 months or longer
81%
+2% since last week

longer than 6 months
38%
+2% since last week

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

Key April 17-19 June 26-28 July 3-5 July 10-12 July 17-19 July 24-26 July 31-August 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