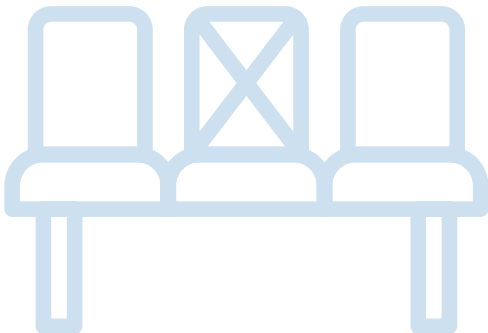




DATA TO DRIVE YOUR BUSINESS FORWARD

Latest findings from our COVID-19 and Emerging Trends Research

Wave 6: August 2020



INTRODUCTION

Welcome to Wave 6 of Win BIG Media's comprehensive study of recent events, including civic unrest and the COVID-19 pandemic. This report is part of Win BIG Media's exclusive data partner series capturing evolving consumer sentiment in real-time. In market since March, we are continuously monitoring and analyzing the pulse of the consumer through it all – the initial shock & confusion, states closing and reopening, masks and PPE, protests, brand responses and statements, resurgence and more.

This wave of research reflects a return to levels of concern initially observed in March and April. Economic concern remains high and health-related concerns have steadily increased. There's a general acceptance that life may not return to normal for a year or more. But this report, and the deep insights available exclusively through Win BIG Media's data partner, are more than a bellwether for dire circumstances. This proprietary data set, which includes 1,017 unique attributes related to coronavirus, racial inequality and other events, helps brands and agencies make critical decisions during this turbulent time.

Our clients, including industry leaders from various industries like financial services, CPG and media & entertainment, use this vital research to drive decisions about marketing, product development, customer experience, media and more. As data-driven leaders, they know the freshest data is required to fuel growth, optimize return on investment and prevent churn in the best of times. It's even more important now.

Win BIG Media and our Data Partners pioneered a robust approach to analyzing deep, dynamic data sets to support the ability of organizations to monitor and respond to shifts in consumer sentiment.

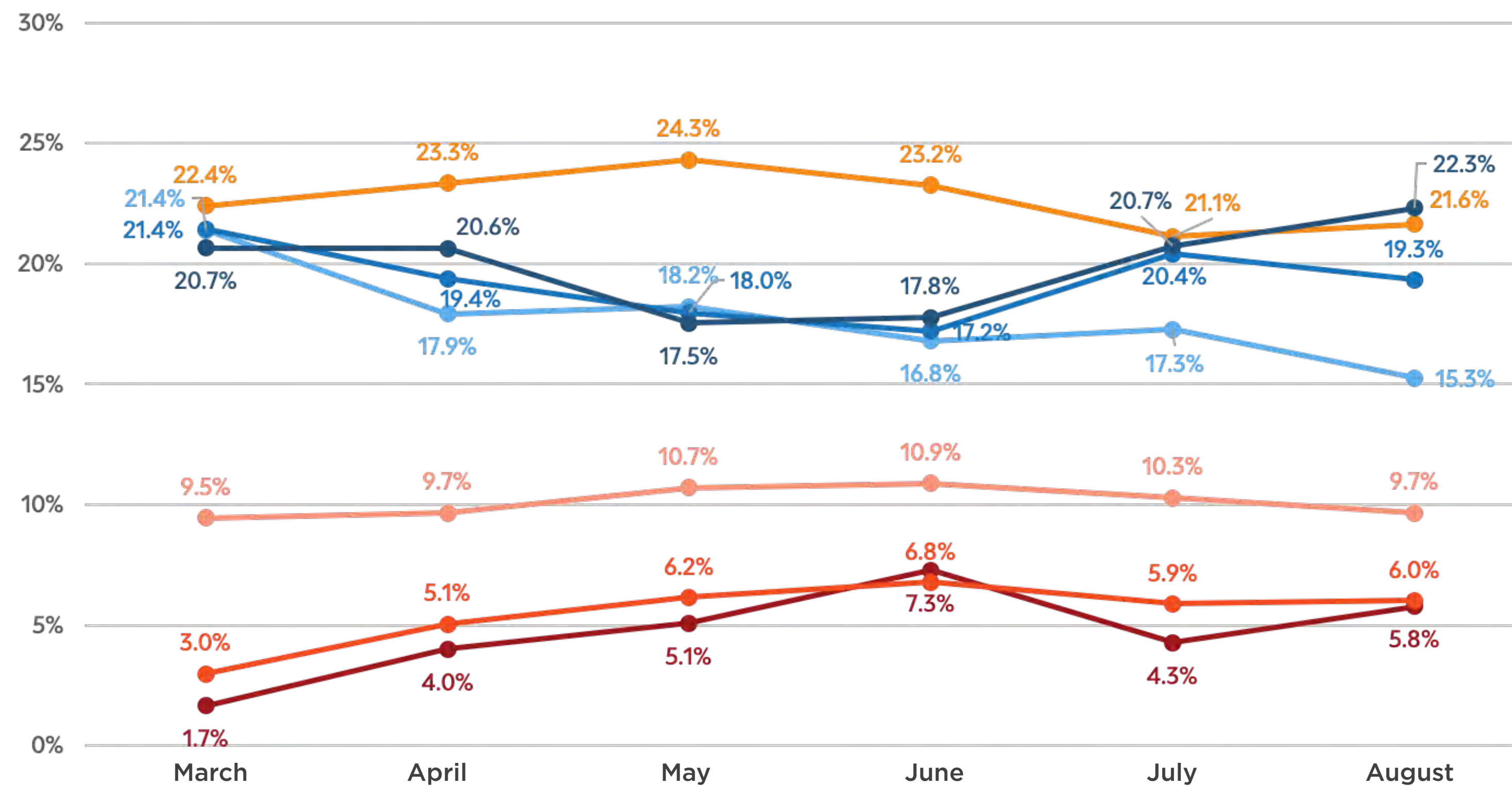
The last few months have illustrated a clear fact: your customers and prospects are more than a proxy-built audience. They are humans and, to engage with them in a meaningful way, you need to understand them as such.

This report also contains new research on Black Lives Matter, credit card usage, Facebook sentiment and holiday plans. This reflection on recent events is critical as you make decisions about where and how to invest your marketing efforts. If you're depending on data from February, April, or even June, to guide your decision-making, you're building your future on quicksand. Your customers are changing the way they think, shop, engage and decide from week-to-week and even minute-to-minute. We are confident that you'll be challenged to find a platform with the same depth, breadth and freshness of critical consumer sentiment data. With this latest report, you can analyze and identify trends to guide your go-to-market over 6 waves of research. It's literally the pulse of the people across industries, including financial services, travel, retail, media, politics and more.

From custom research to data enrichment, A.I.-powered segmentation, data append and seamless activation, Win BIG Media is your future-proof consumer intelligence partner. We continue to refresh and extend our proprietary, AI-driven research weekly to deliver the intelligence you need to effectively manage your business to not only survive but thrive in 2020 and beyond.

SENTIMENT

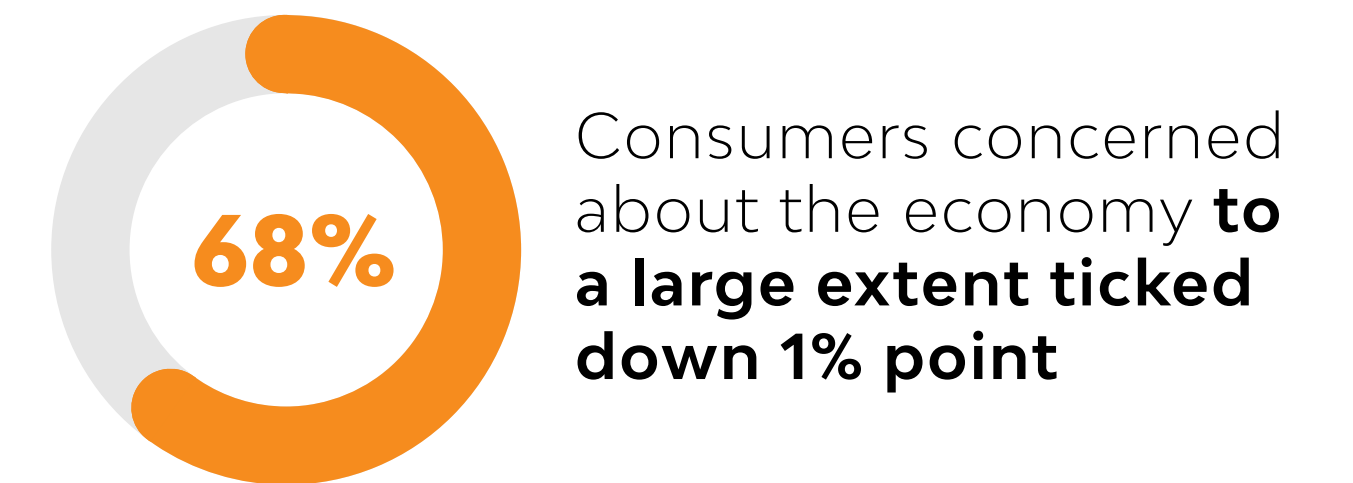
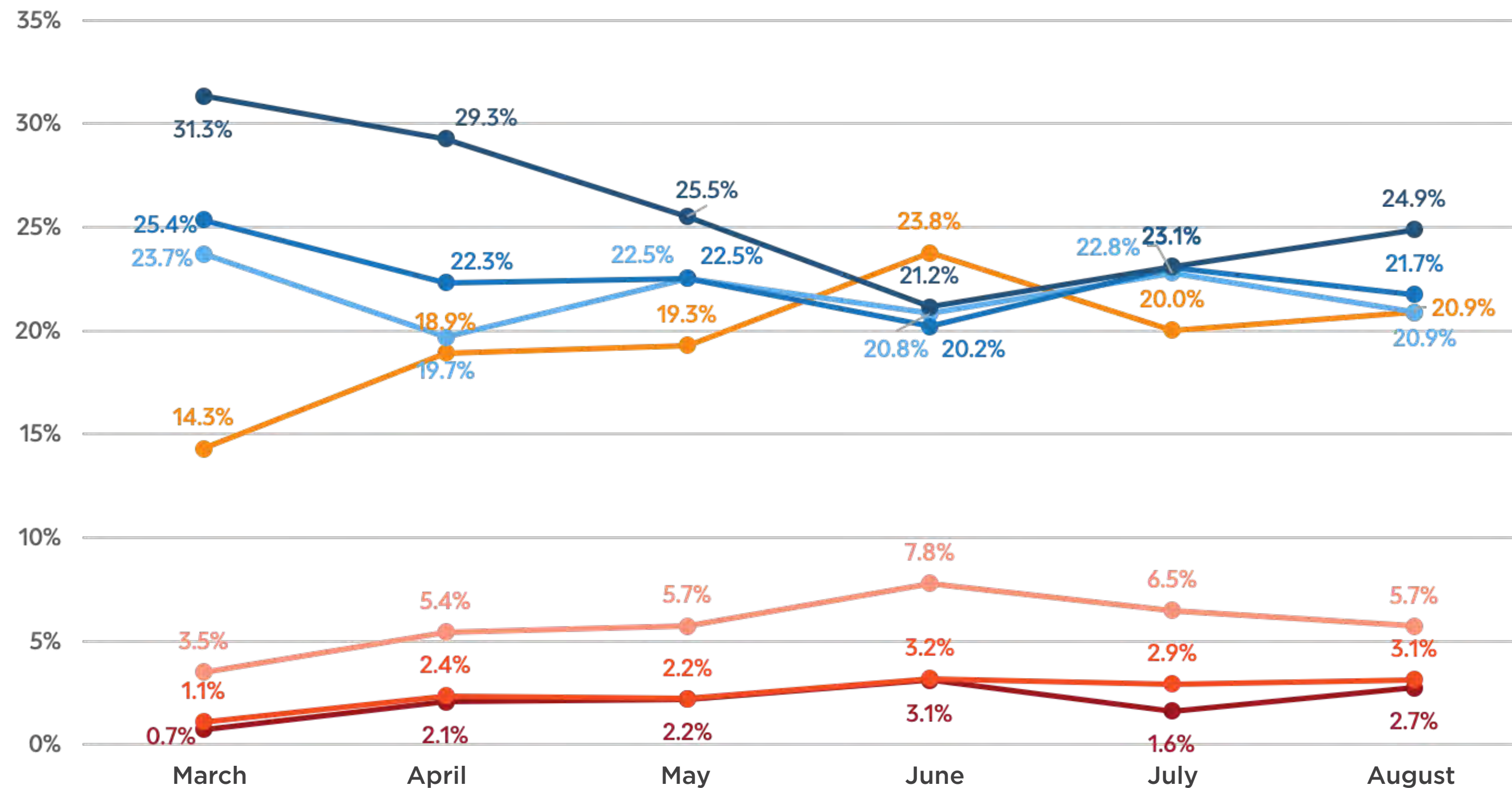
Q1 Overall, to what extent are you concerned about the **health-related consequences** of the coronavirus situation?



The percentage of people **extremely worried about the health-related consequences of COVID-19** reached an all-time high in late July

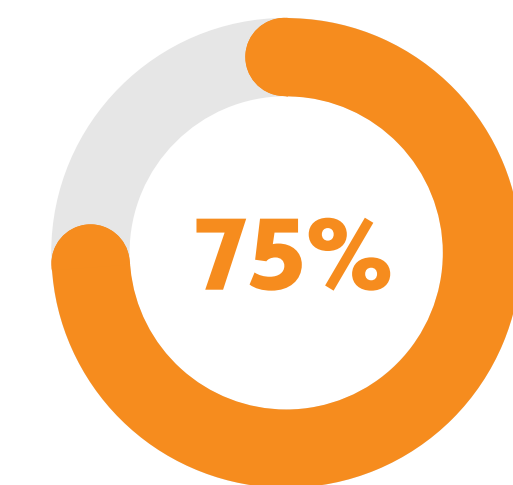
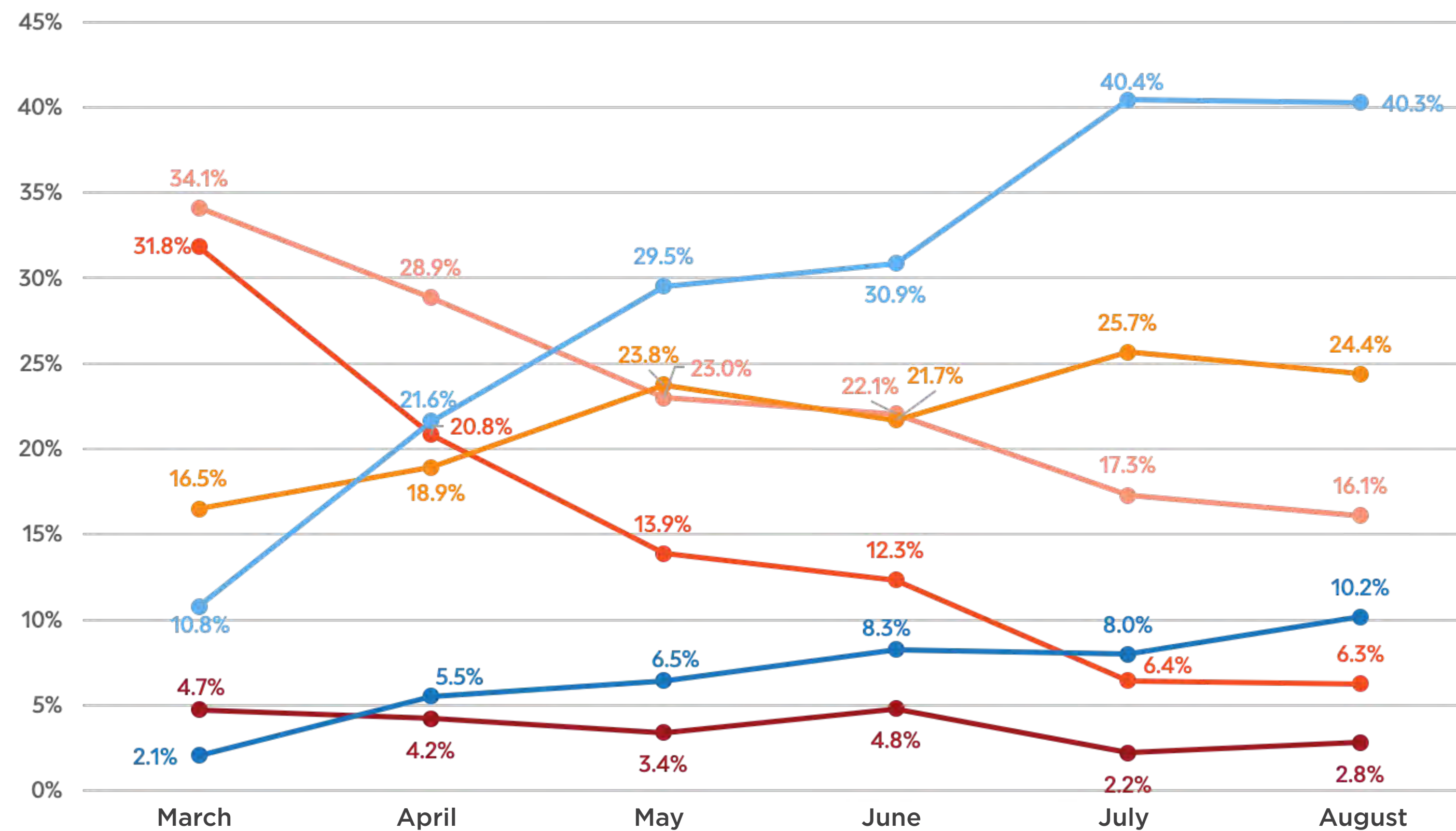
SENTIMENT

Q2 Overall, to what extent are you concerned about the **economic-related consequences** of the coronavirus situation?



SENTIMENT

Q3 Thinking about the coronavirus situation, how soon do you believe that your life will largely return to "normal"?



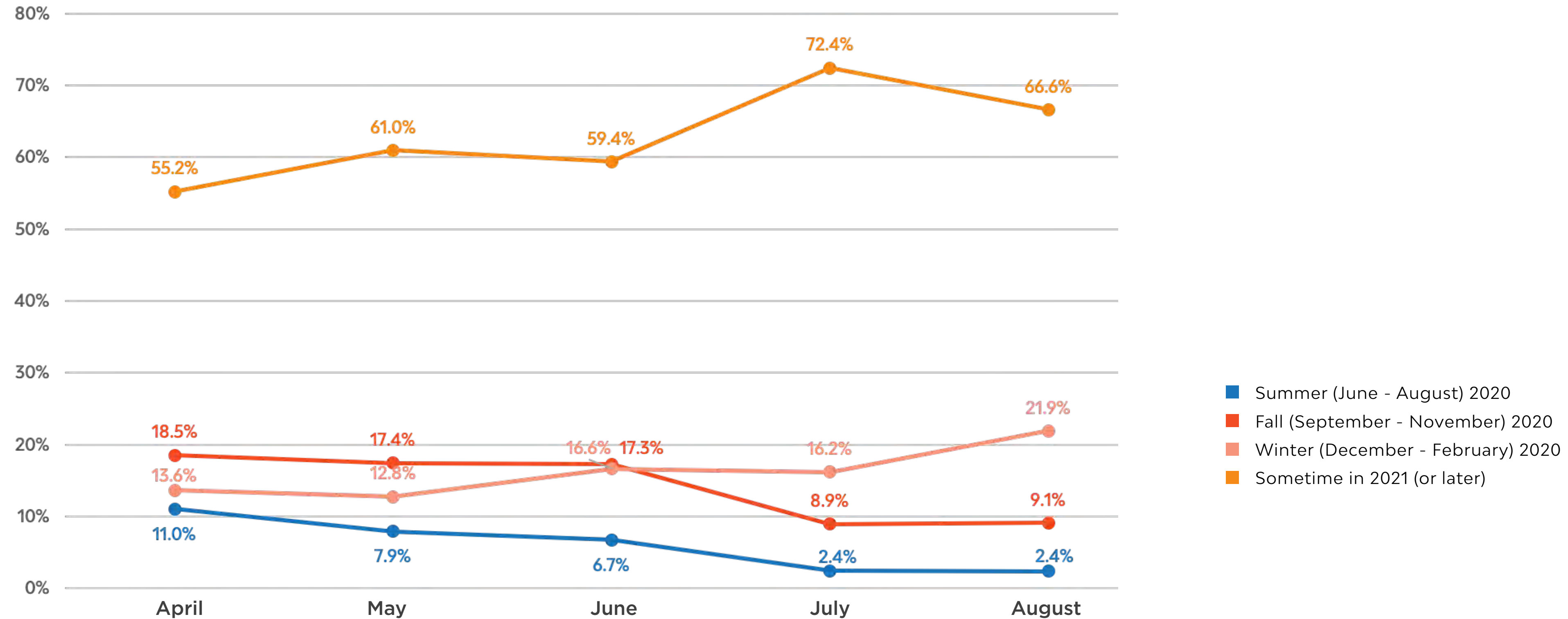
75% of consumers believe it will take **7 months or longer** for life to return to normal, if at all

- 1 month or less
- 2 to 3 months
- 4 to 6 months
- 7 to 12 months
- More than 1 year
- Never

SENTIMENT

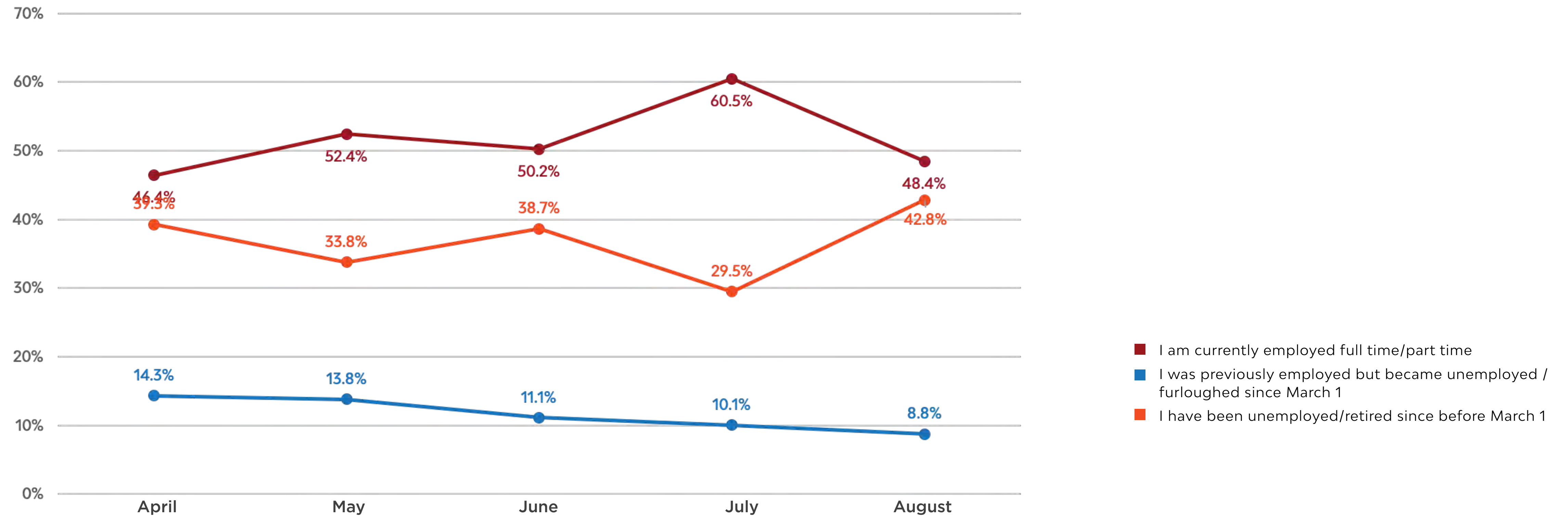
Q4

When do you believe the United State's economy will return to "normal," as it was before the coronavirus situation began?



CURRENT STATE

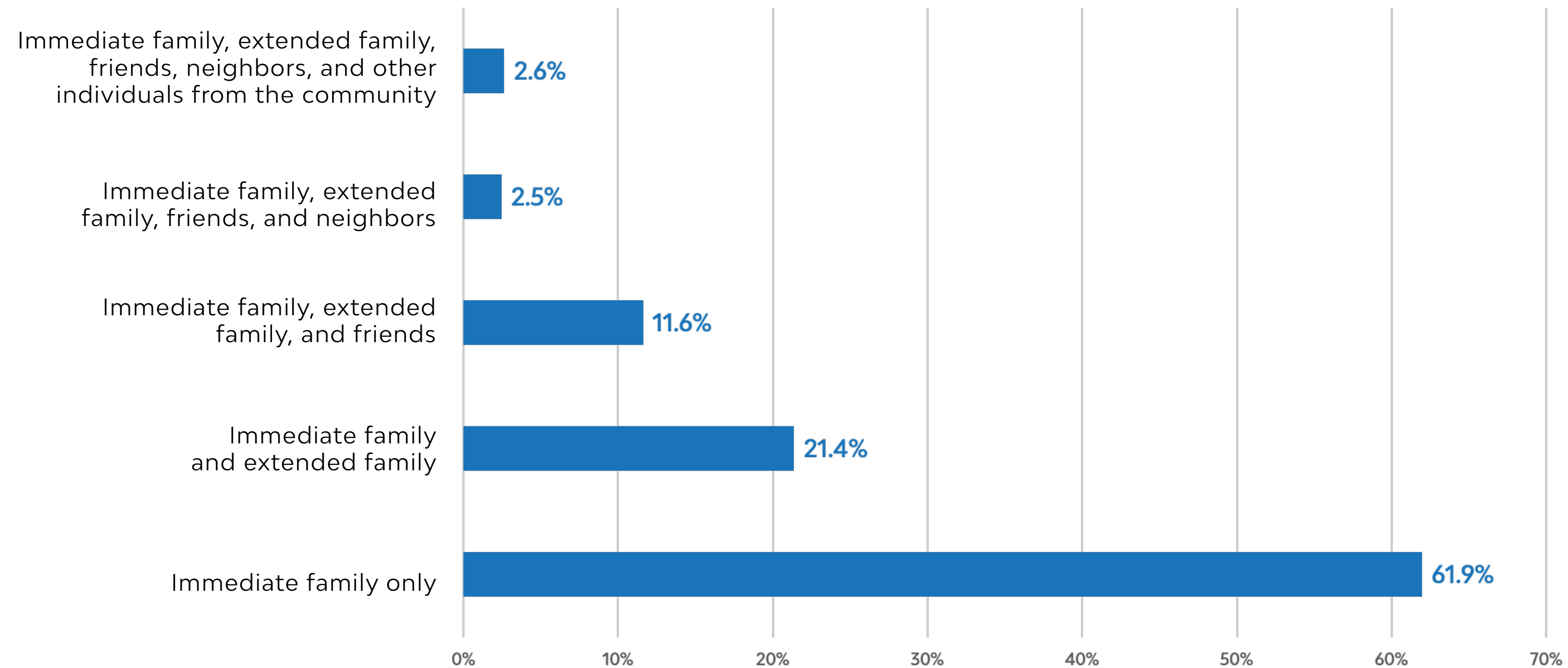
Q5 Which of the following best describes your work situation?



GATHERING

Q6

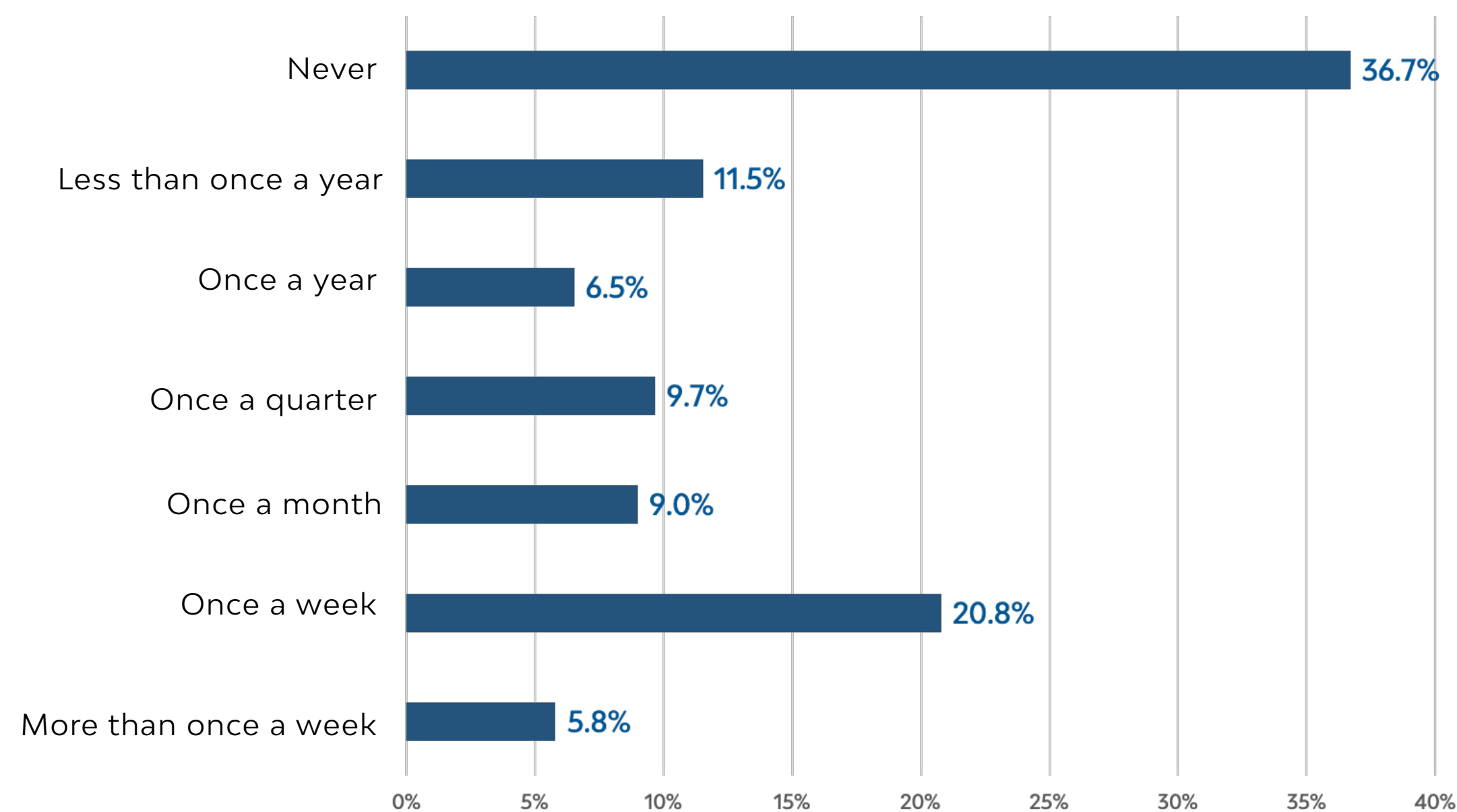
Which of the following statements most closely describes the people with whom you anticipate celebrating the upcoming holidays during the remainder of this year (e.g., Labor Day, Thanksgiving, Christmas/Hanukkah/Kwanzaa)?



GATHERING

Q7

How frequently will you attend **church**, when all the restrictions in your state related to the coronavirus situation were/are removed?



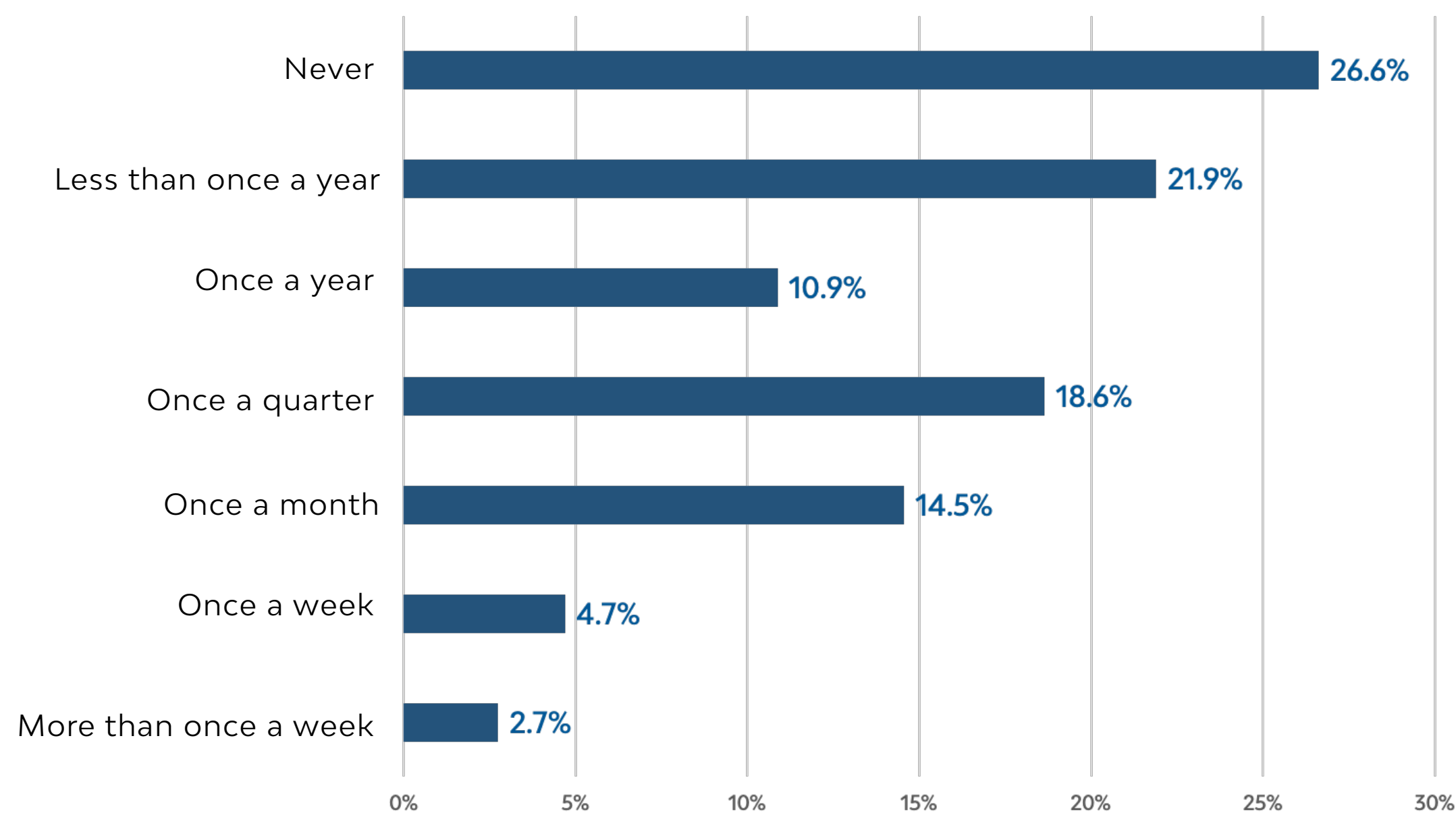
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	6.0%	5.5%	3.7%	12.9%
When the rate of deaths/infections significantly decrease	36.5%	26.0%	33.2%	29.5%
When a vaccine becomes widely available	41.7%	33.4%	40.0%	34.2%
Forced social distancing	26.7%	25.3%	30.4%	30.2%
Everyone wearing masks/gloves	28.8%	28.1%	35.9%	34.0%
Never	9.8%	10.4%	10.1%	21.0%
Don't know/not sure	9.8%	11.5%	7.6%	14.9%

GATHERING

Q8

How frequently will you go to crowded activities with **hundreds** of people (e.g., movie theaters, etc.), when all the restrictions in your state related to the coronavirus situation were/are removed?



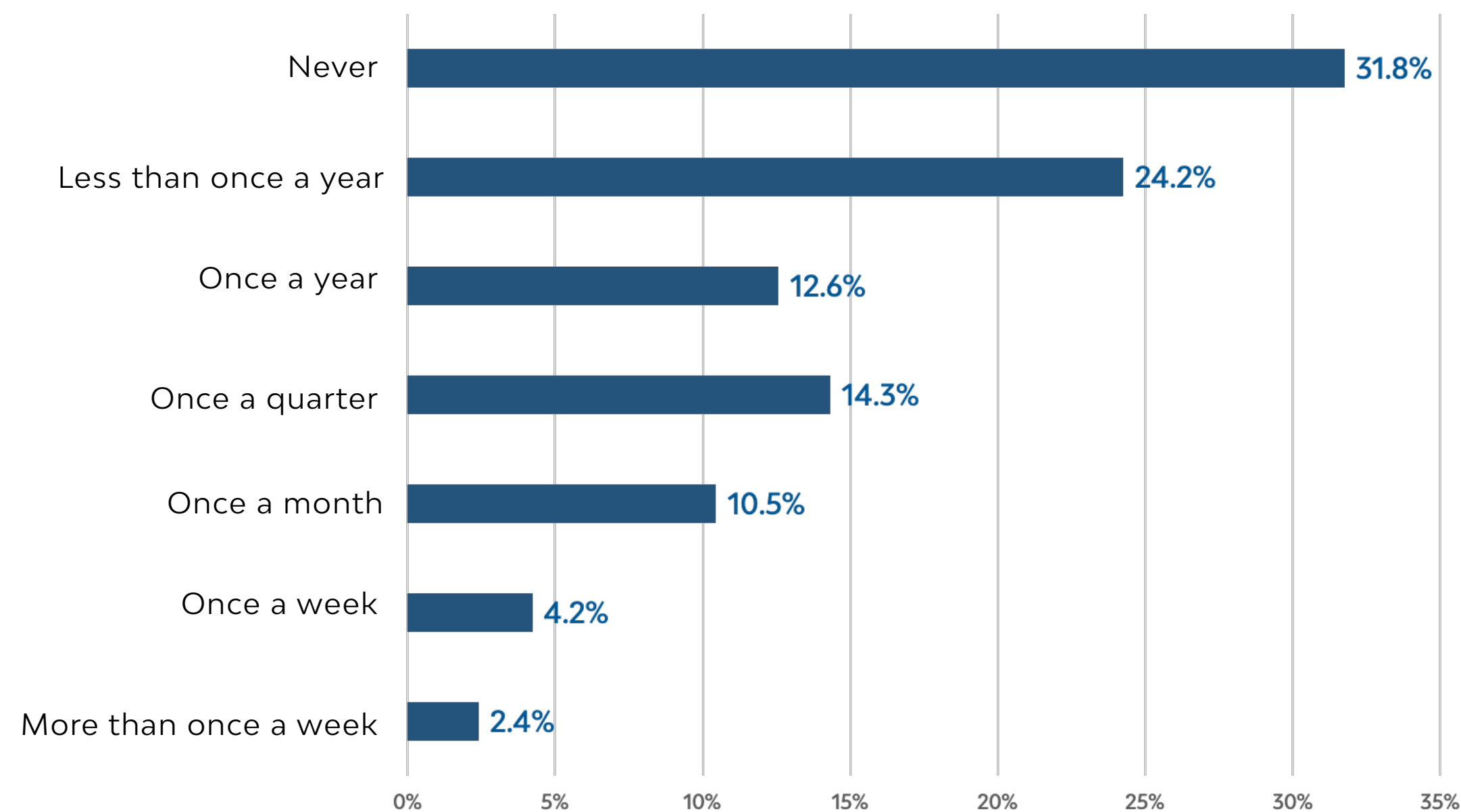
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	7.2%	7.1%	5.3%	12.3%
When the rate of deaths/infections significantly decrease	43.2%	35.1%	43.0%	36.6%
When a vaccine becomes widely available	52.1%	46.7%	53.4%	48.1%
Forced social distancing	29.8%	29.8%	34.2%	30.3%
Everyone wearing masks/gloves	29.8%	31.5%	38.2%	35.1%
Never	5.0%	6.2%	5.9%	12.9%
Don't know/not sure	8.2%	9.9%	7.1%	14.0%

GATHERING

Q9

How frequently will you go to crowded activities with **thousands** of people (e.g., attending a concert, sporting events, malls, etc.), when all the restrictions in your state related to the coronavirus situation were/are removed?



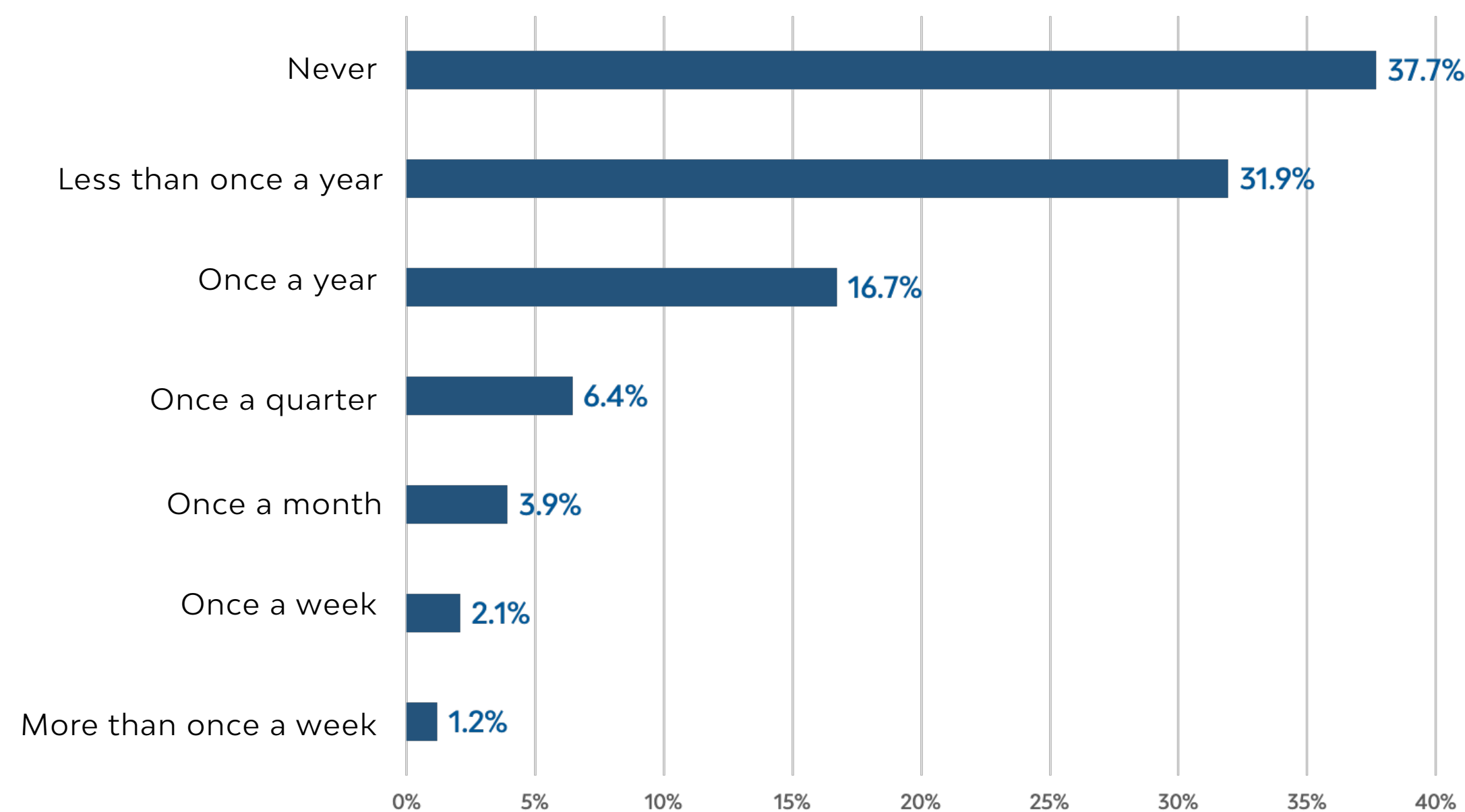
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	7.0%	7.4%	6.2%	11.5%
When the rate of deaths/infections significantly decrease	41.1%	32.3%	40.5%	34.3%
When a vaccine becomes widely available	52.1%	45.3%	52.2%	46.5%
Forced social distancing	24.6%	25.7%	29.2%	25.9%
Everyone wearing masks/gloves	26.3%	27.3%	33.1%	31.6%
Never	7.5%	9.3%	8.9%	17.0%
Don't know/not sure	10.1%	10.7%	8.7%	14.4%

GATHERING

Q10

How frequently will you visit a **theme park** (e.g., Universal Studios, Disney World, Six Flags, etc.), when all the restrictions in your state related to the coronavirus situation were/are removed?



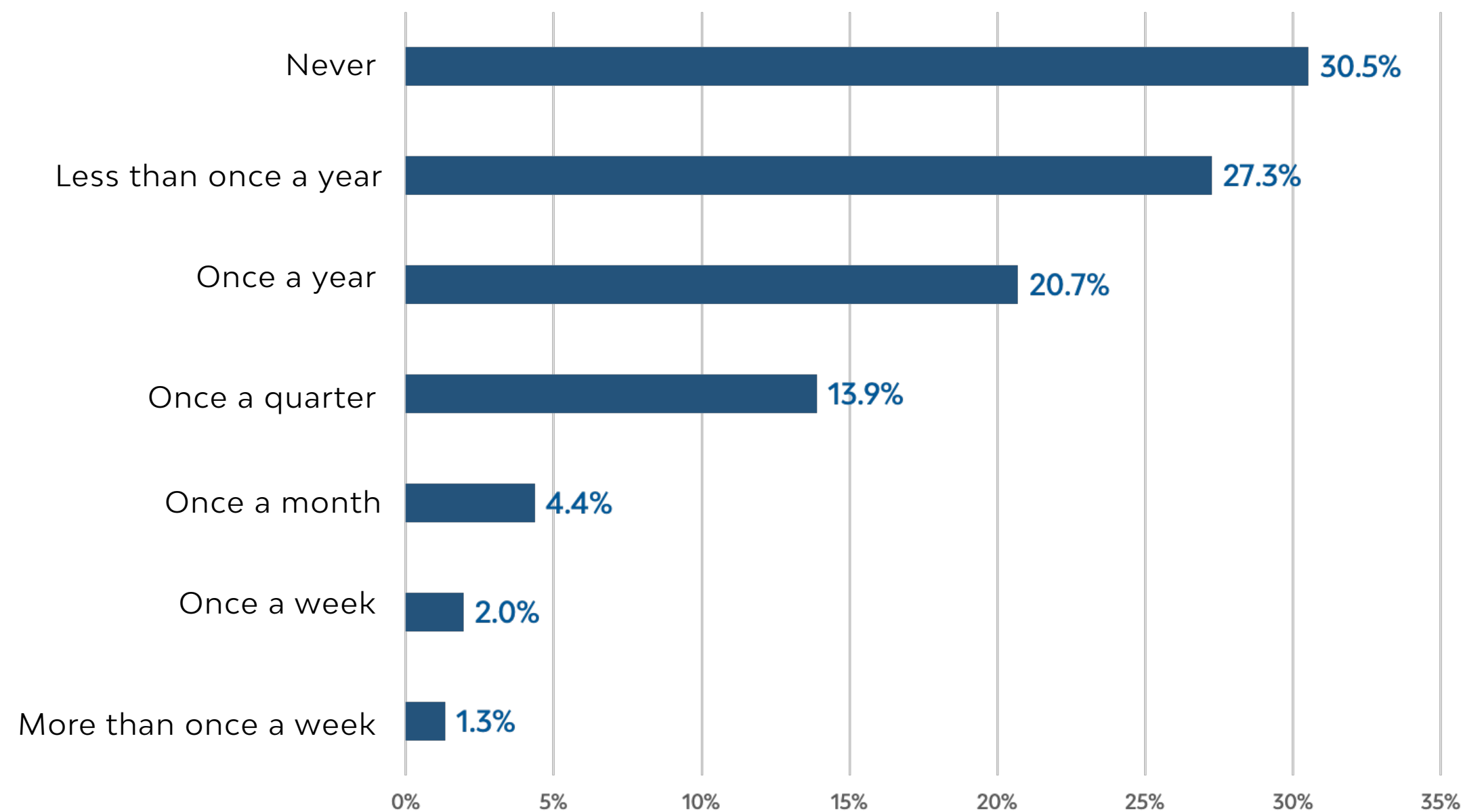
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	7.3%	6.8%	6.1%	11.1%
When the rate of deaths/infections significantly decrease	38.2%	29.8%	37.3%	32.8%
When a vaccine becomes widely available	48.8%	40.7%	49.0%	42.9%
Forced social distancing	22.8%	22.6%	28.0%	27.5%
Everyone wearing masks/gloves	23.6%	23.4%	30.0%	30.9%
Never	9.1%	12.1%	9.8%	20.3%
Don't know/not sure	11.2%	12.7%	10.1%	14.8%

TRAVEL

Q11

How frequently will you travel on an **airplane or train**, when all the restrictions in your state related to the coronavirus situation were/are removed?



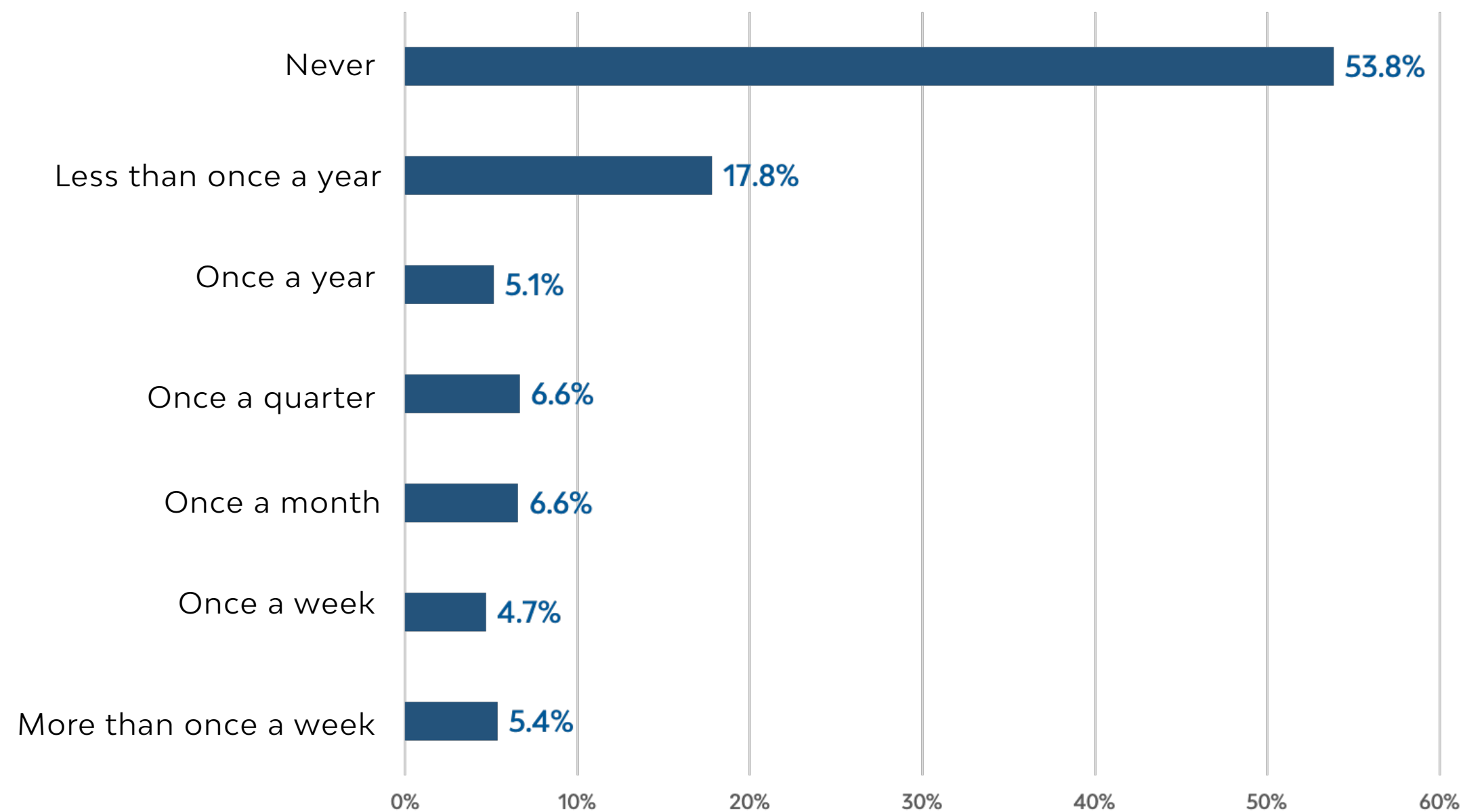
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	7.3%	7.3%	6.0%	11.2%
When the rate of deaths/infections significantly decrease	39.0%	30.7%	39.1%	36.3%
When a vaccine becomes widely available	45.8%	40.8%	46.1%	46.3%
Forced social distancing	27.0%	26.4%	32.7%	30.4%
Everyone wearing masks/gloves	31.5%	29.8%	37.1%	38.7%
Never	6.4%	9.0%	7.1%	15.2%
Don't know/not sure	10.1%	11.9%	8.8%	13.4%

TRAVEL

Q12

How frequently will you ride **mass transit** (e.g., bus, subway), when all the restrictions in your state related to the coronavirus situation were/are removed?



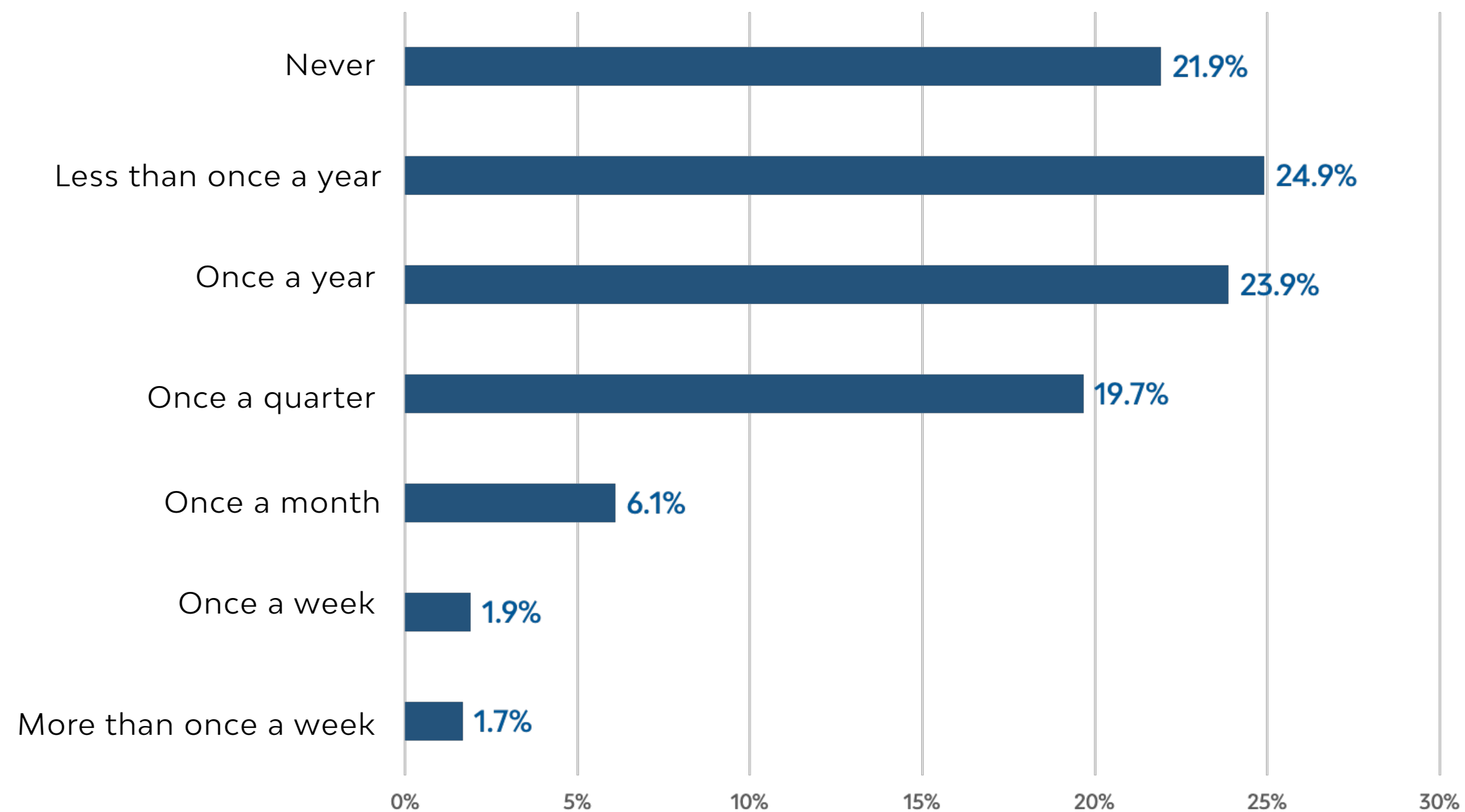
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	6.4%	6.6%	5.8%	8.8%
When the rate of deaths/infections significantly decrease	36.3%	27.8%	34.7%	27.1%
When a vaccine becomes widely available	43.6%	37.5%	43.7%	37.2%
Forced social distancing	25.1%	24.7%	30.6%	24.8%
Everyone wearing masks/gloves	29.7%	27.3%	35.7%	31.8%
Never	11.7%	15.0%	12.9%	27.4%
Don't know/not sure	11.7%	12.6%	10.6%	13.8%

TRAVEL

Q13

How frequently will you stay at a **large hotel chain**, when all the restrictions in your state related to the coronavirus situation were/are removed?



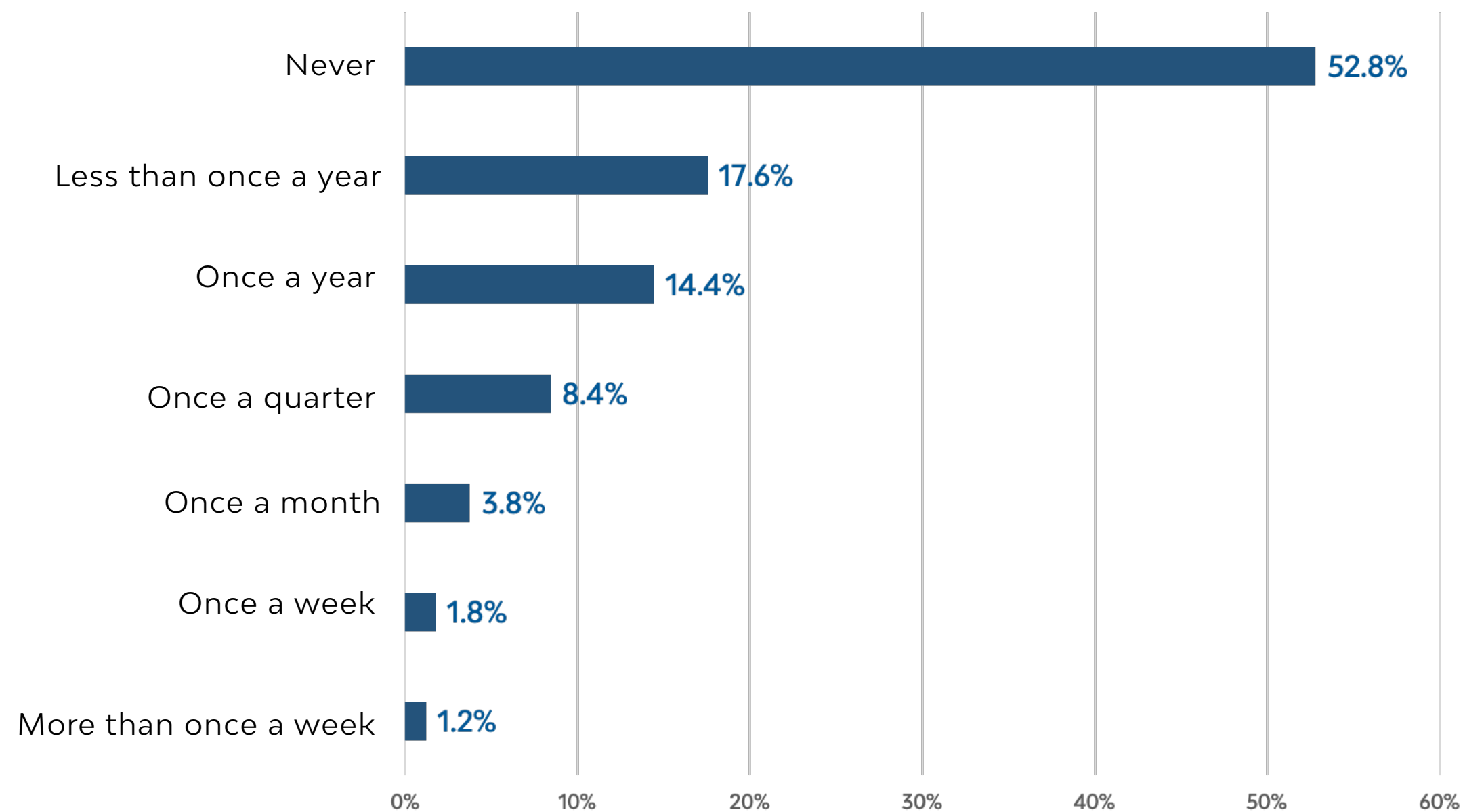
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	6.5%	7.6%	5.8%	13.4%
When the rate of deaths/infections significantly decrease	32.9%	29.1%	35.6%	39.4%
When a vaccine becomes widely available	37.6%	35.9%	39.2%	44.8%
Forced social distancing	19.2%	21.3%	24.6%	30.7%
Everyone wearing masks/gloves	21.7%	23.1%	29.3%	37.5%
Never	4.3%	6.0%	4.7%	9.7%
Don't know/not sure	10.2%	11.9%	9.4%	15.3%

TRAVEL

Q14

How frequently will you **rent a room or home** (e.g., Airbnb), when all the restrictions in your state related to the coronavirus situation were/are removed?



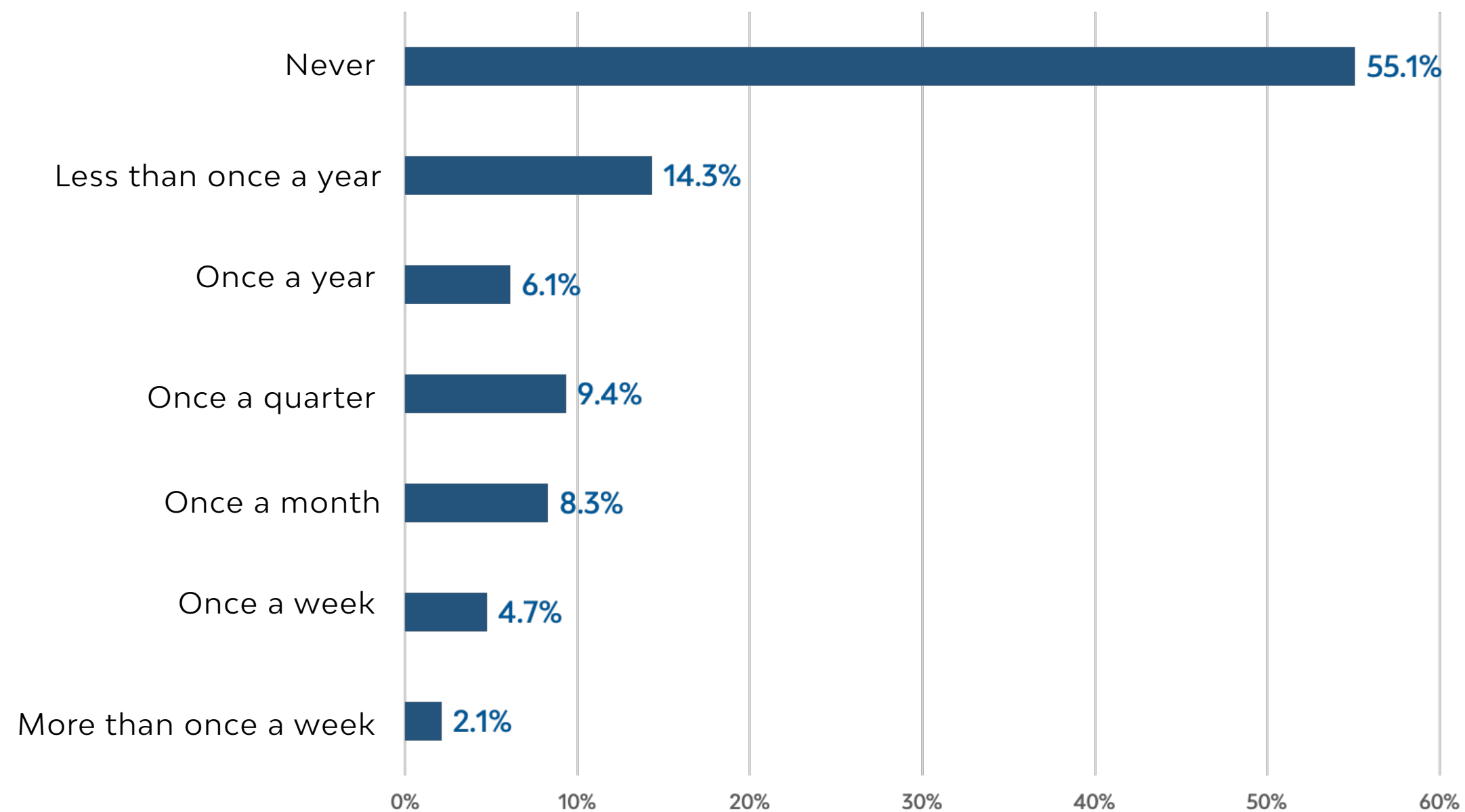
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	6.1%	5.9%	4.8%	9.9%
When the rate of deaths/infections significantly decrease	28.4%	21.6%	28.3%	25.8%
When a vaccine becomes widely available	34.6%	30.5%	34.4%	32.4%
Forced social distancing	13.6%	13.8%	15.6%	17.2%
Everyone wearing masks/gloves	15.0%	15.8%	18.9%	21.9%
Never	14.8%	18.7%	15.8%	30.2%
Don't know/not sure	14.2%	14.0%	13.2%	16.9%

TRAVEL

Q15

How frequently will you travel with a **ride share service** (e.g., Uber, Lyft), when all the restrictions in your state related to the coronavirus situation were/are removed?



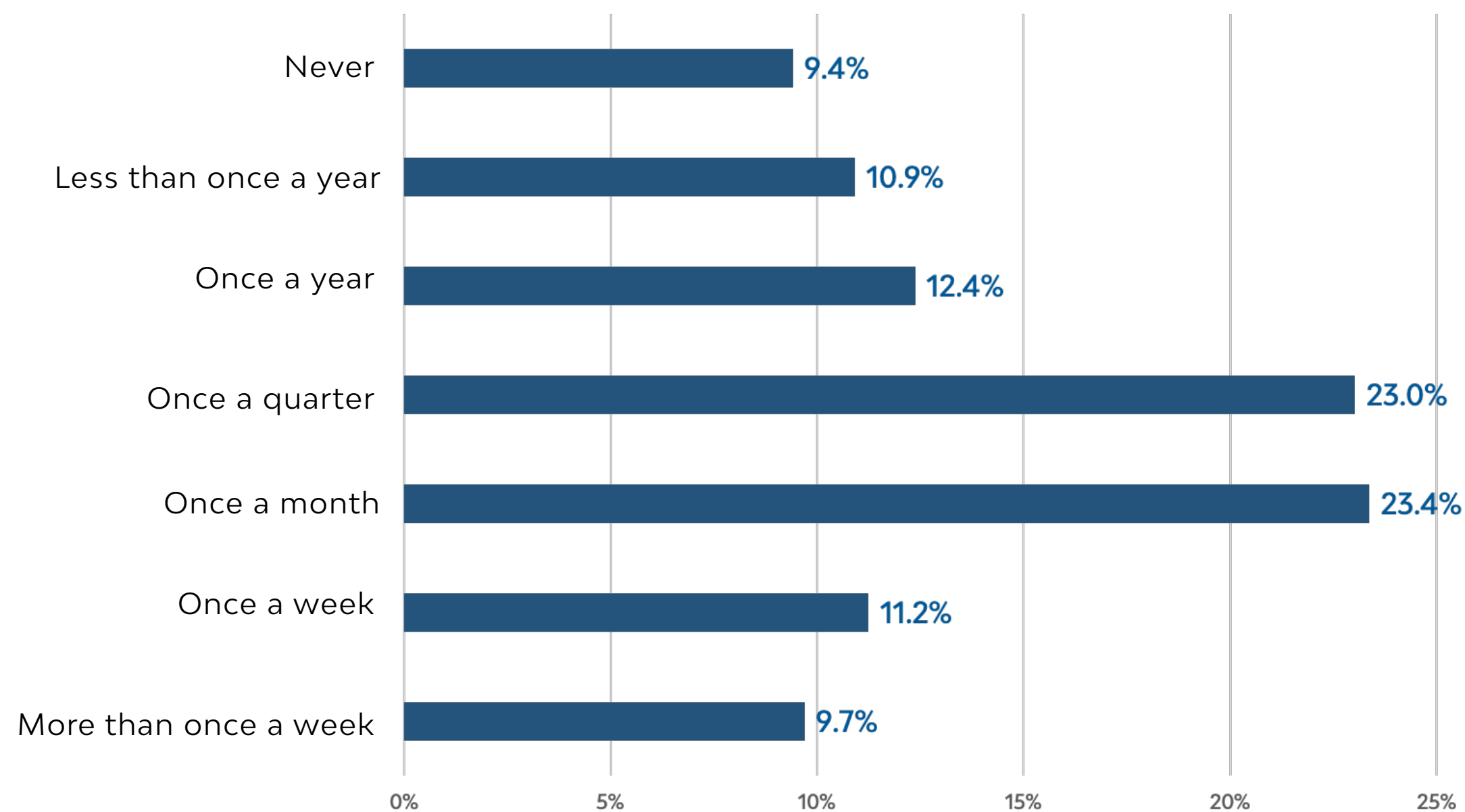
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	5.2%	5.8%	4.7%	8.4%
When the rate of deaths/infections significantly decrease	29.2%	23.2%	28.8%	24.2%
When a vaccine becomes widely available	34.7%	31.3%	34.8%	30.5%
Forced social distancing	13.4%	14.3%	17.0%	17.0%
Everyone wearing masks/gloves	23.4%	22.4%	28.9%	28.7%
Never	15.3%	19.7%	16.6%	32.2%
Don't know/not sure	13.1%	13.5%	12.0%	14.6%

TRAVEL

Q16

How frequently will you travel **within your state**, when all the restrictions in your state related to the coronavirus situation were/are removed?



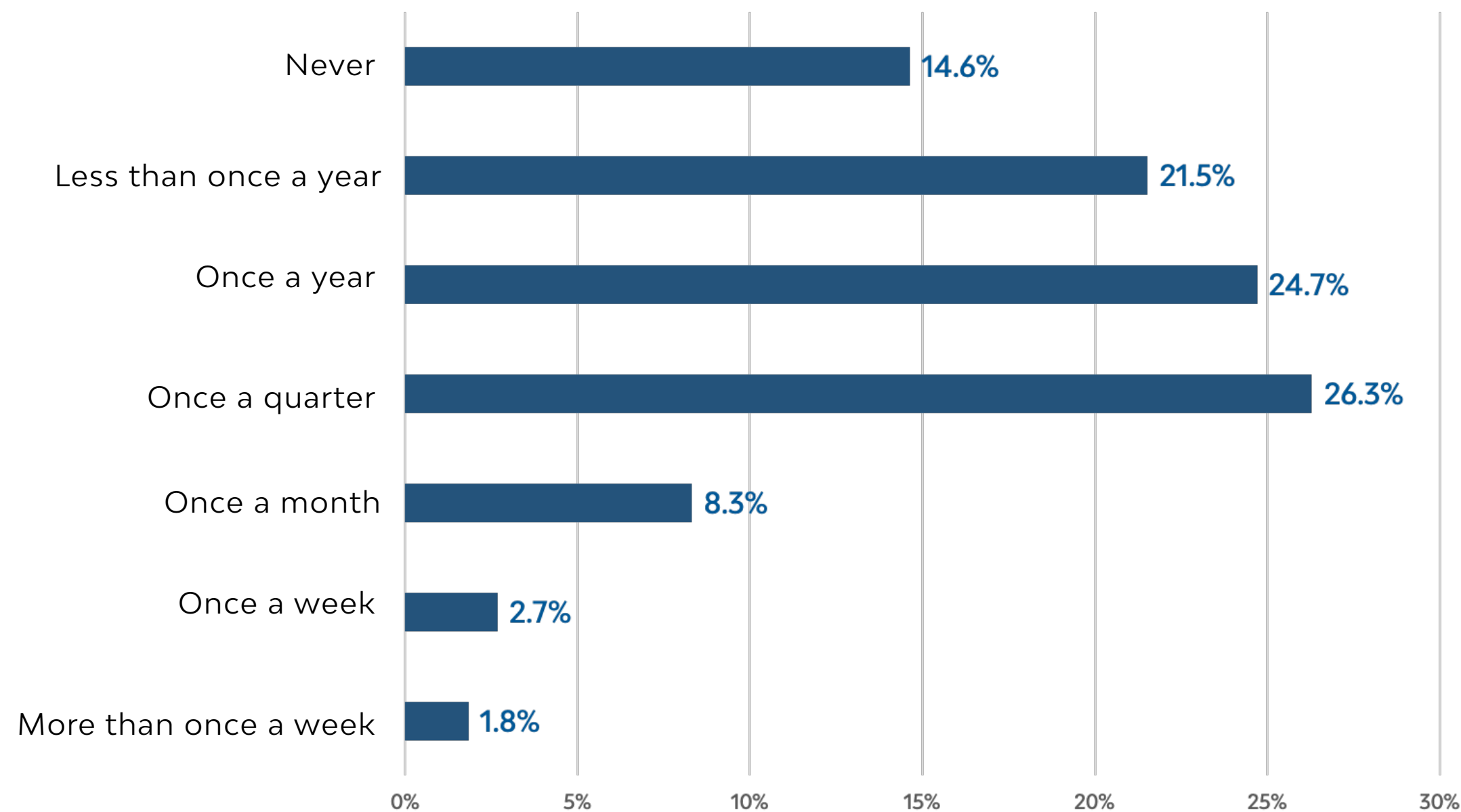
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	4.3%	5.5%	5.0%	14.5%
When the rate of deaths/infections significantly decrease	25.4%	24.5%	31.0%	44.1%
When a vaccine becomes widely available	27.2%	27.6%	29.8%	43.6%
Forced social distancing	17.0%	20.8%	24.1%	37.3%
Everyone wearing masks/gloves	17.4%	21.7%	28.2%	46.4%
Never	1.7%	2.9%	2.3%	4.2%
Don't know/not sure	5.7%	8.4%	5.2%	12.7%

TRAVEL

Q17

How frequently will you travel **to a different state**, when all the restrictions in your state related to the coronavirus situation were/are removed?



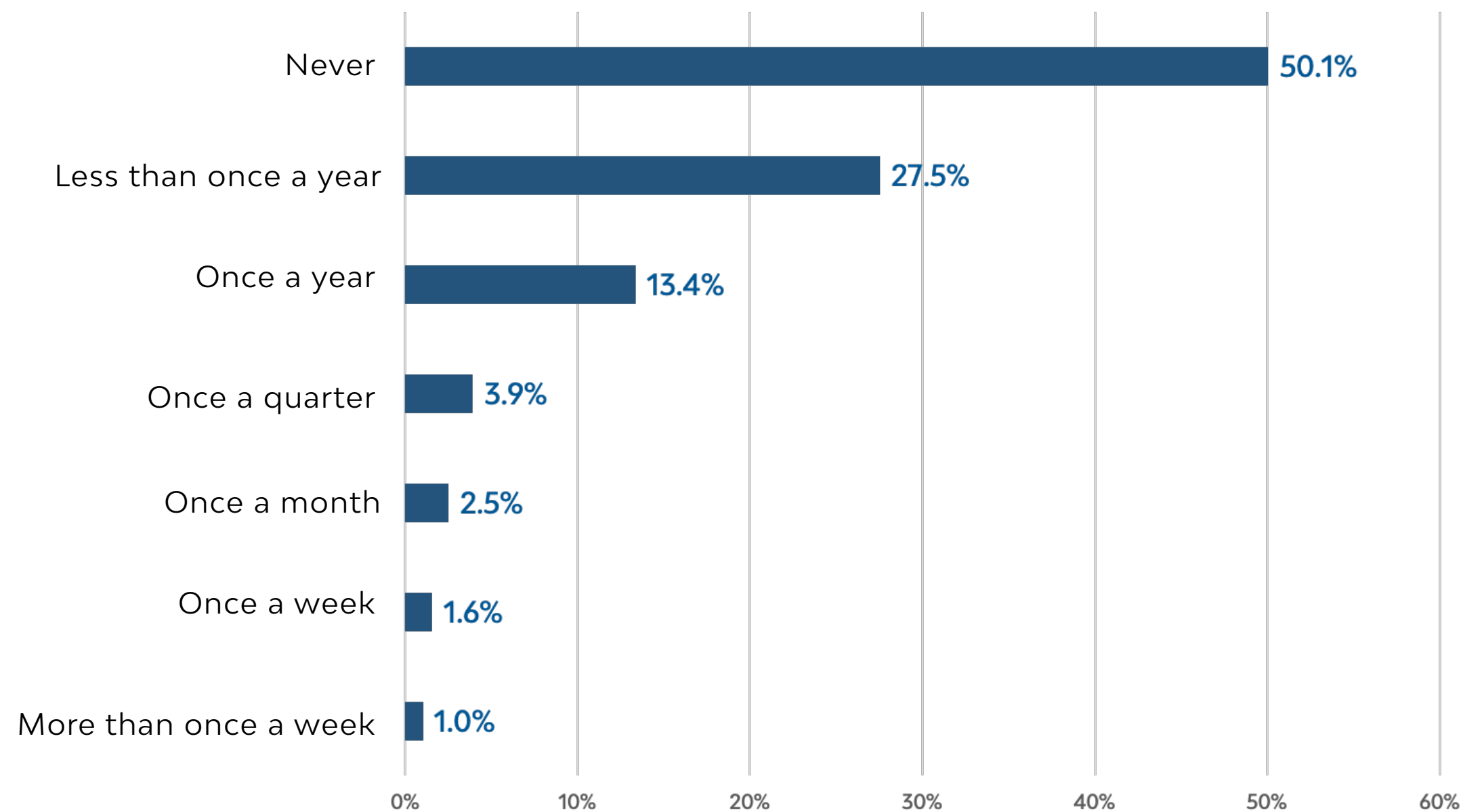
What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	6.2%	7.1%	6.4%	13.7%
When the rate of deaths/infections significantly decrease	33.9%	29.8%	37.8%	44.9%
When a vaccine becomes widely available	37.0%	34.1%	39.2%	47.9%
Forced social distancing	20.0%	21.7%	26.6%	34.4%
Everyone wearing masks/gloves	20.7%	22.7%	30.6%	40.9%
Never	2.4%	4.1%	3.0%	5.4%
Don't know/not sure	8.0%	10.4%	8.3%	14.1%

TRAVEL

Q18

How frequently will you travel **internationally**, when all the restrictions in your state related to the coronavirus situation were/are removed?

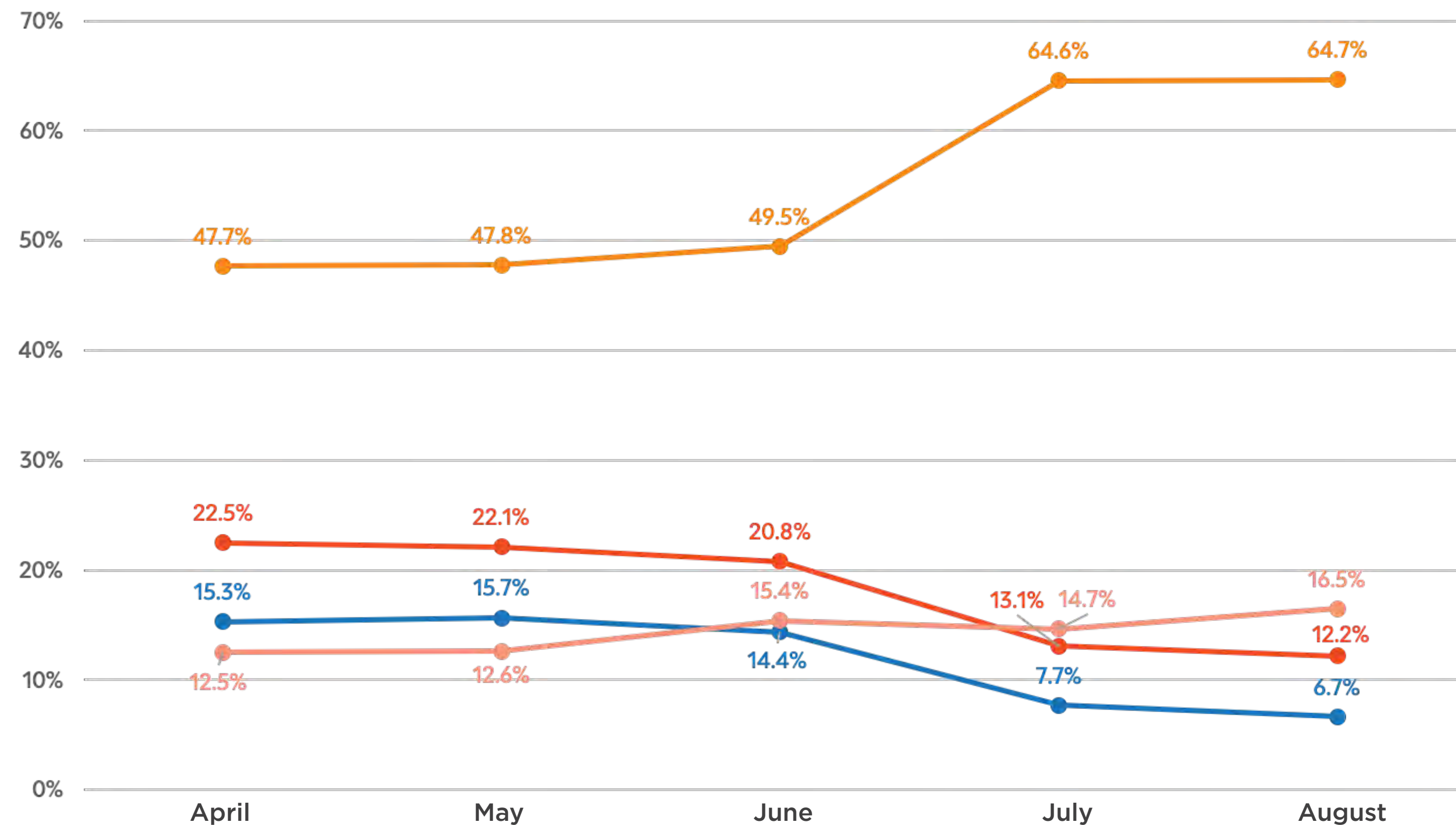


What would be REQUIRED for you to feel comfortable...? *Please select all that apply.*

Answer	May	June	July	August
Once I see/hear about others going	8.7%	8.8%	7.8%	10.2%
When the rate of deaths/infections significantly decrease	34.7%	28.5%	35.1%	30.5%
When a vaccine becomes widely available	45.0%	40.0%	46.9%	41.1%
Forced social distancing	17.9%	18.4%	21.5%	20.8%
Everyone wearing masks/gloves	20.2%	20.2%	25.0%	26.5%
Never	17.3%	18.4%	16.5%	26.6%
Don't know/not sure	13.6%	14.9%	13.7%	15.6%

TRAVEL

Q19 Thinking about the coronavirus situation, how soon do you expect your **leisure** travel activities will largely return to "normal"?

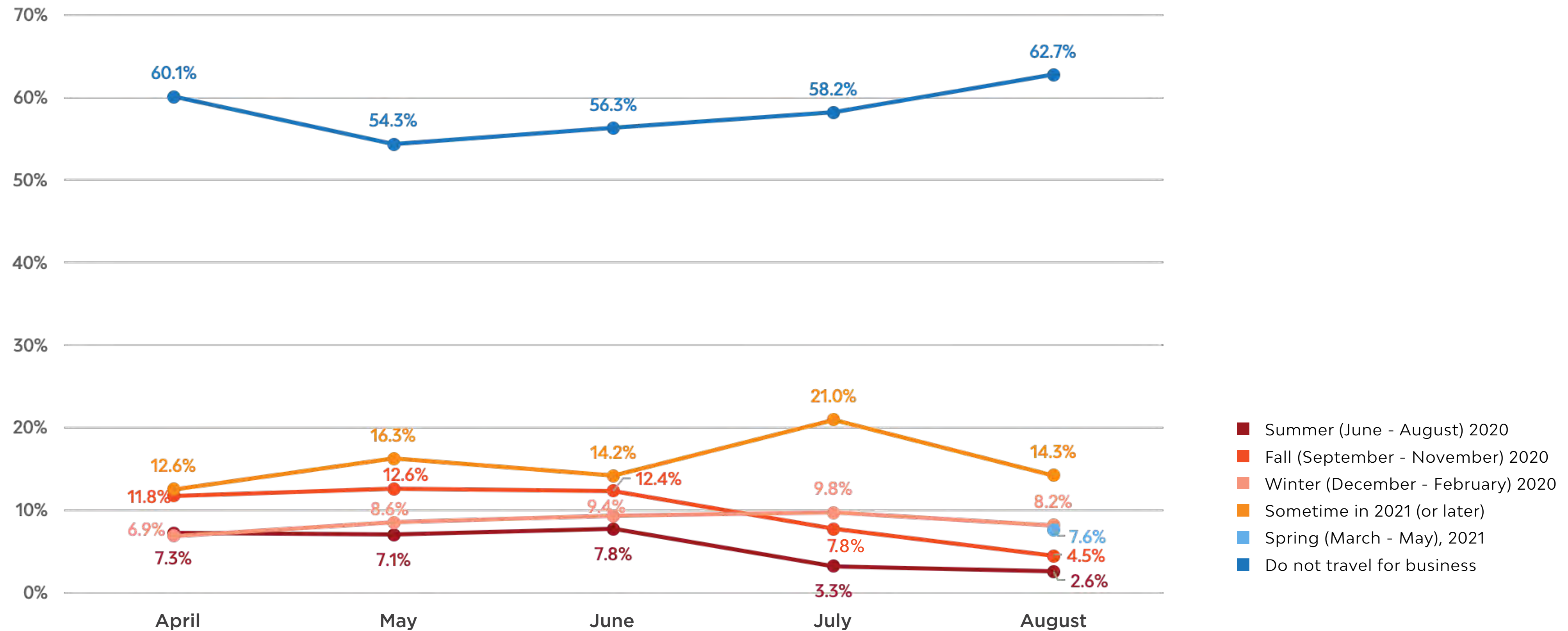


Travelers who have **pushed their leisure travel into 2021** increased +30% since early June

- Summer 2020
- Fall 2020
- Winter 2020
- Sometime in 2021 (or later)

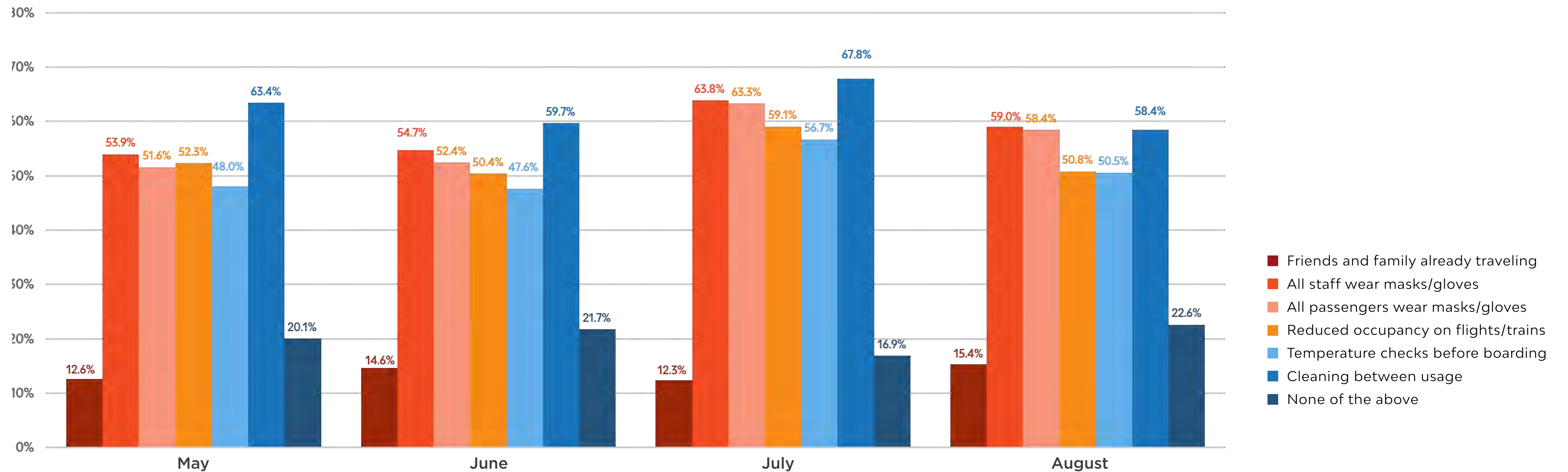
TRAVEL

Q20 Thinking about the coronavirus situation, how soon do you expect your **business** travel activities will largely return to "normal"?



TRAVEL

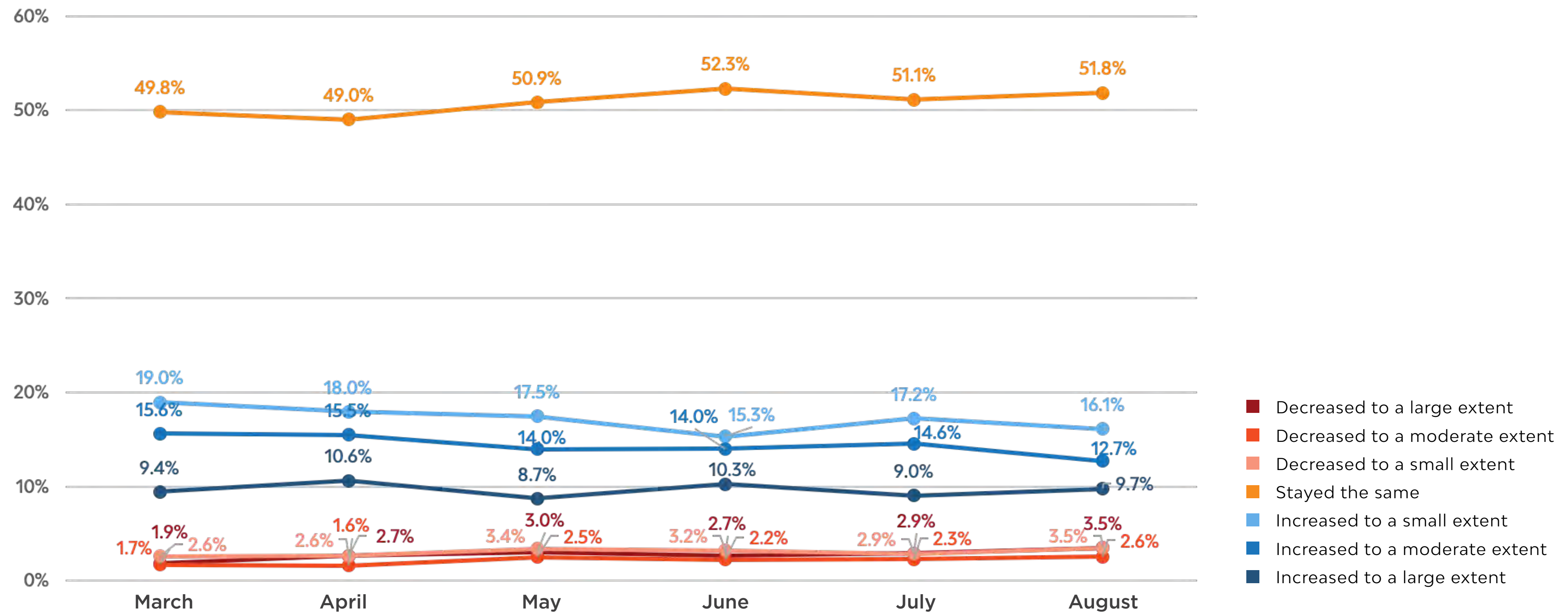
Q21 Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?



MEDIA

Q22a

As a result of the coronavirus situation, how has the frequency with which you do the following changed....
Watching broadcast TV

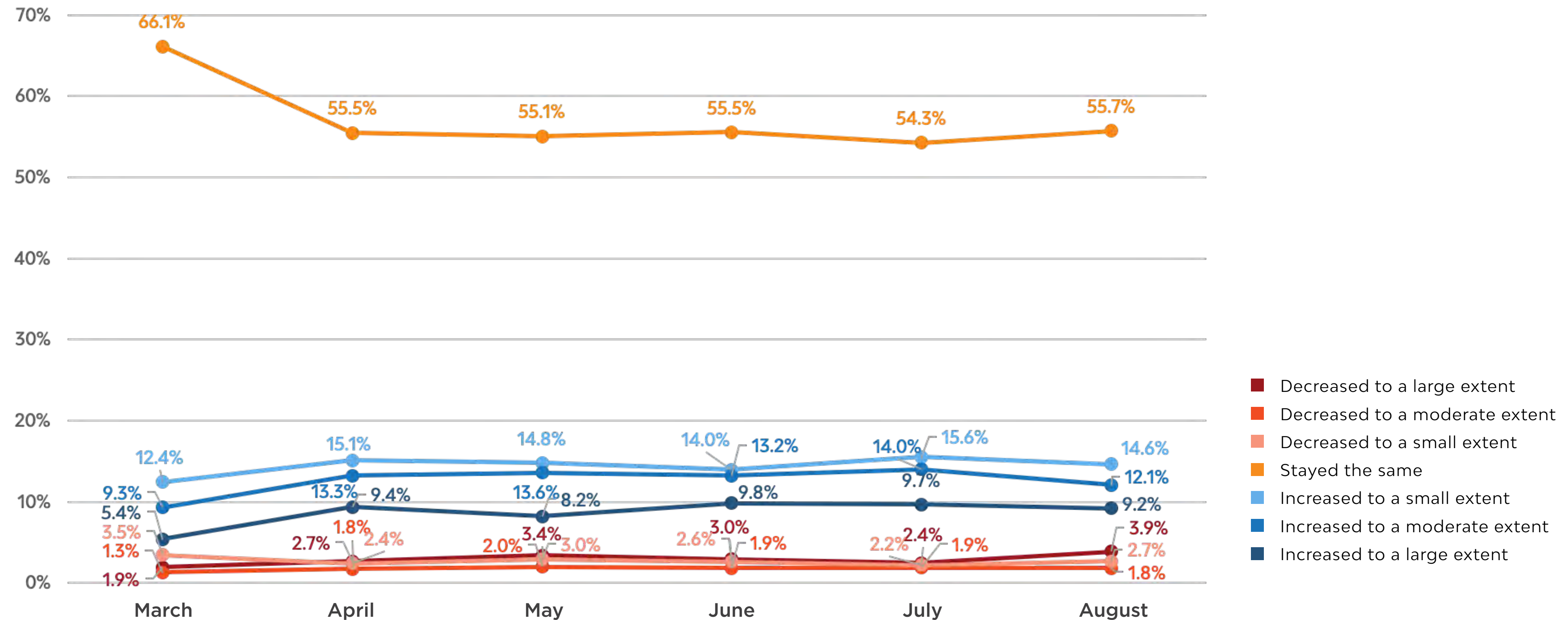


MEDIA

As a result of the coronavirus situation, how has the frequency with which you do the following changed....?

Q22b

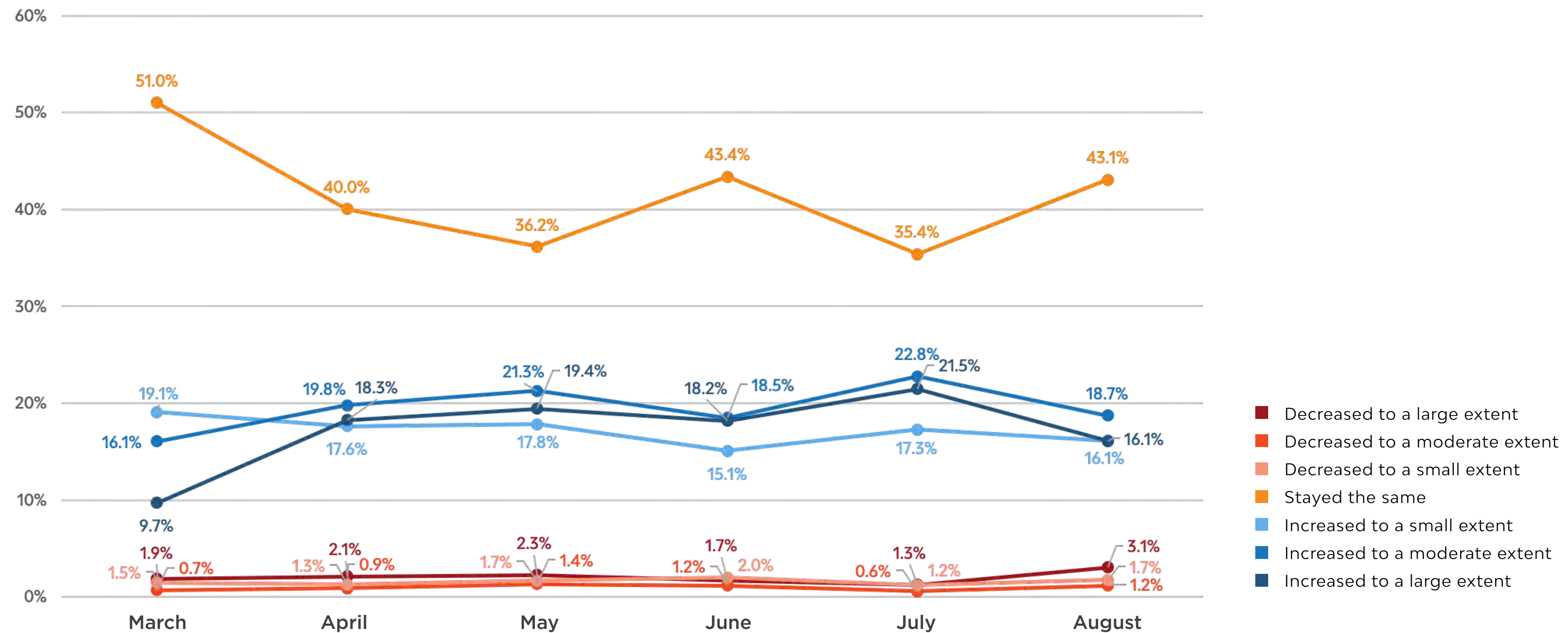
As a result of the coronavirus situation, how has the frequency with which you do the following changed. . . **Watching my preferred cable television channels**



MEDIA

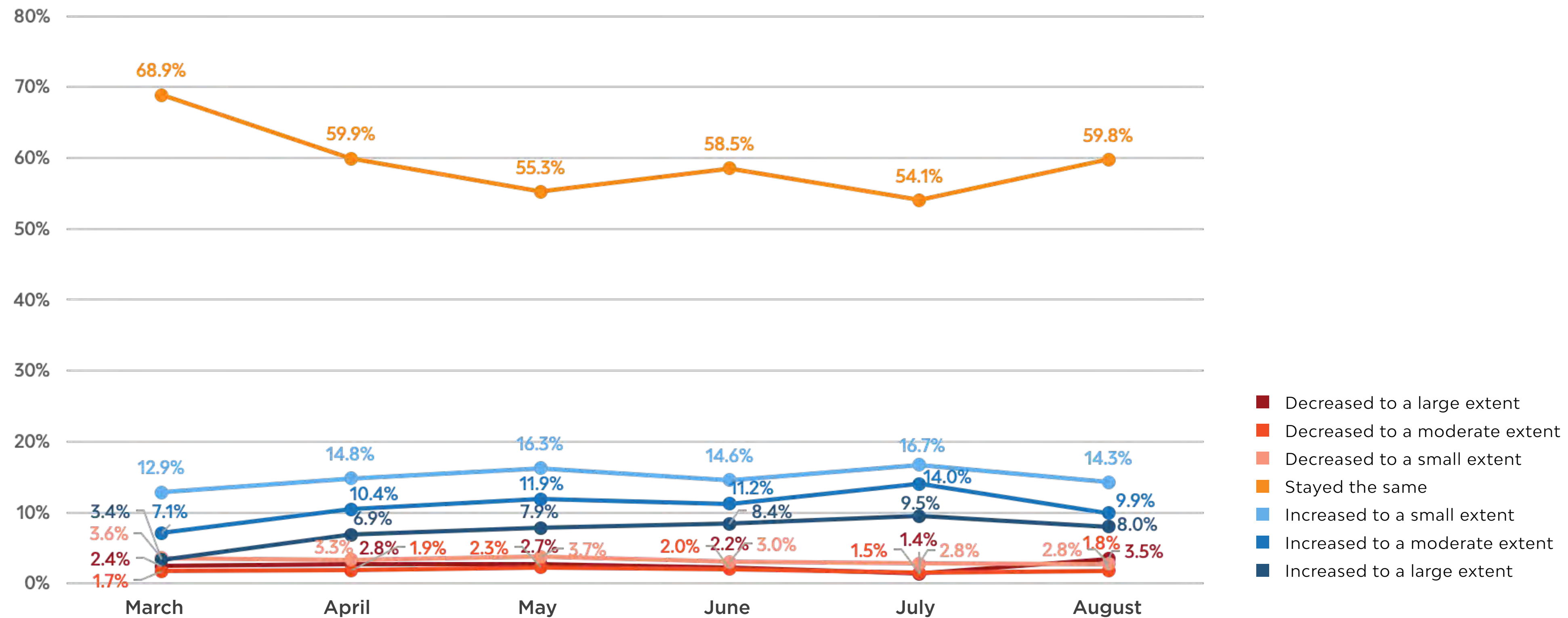
Q22c

As a result of the coronavirus situation, how has the frequency with which you do the following changed. . . **Watching streaming TV** (e.g., Hulu, Disney+, Prime, Netflix, Pluto)



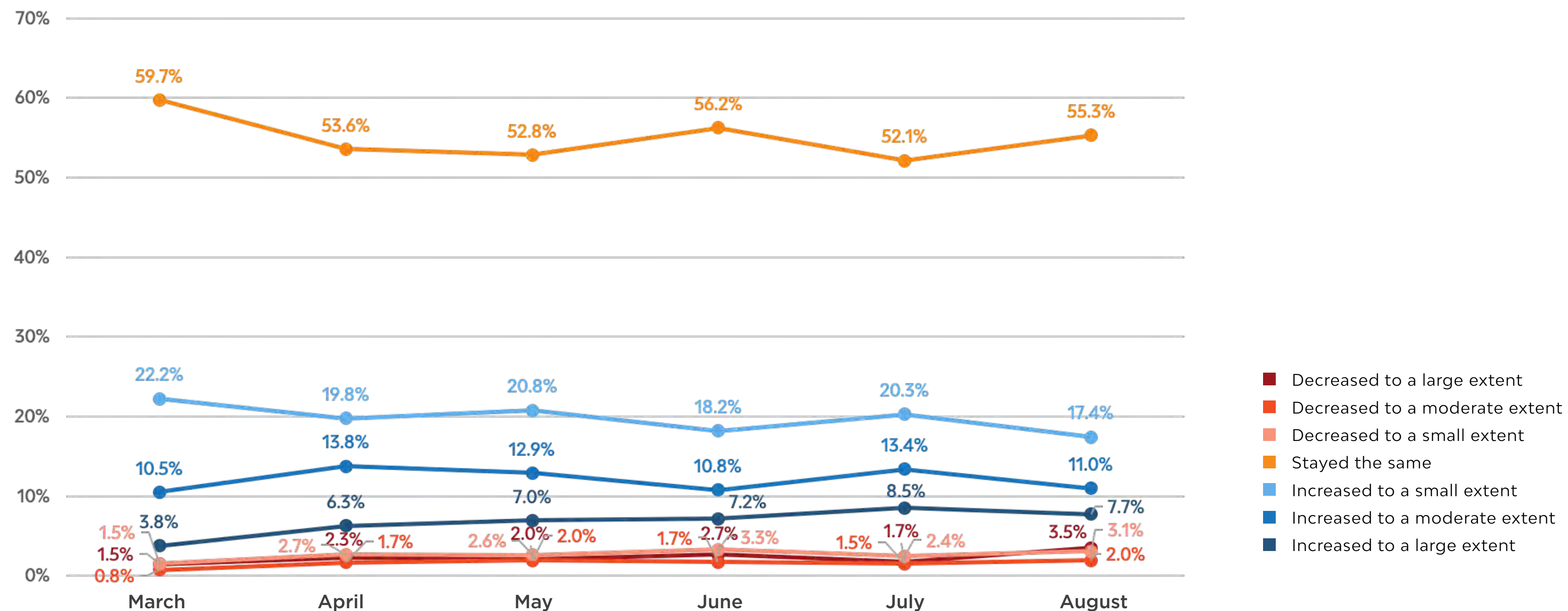
MEDIA

Q22d As a result of the coronavirus situation, how has the frequency with which you do the following changed. . . **Listening to streaming music, radio, or podcasts** (e.g., Spotify, Pandora)



MEDIA

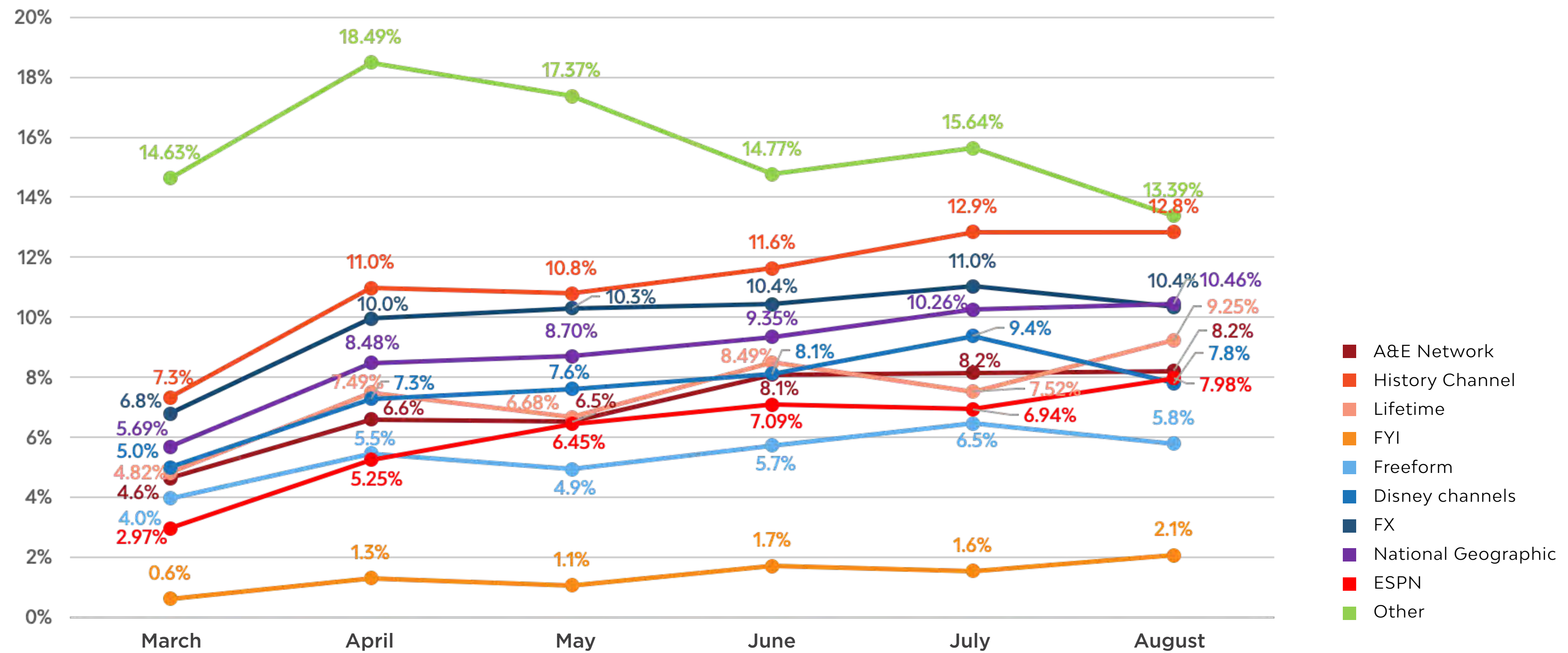
Q22e As a result of the coronavirus situation, how has the frequency with which you do the following changed. . . **Reading books, newspapers or magazines**



MEDIA

Q23

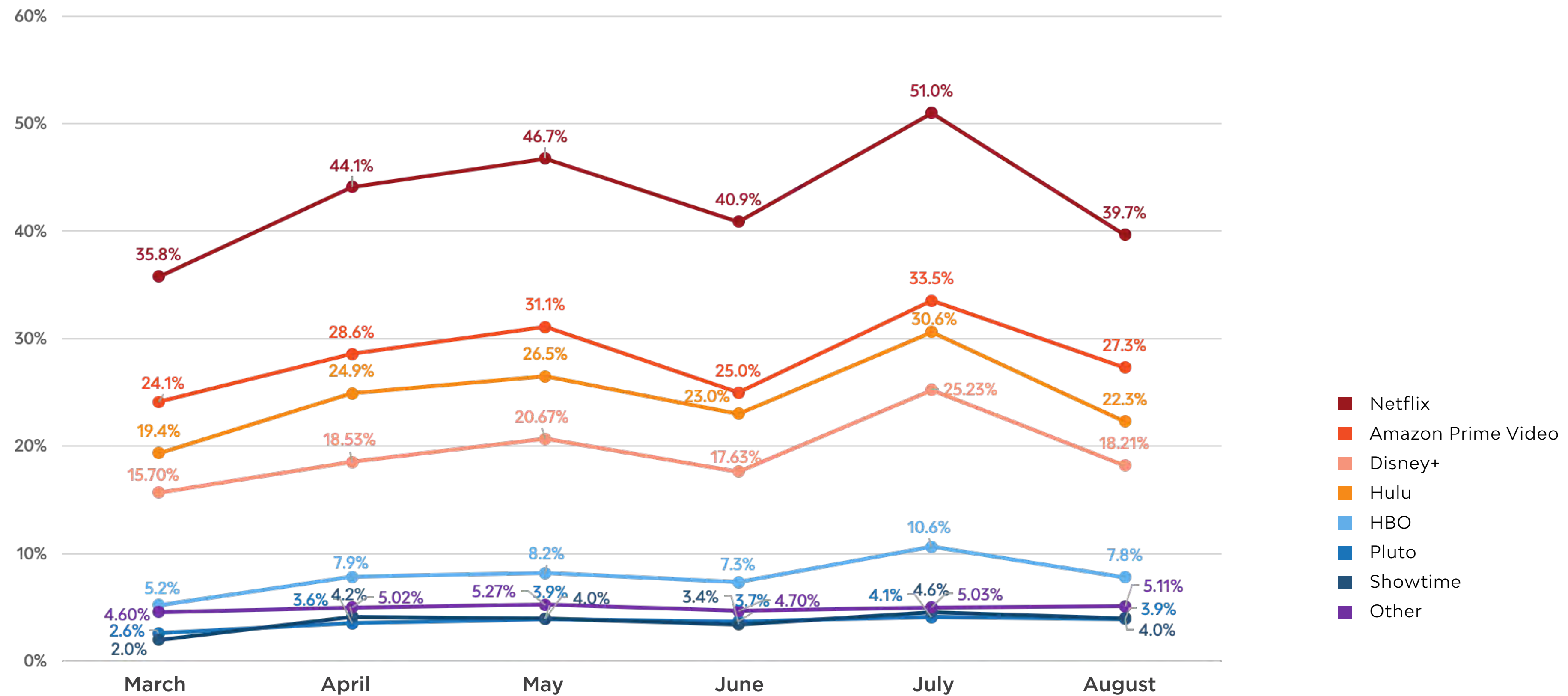
As a result of the coronavirus situation, how has the frequency with which you do the following changed. . . Which cable TV channels are you now watching more?
Please select all that apply.



MEDIA

Q24

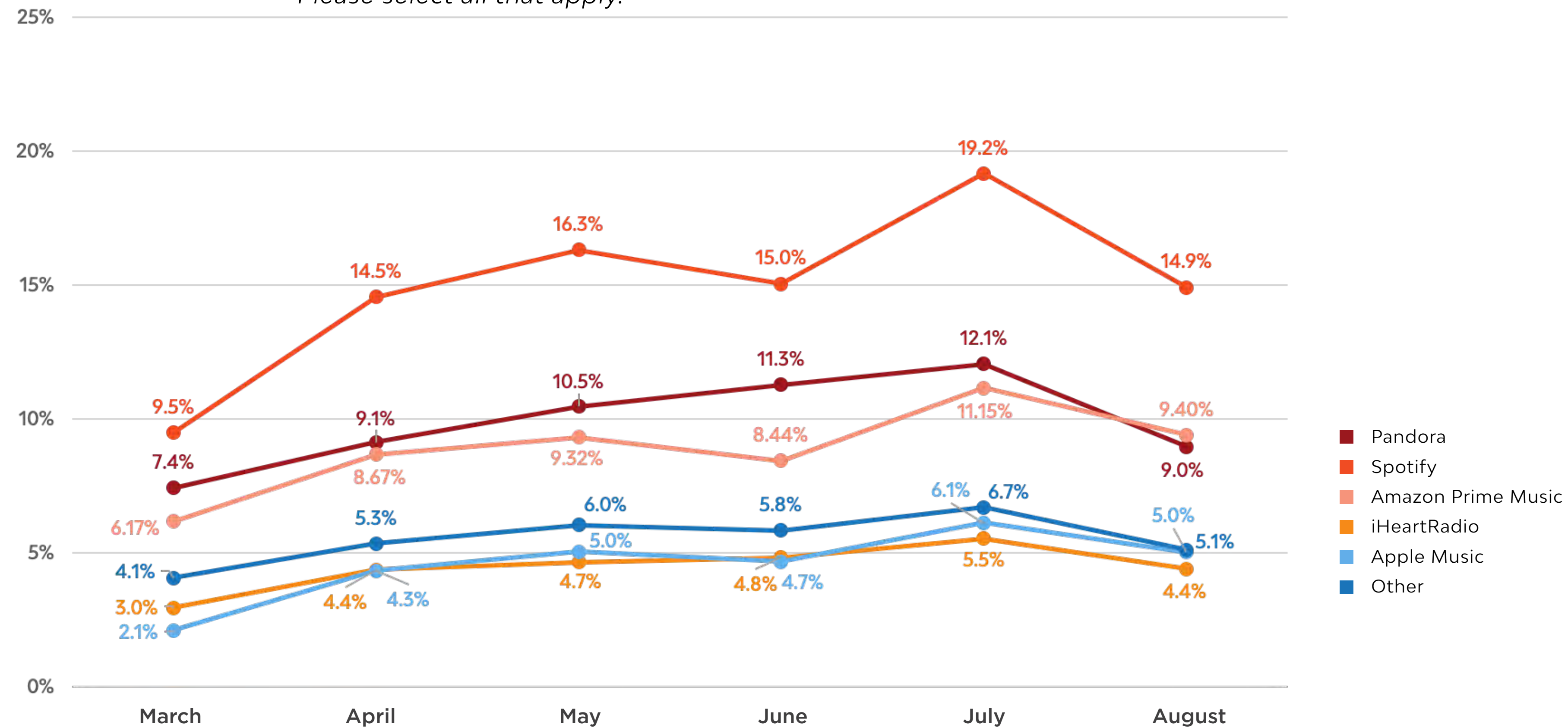
As a result of the coronavirus situation, how has the frequency with which you do the following changed... Which streaming TV services are you now using more?
Please select all that apply.



MEDIA

Q25

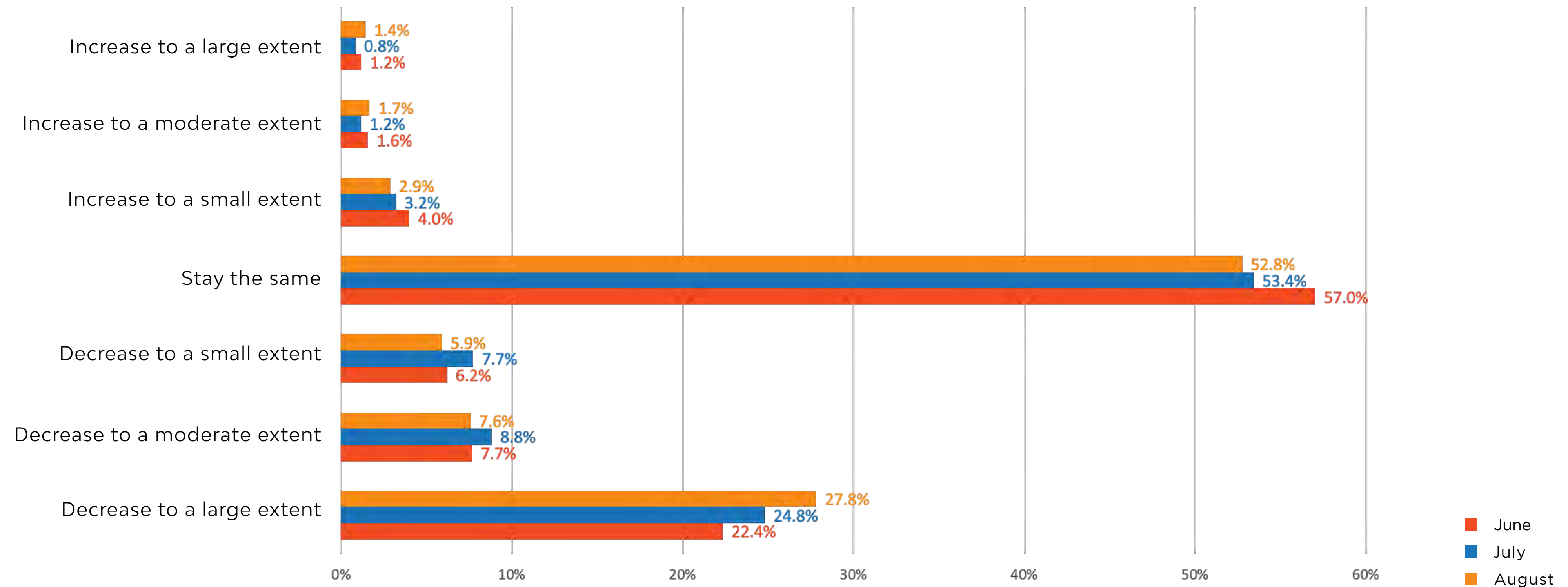
As a result of the coronavirus situation, how has the frequency with which you do the following changed... Which streaming music/radio services are you now using more?
Please select all that apply.



RETAIL

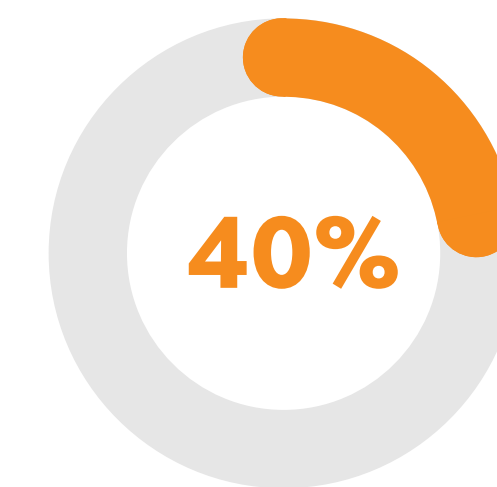
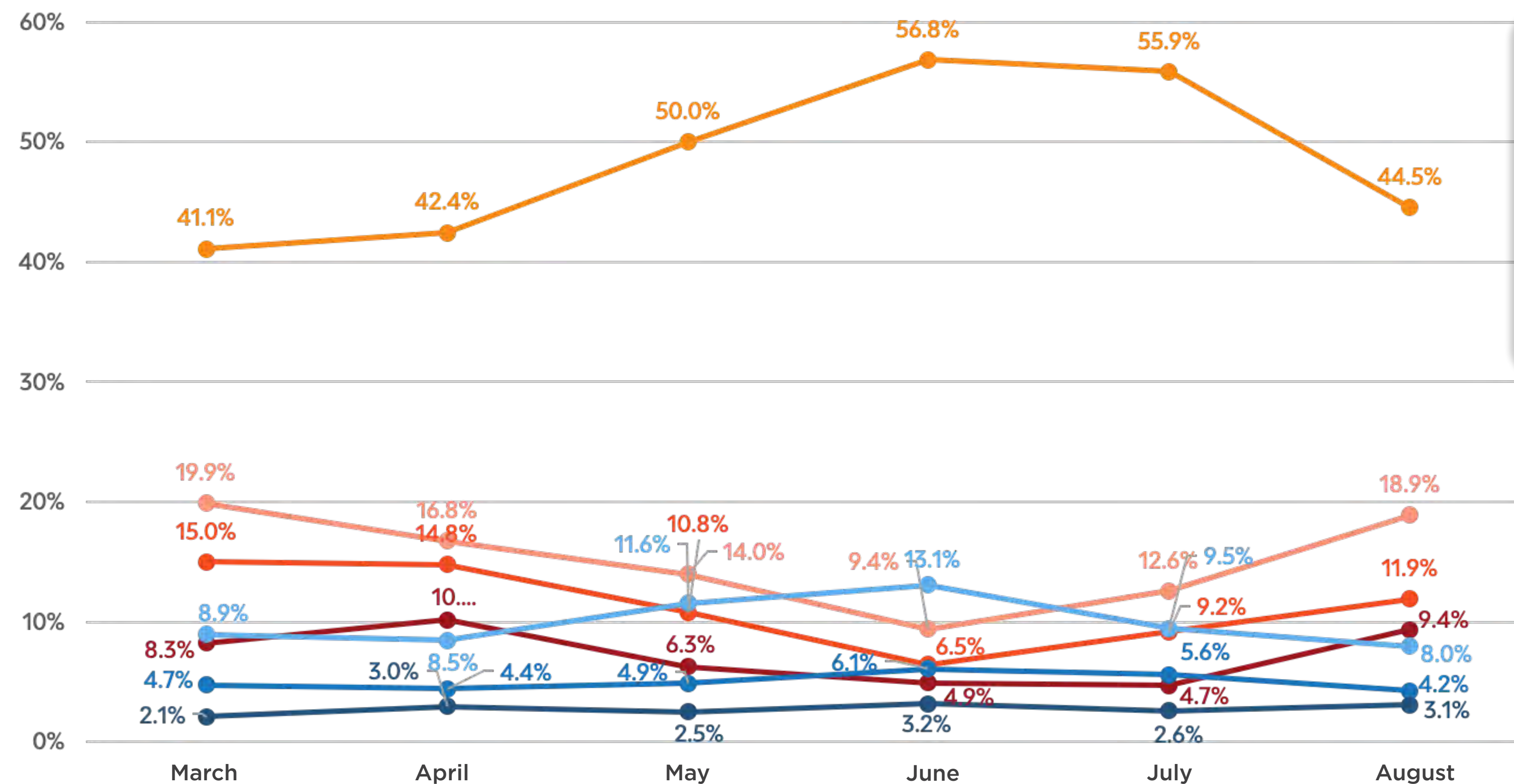
Q26

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change... **Purchase a "luxury" product** (e.g., fine jewelry, designer clothing)



RETAIL

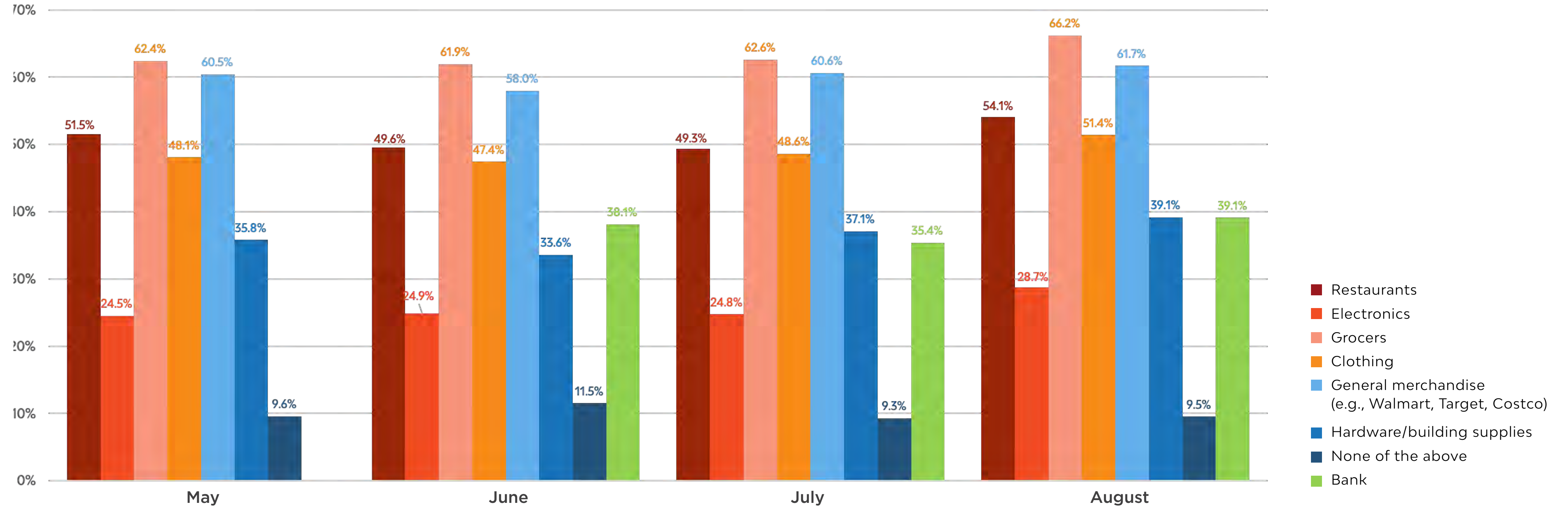
Q27 As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change... **Visiting a grocery store or pharmacy**



40.2% report **decreasing their visits** to the grocery store or pharmacy

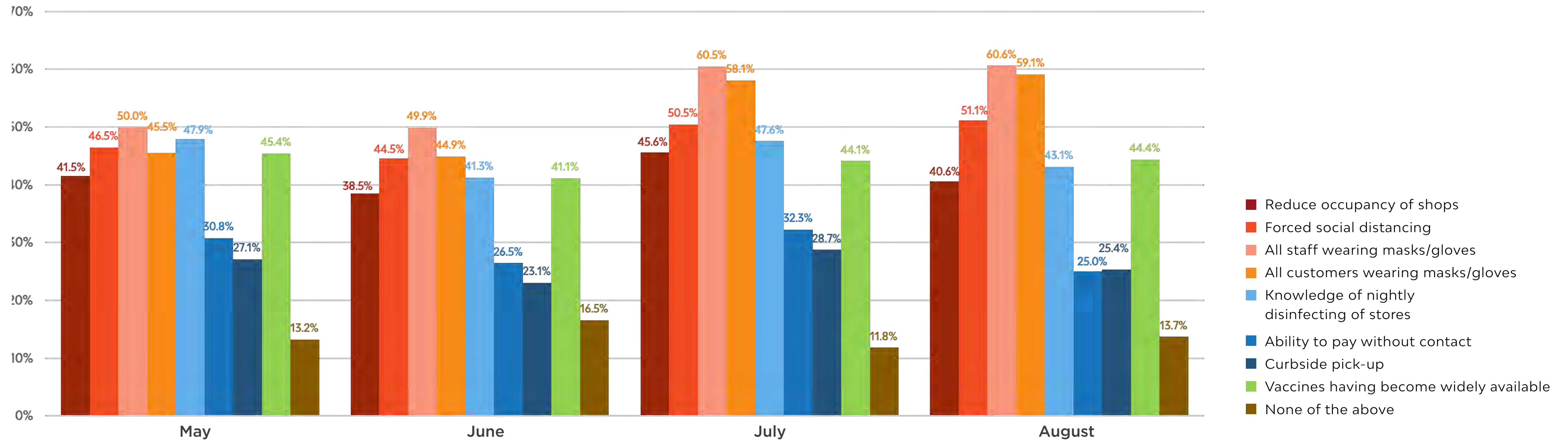
RETAIL

Q28 Once shops open, which of these types of shopping do you believe you will go back to doing at physical stores, rather than online? *Please select all that apply.*



RETAIL

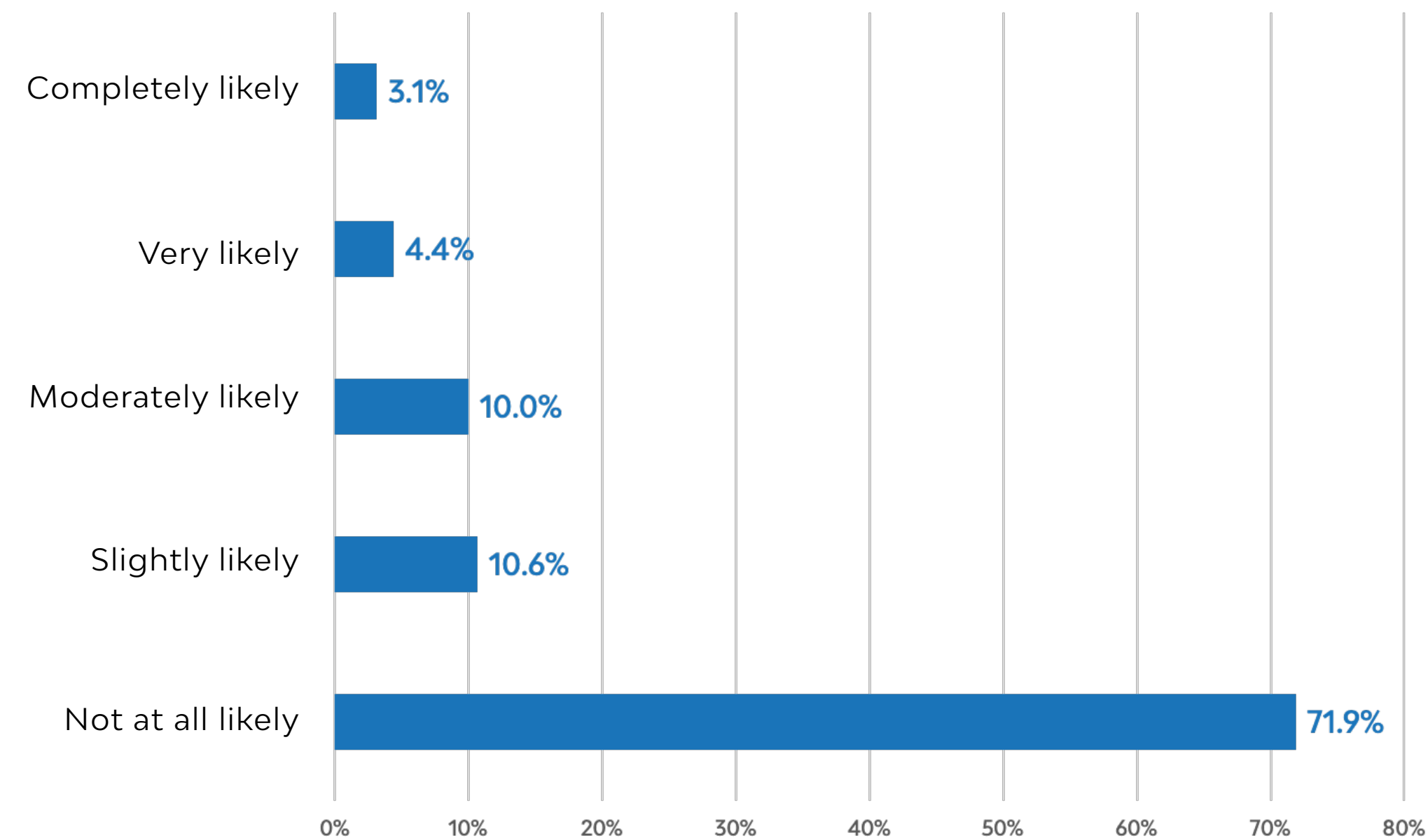
Q29 Which of the following would be required in order for you to return to shopping from stores once shops open? *Please select all that apply.*



FINANCE

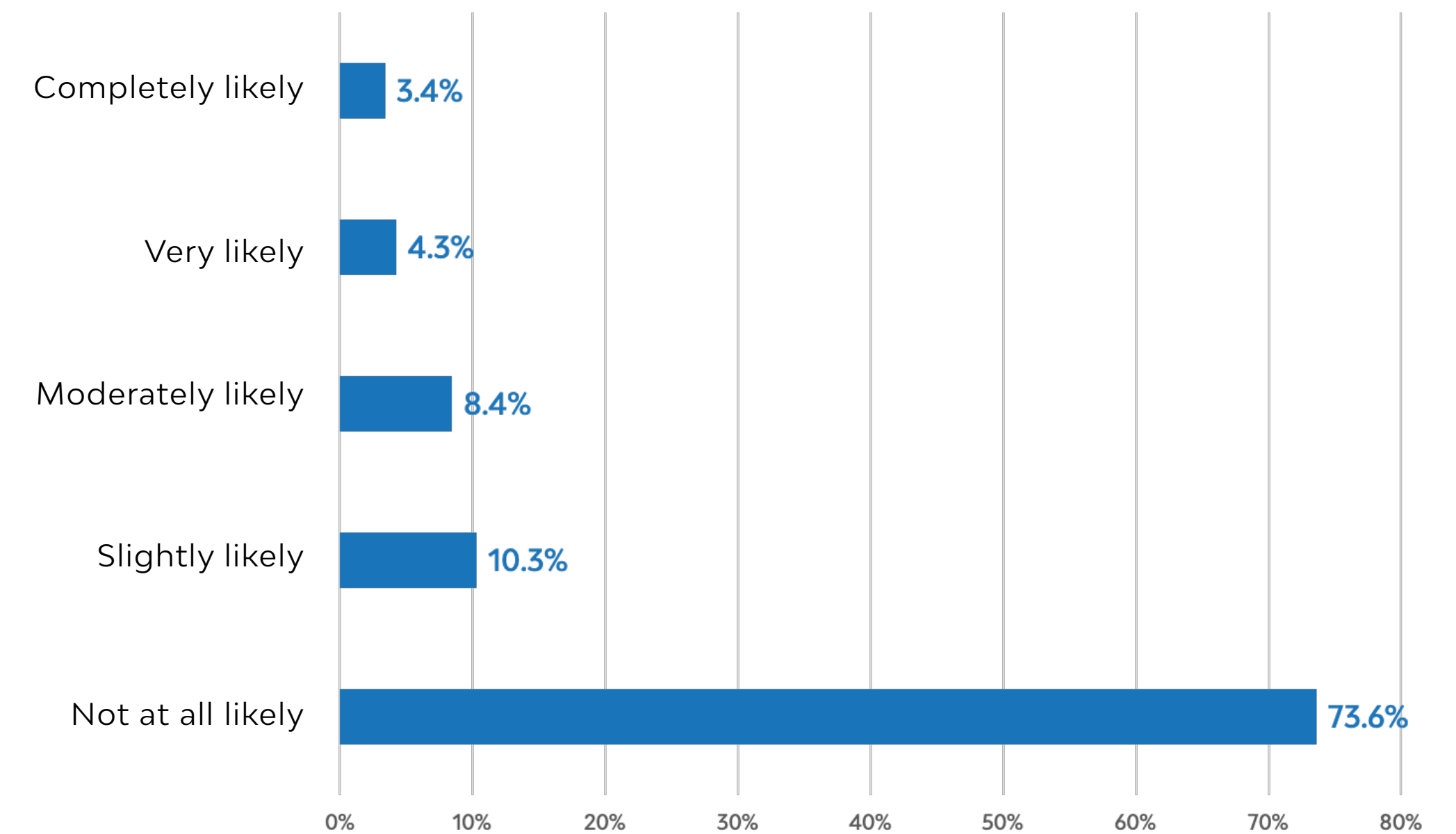
Q30

How likely are you to **apply for a new credit card**, because of the coronavirus situation?



Q31

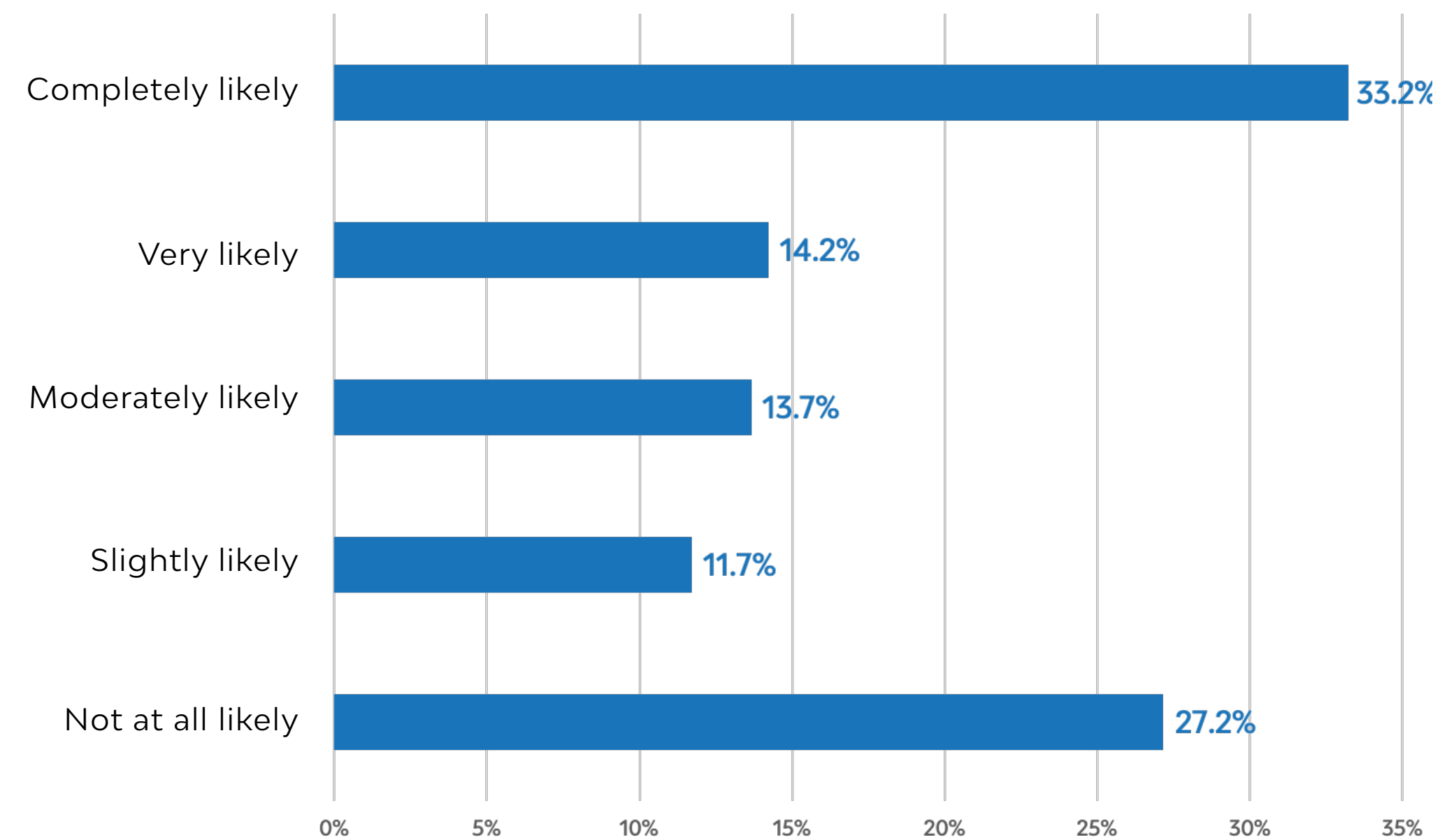
How likely are you to **request a payment deferral** on any of your current credit cards?



FINANCE

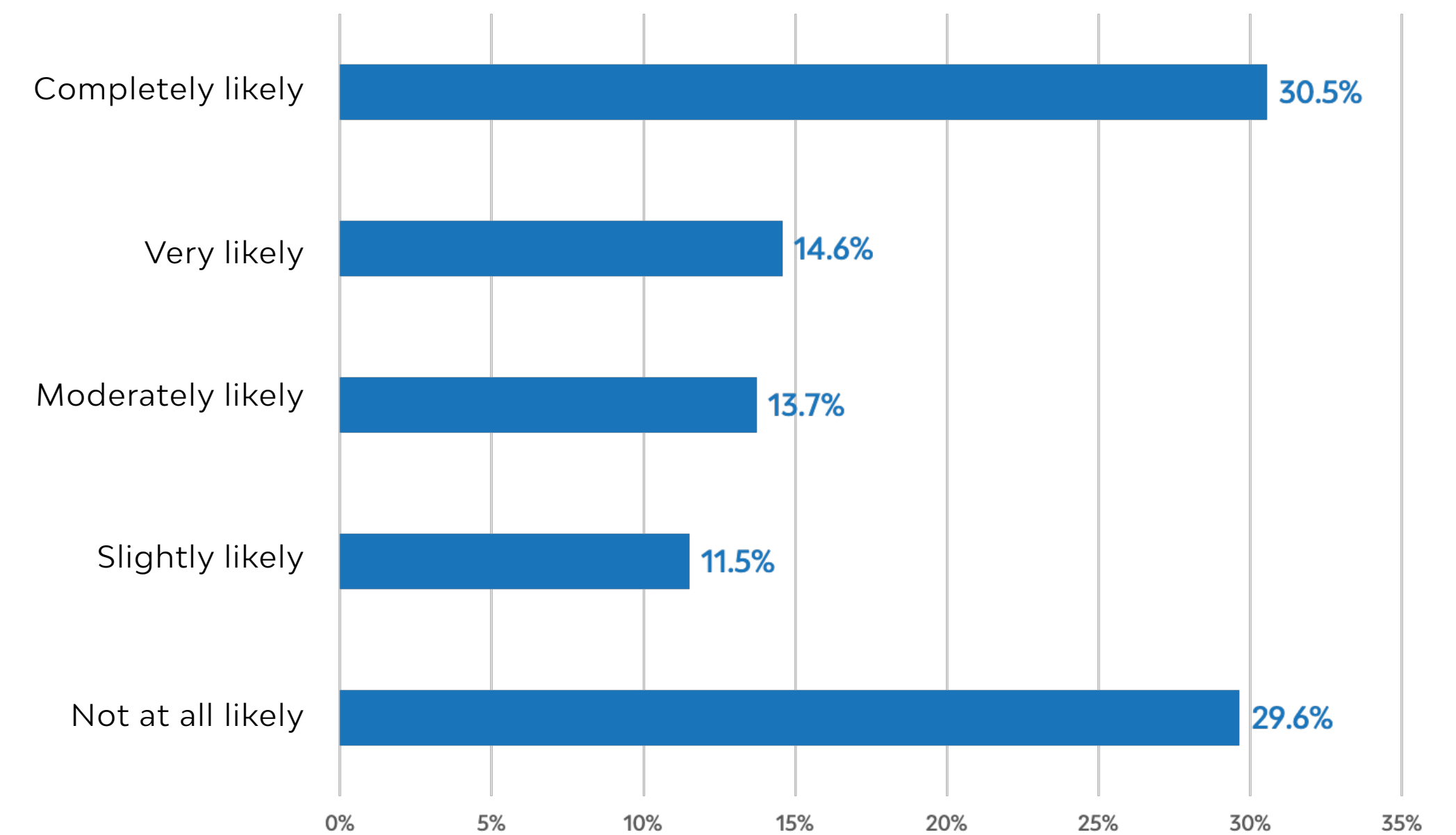
Q32

How likely are you to use a credit card to pay for purchases from a **grocery store**?



Q33

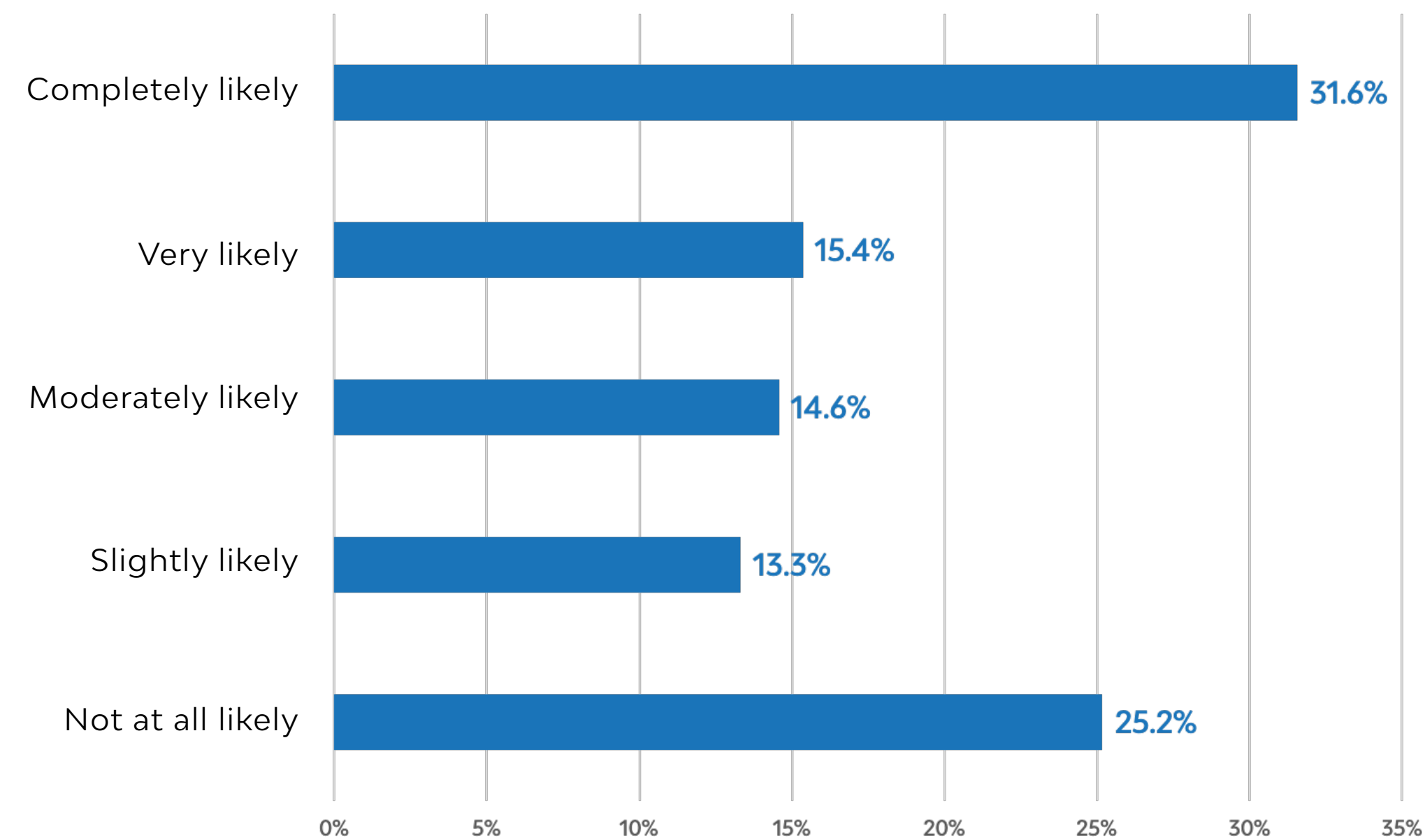
How likely are you to use a credit card to pay for purchases for **restaurant meals**?



FINANCE

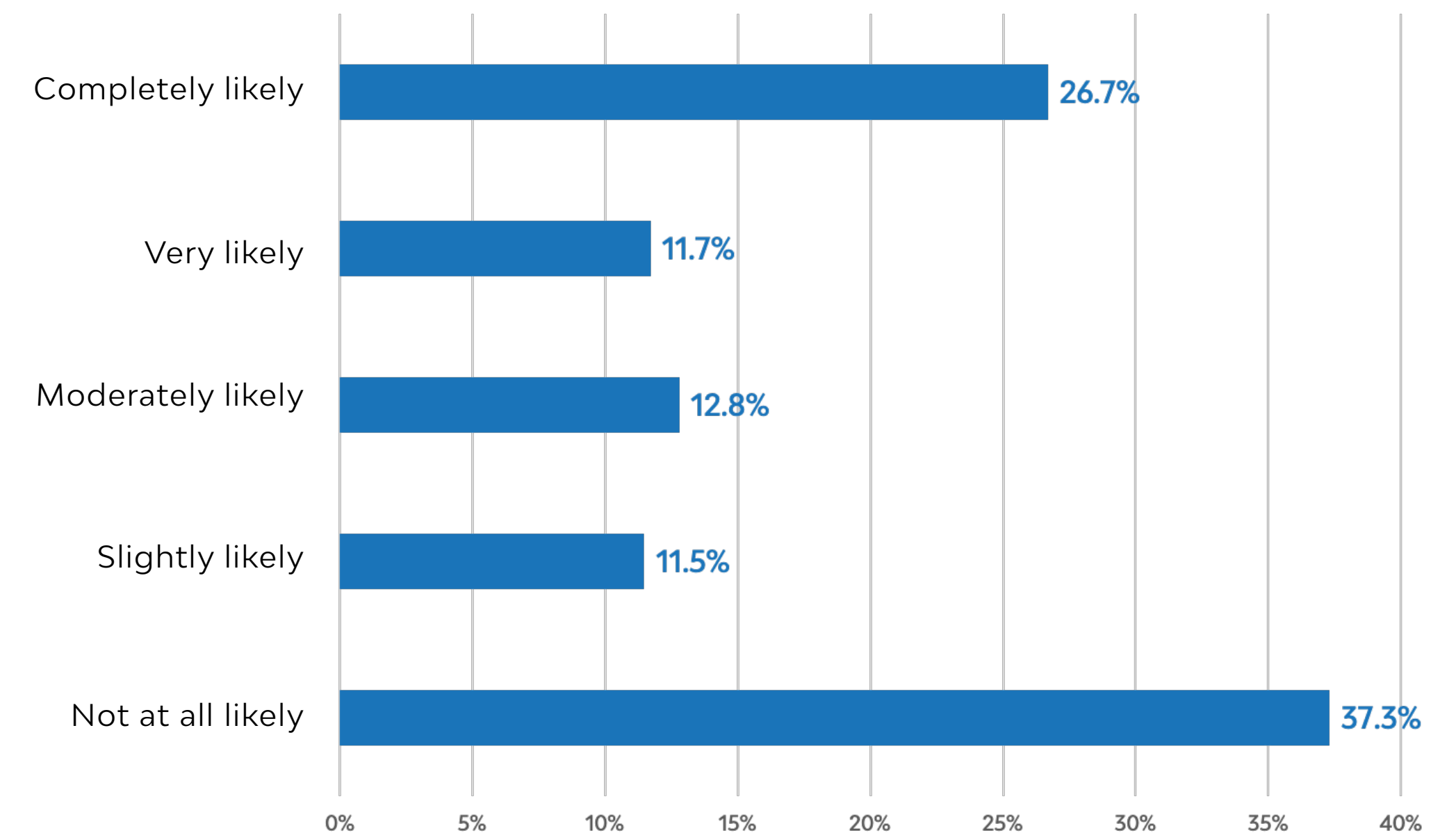
Q34

How likely are you to use a credit card to pay for purchases from a **home goods/improvement store**?



Q35

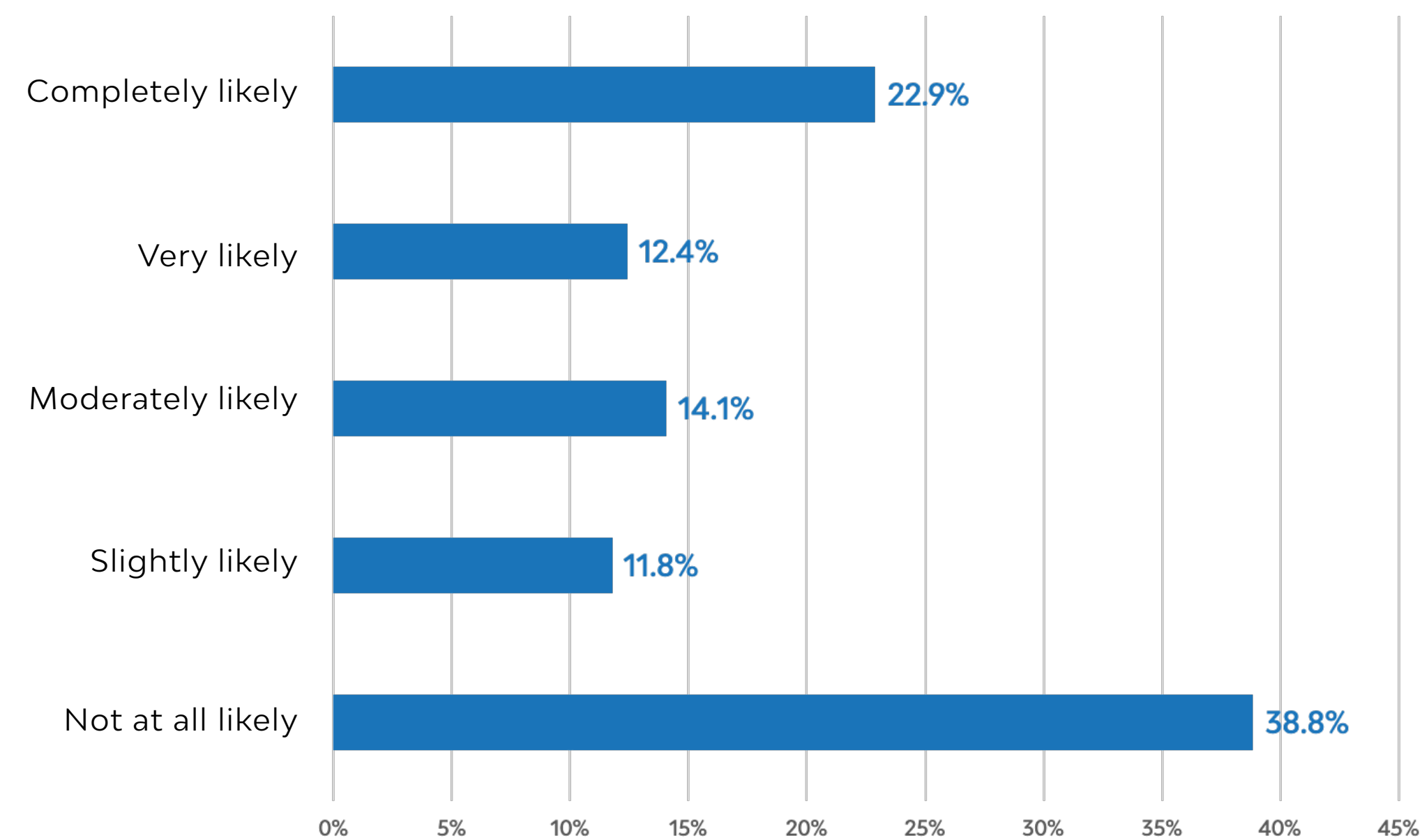
How likely are you to use a credit card to pay for purchases for **entertainment expenses** (e.g., movies, sports)?



FINANCE

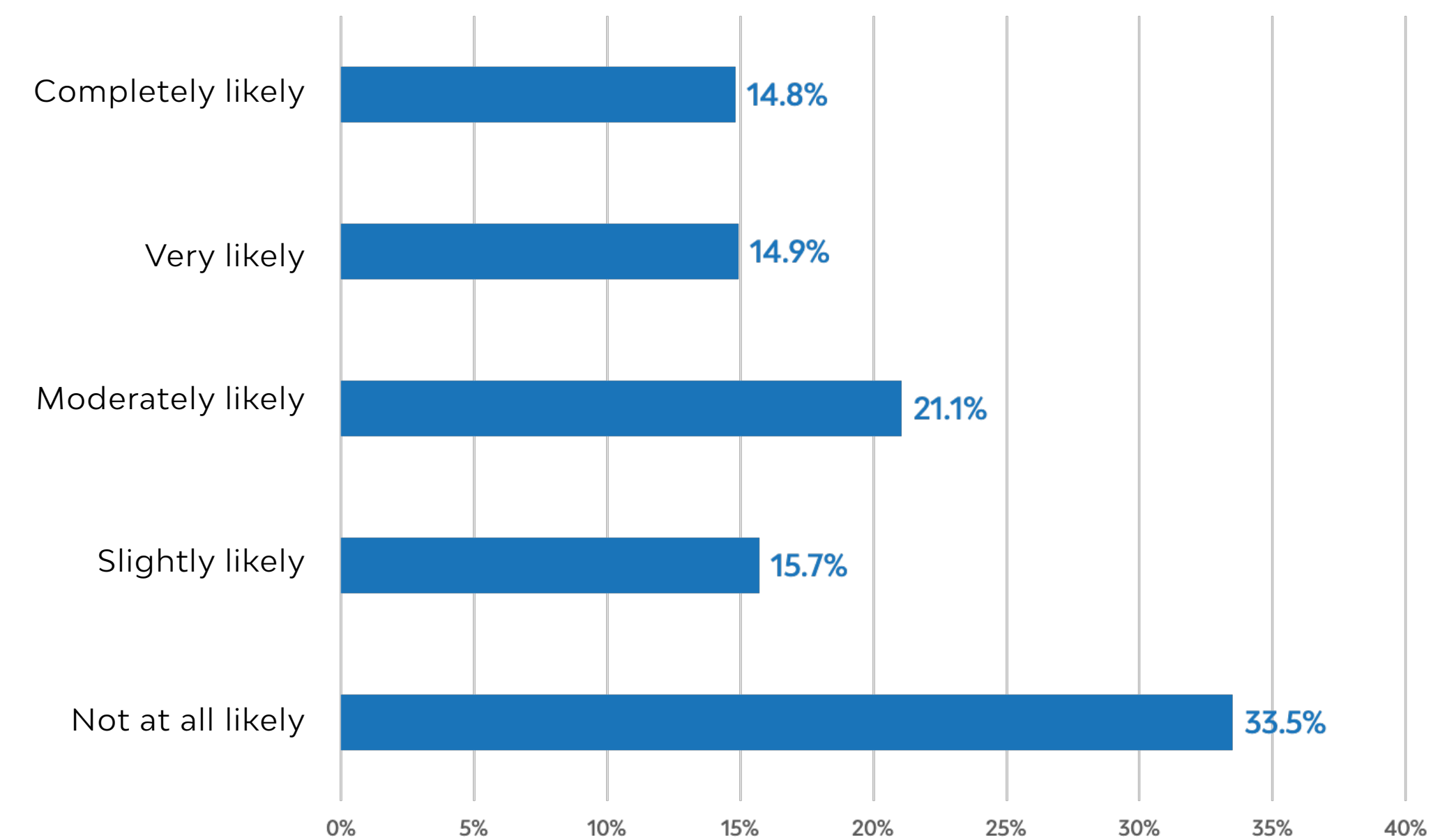
Q36

How likely are you to use a credit card to pay for purchases for **bills** (e.g., utilities, insurance)?



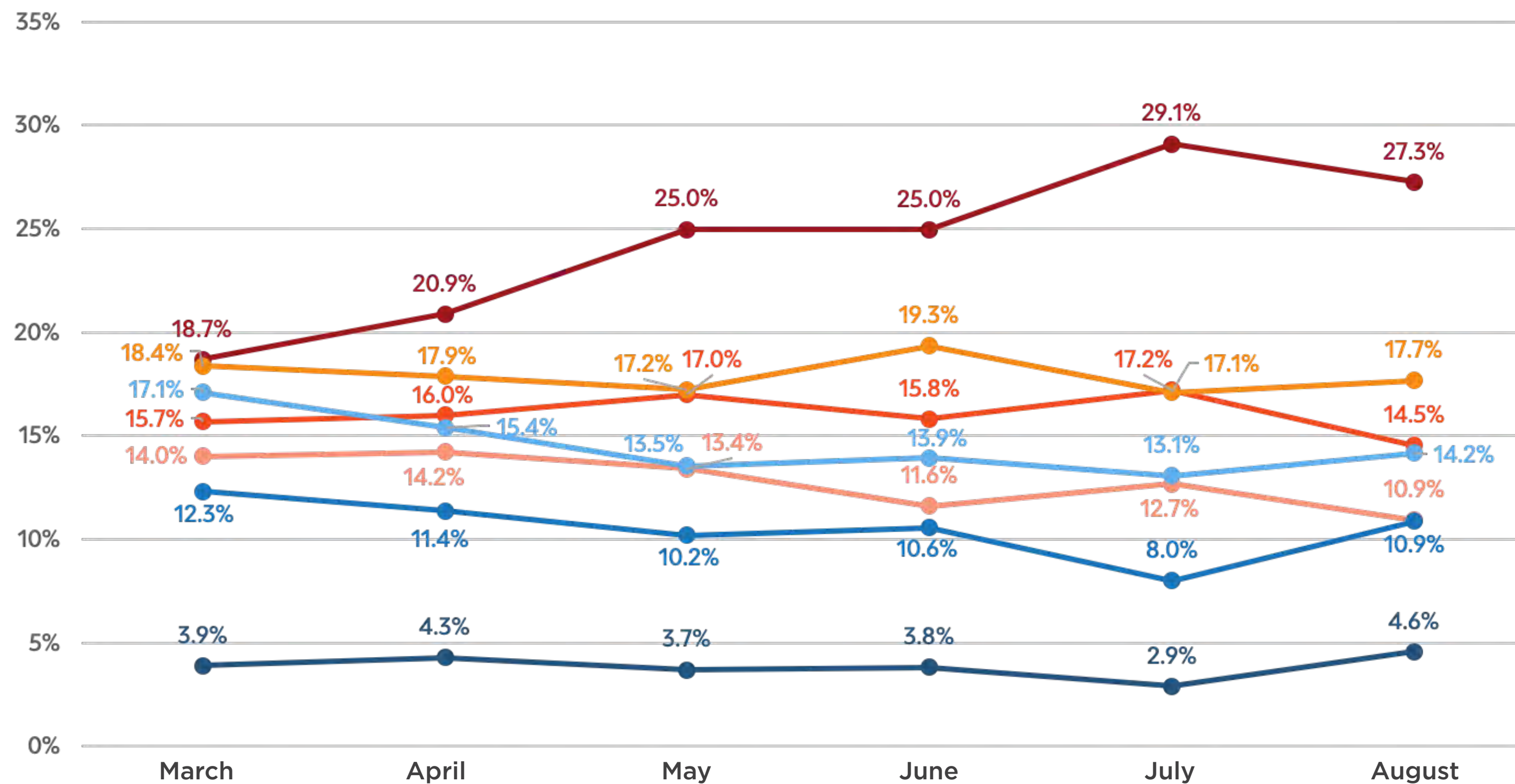
Q37

How likely are you to use **contactless payments** (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?



POLITICS & NEWS

Q38a Thinking about the coronavirus situation, how strongly do you agree or disagree that the . . . **Federal government can be trusted**

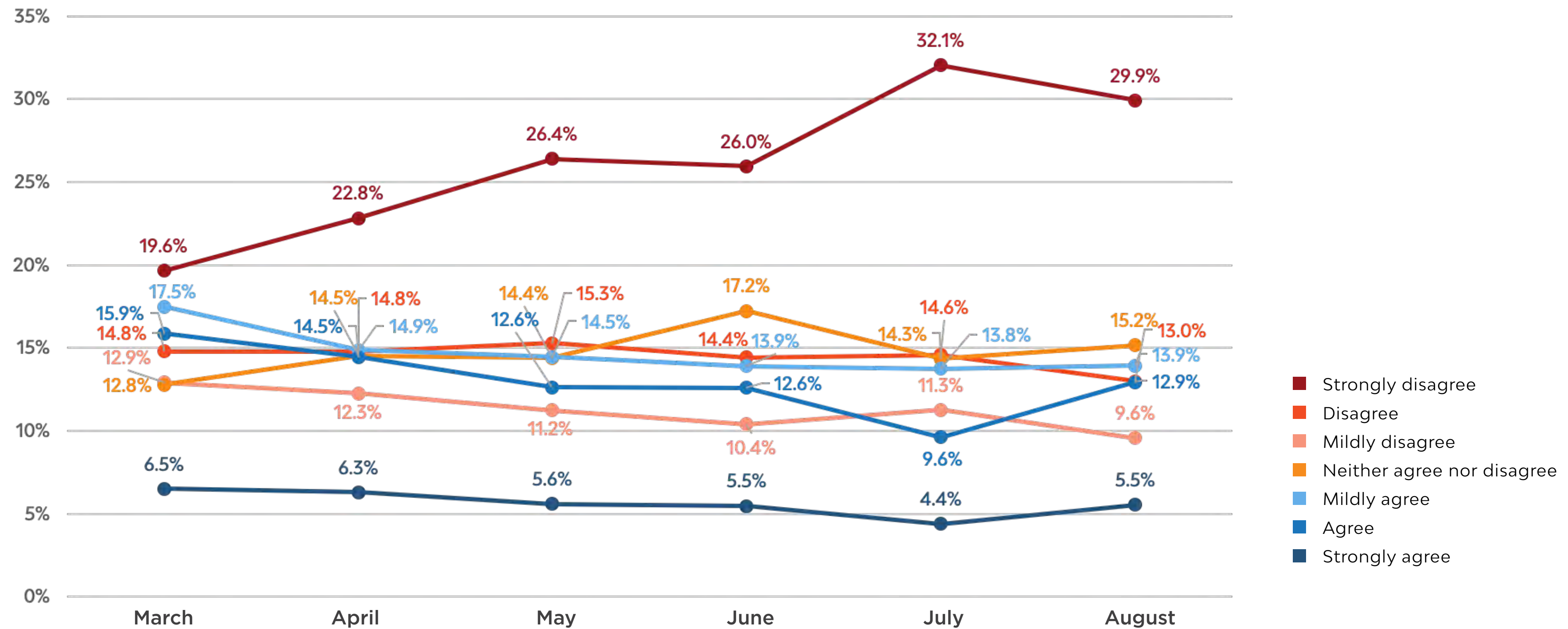


52.7% of respondents **distrust the federal government as a result of COVID-19**

- Strongly disagree
- Disagree
- Mildly disagree
- Neither agree nor disagree
- Mildly agree
- Agree
- Strongly agree

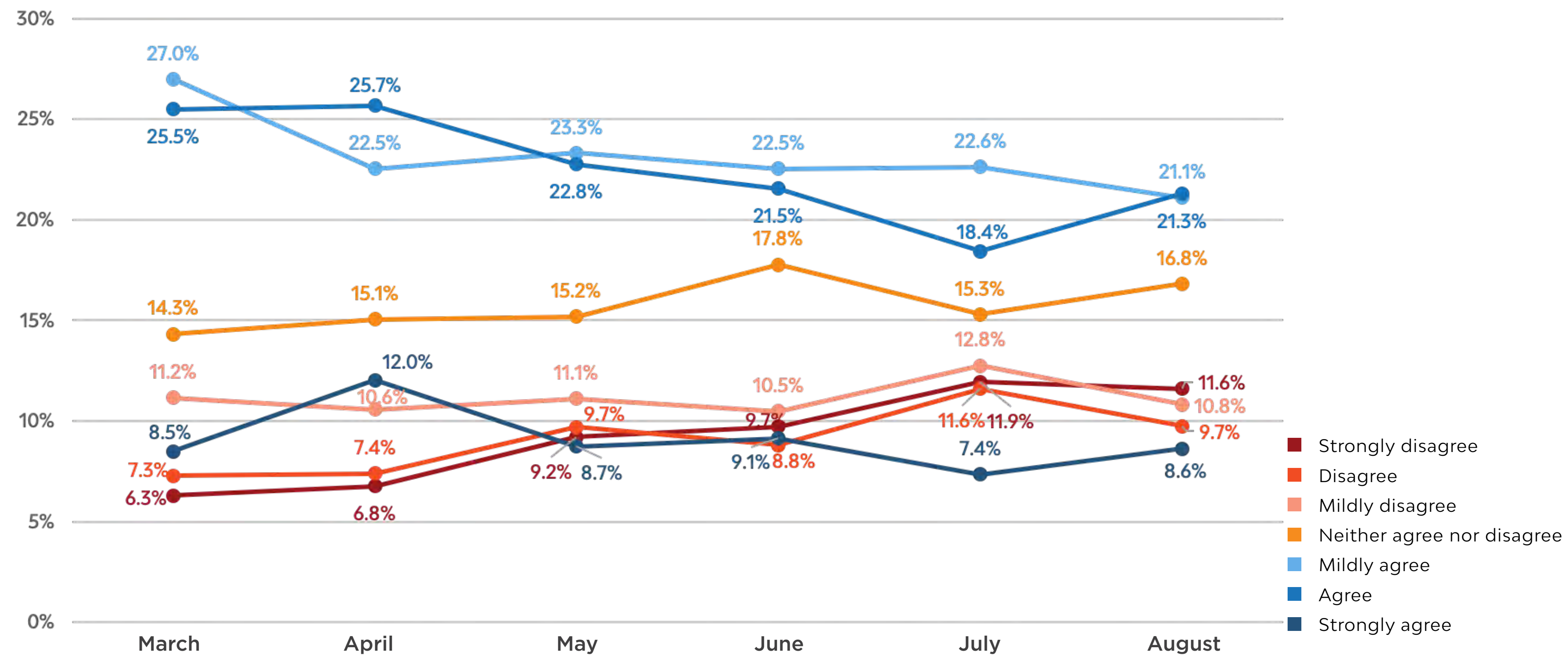
POLITICS & NEWS

Q38b Thinking about the coronavirus situation, how strongly do you agree or disagree that . . . **Federal government is effective in addressing a crisis**



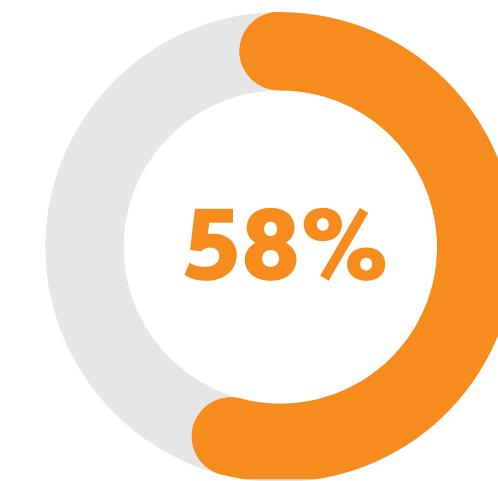
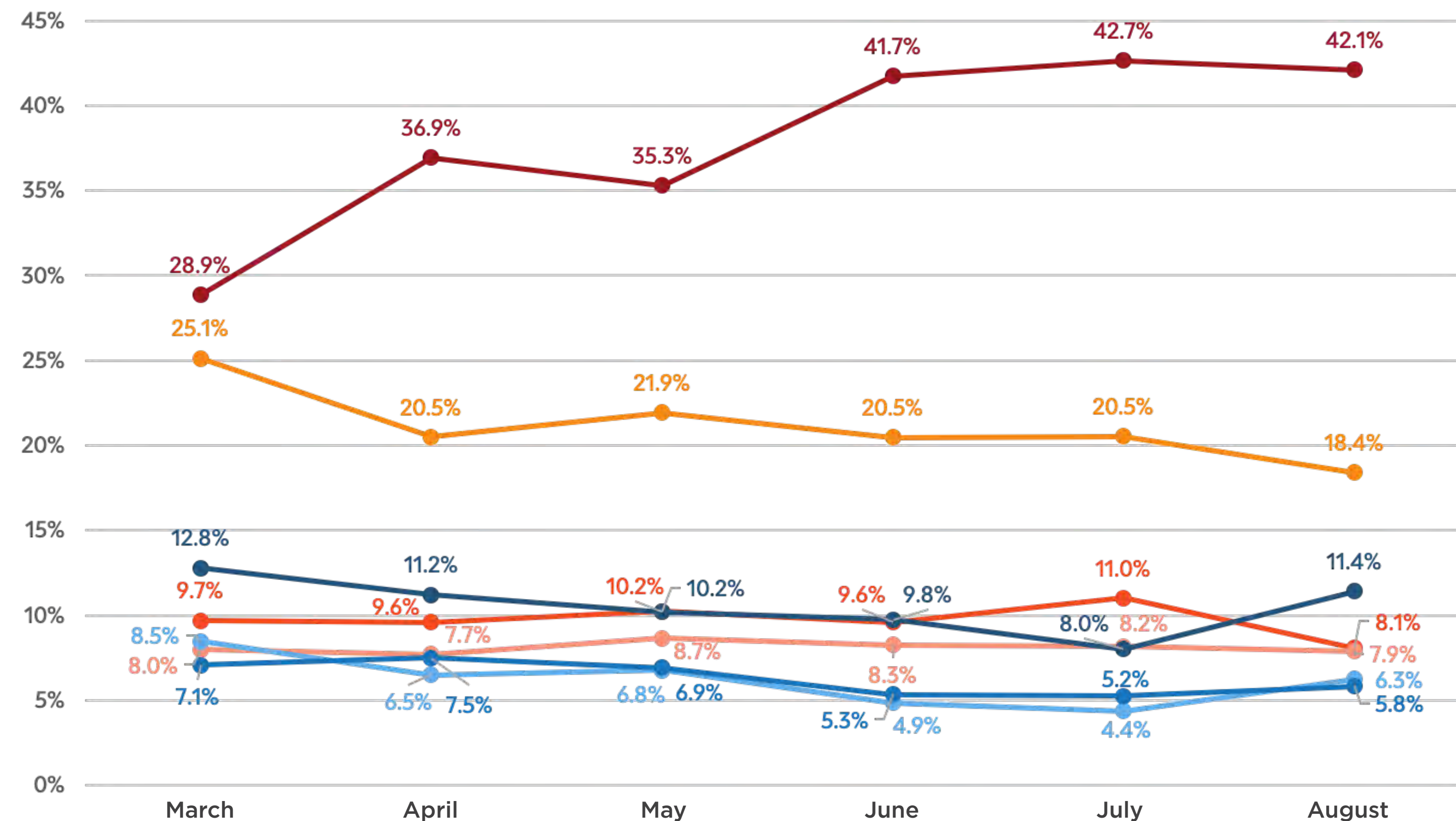
POLITICS & NEWS

Q38c Thinking about the coronavirus situation, how strongly do you agree or disagree that . . . **State and local government can be trusted**



POLITICS & NEWS

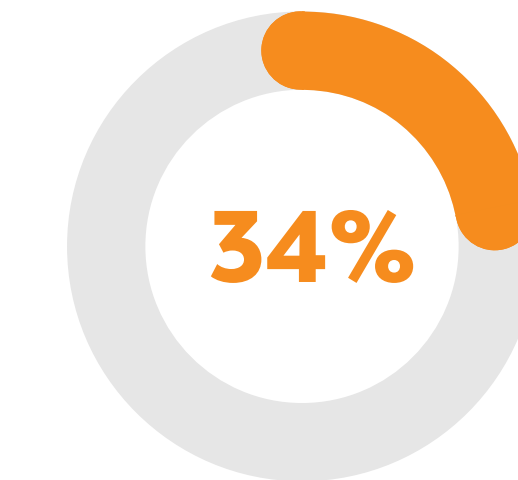
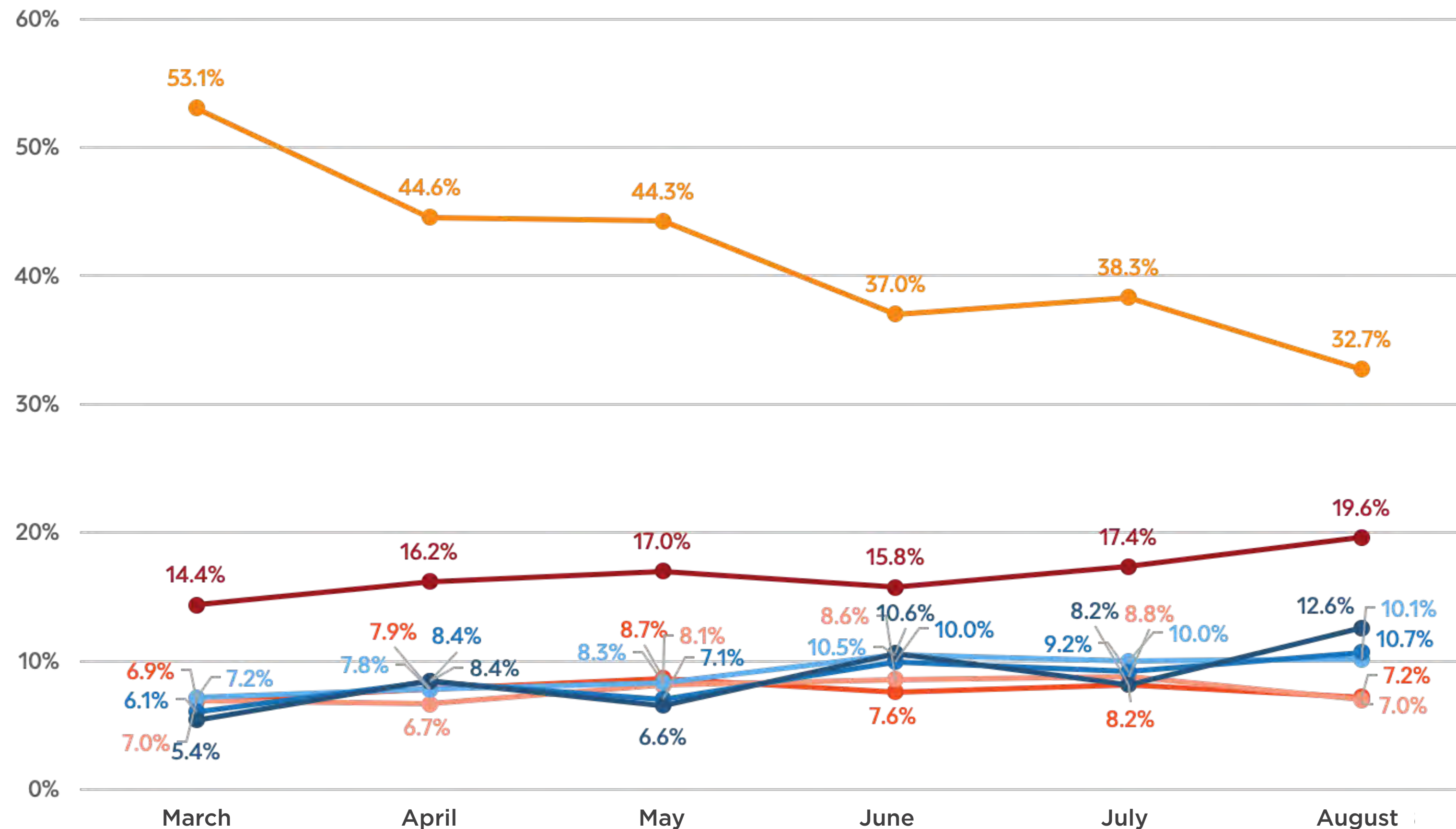
Q39a As a result of the coronavirus situation, to what extent has your opinion of the following individuals become better or worse . . . **President Trump**



58% say their opinion of **President Trump** has worsened

POLITICS & NEWS

Q39b As a result of the coronavirus situation, to what extent has your opinion of the following individuals become better or worse . . . **Former Vice President Joe Biden**

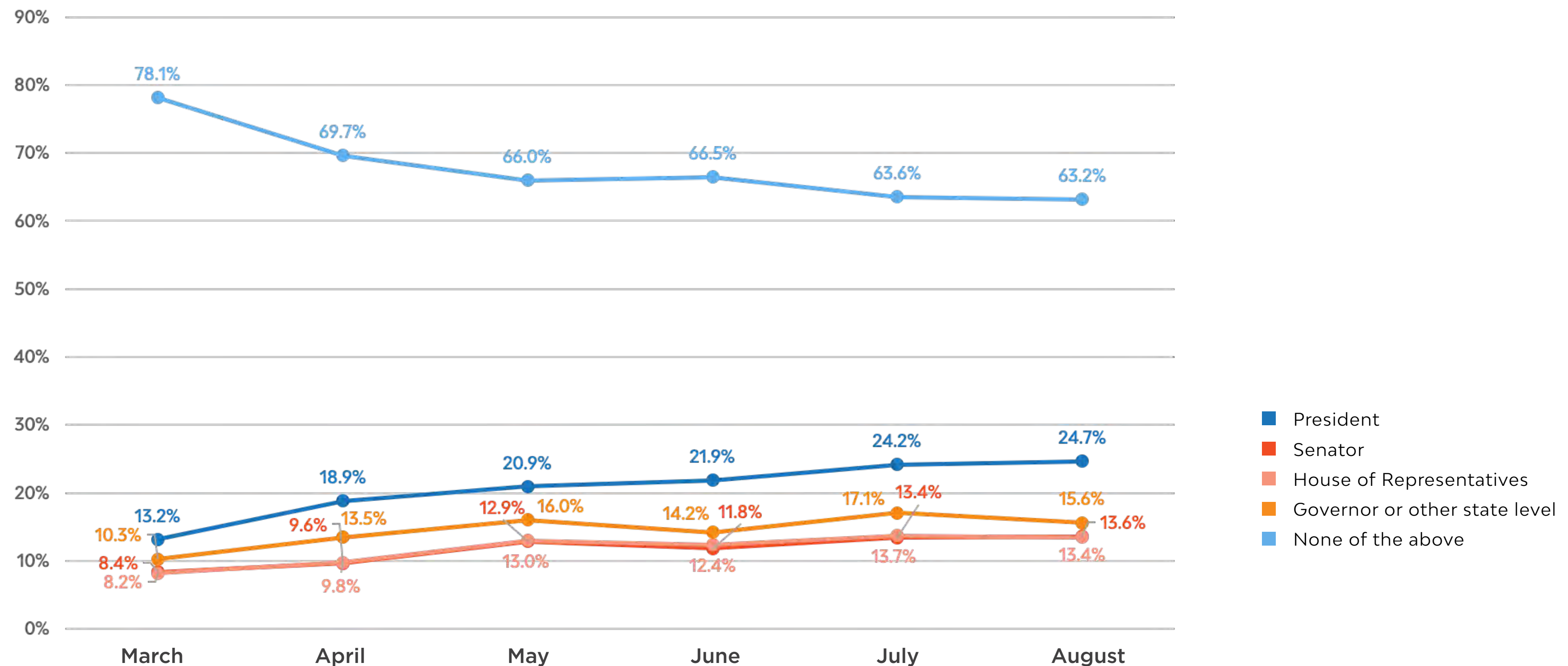


33.8% say their opinion of **Former Vice President Joe Biden** has worsened

POLITICS & NEWS

Q40

As a result of all you have learned and experienced related to the coronavirus pandemic in this country, for which of the following political positions have changed the person for whom you intend to vote? *Please select all that apply.*

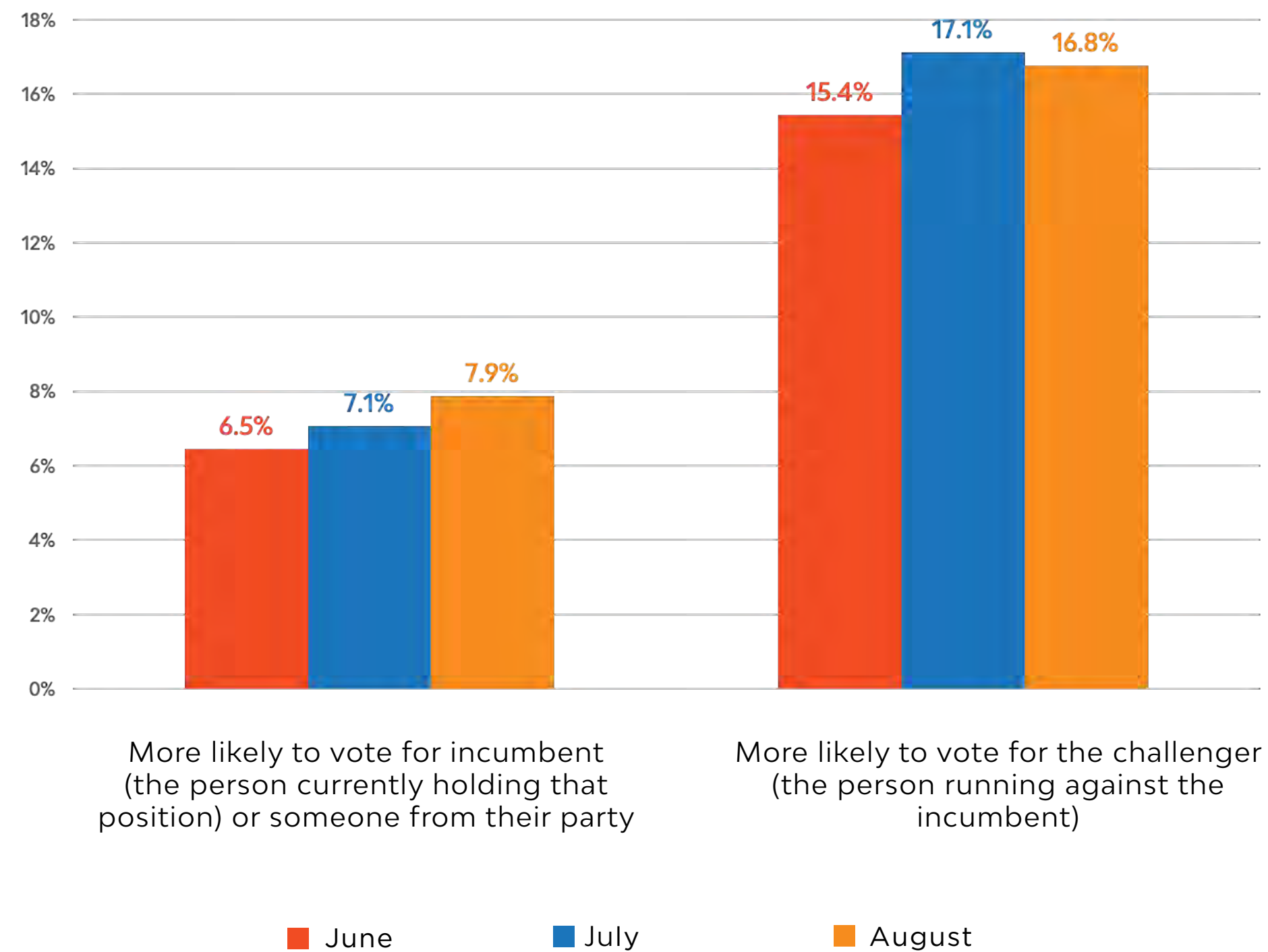


POLITICS & NEWS

As a result of all you have learned and experienced related to the coronavirus pandemic in this country...

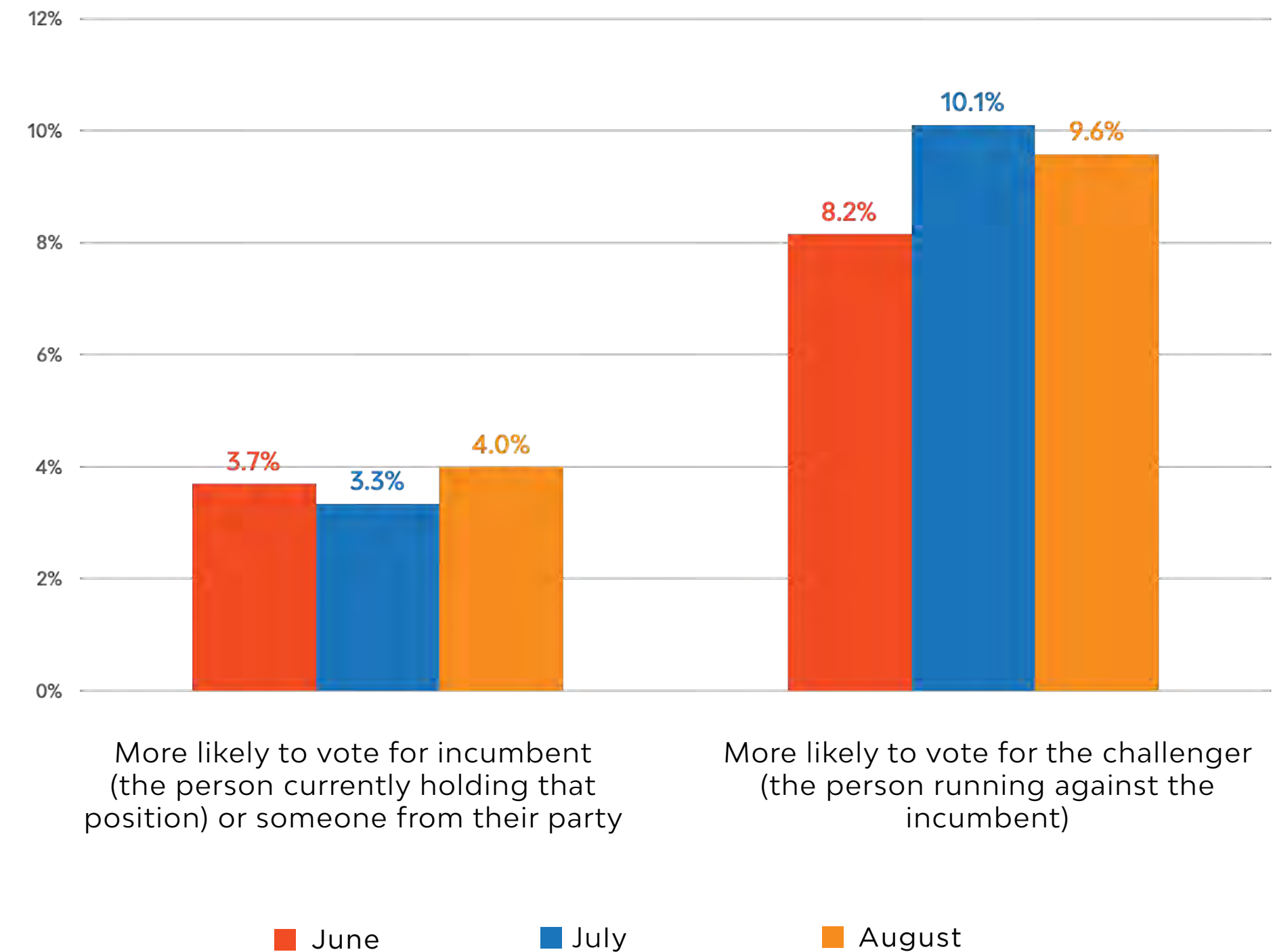
Q41

You mentioned that you have changed the person for whom you intend to vote for **President**. In which direction has that changed?



Q42

You mentioned that you have changed the person for whom you intend to vote for **Senator**. In which direction has that changed?

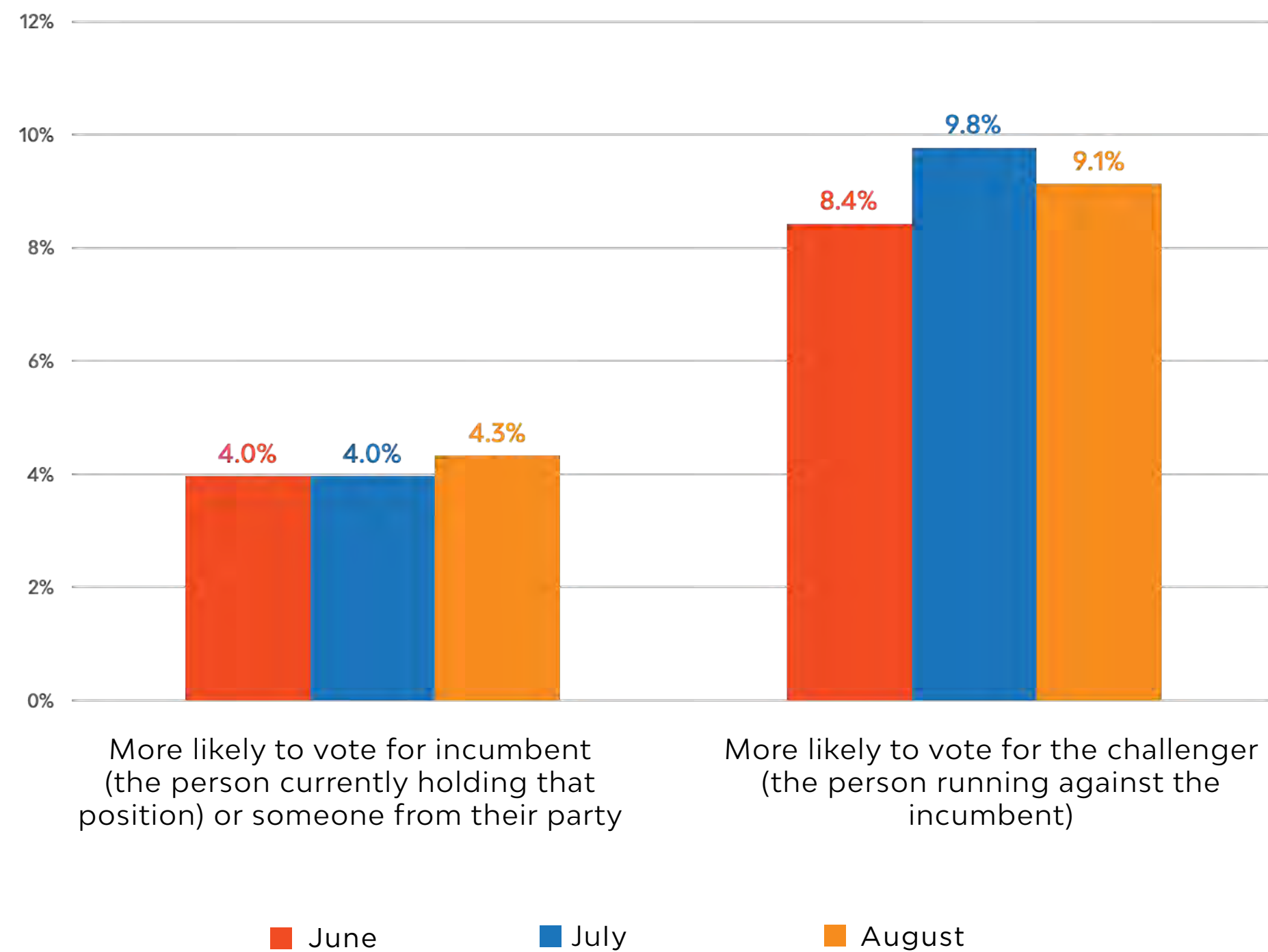


POLITICS & NEWS

As a result of all you have learned and experienced related to the coronavirus pandemic in this country...

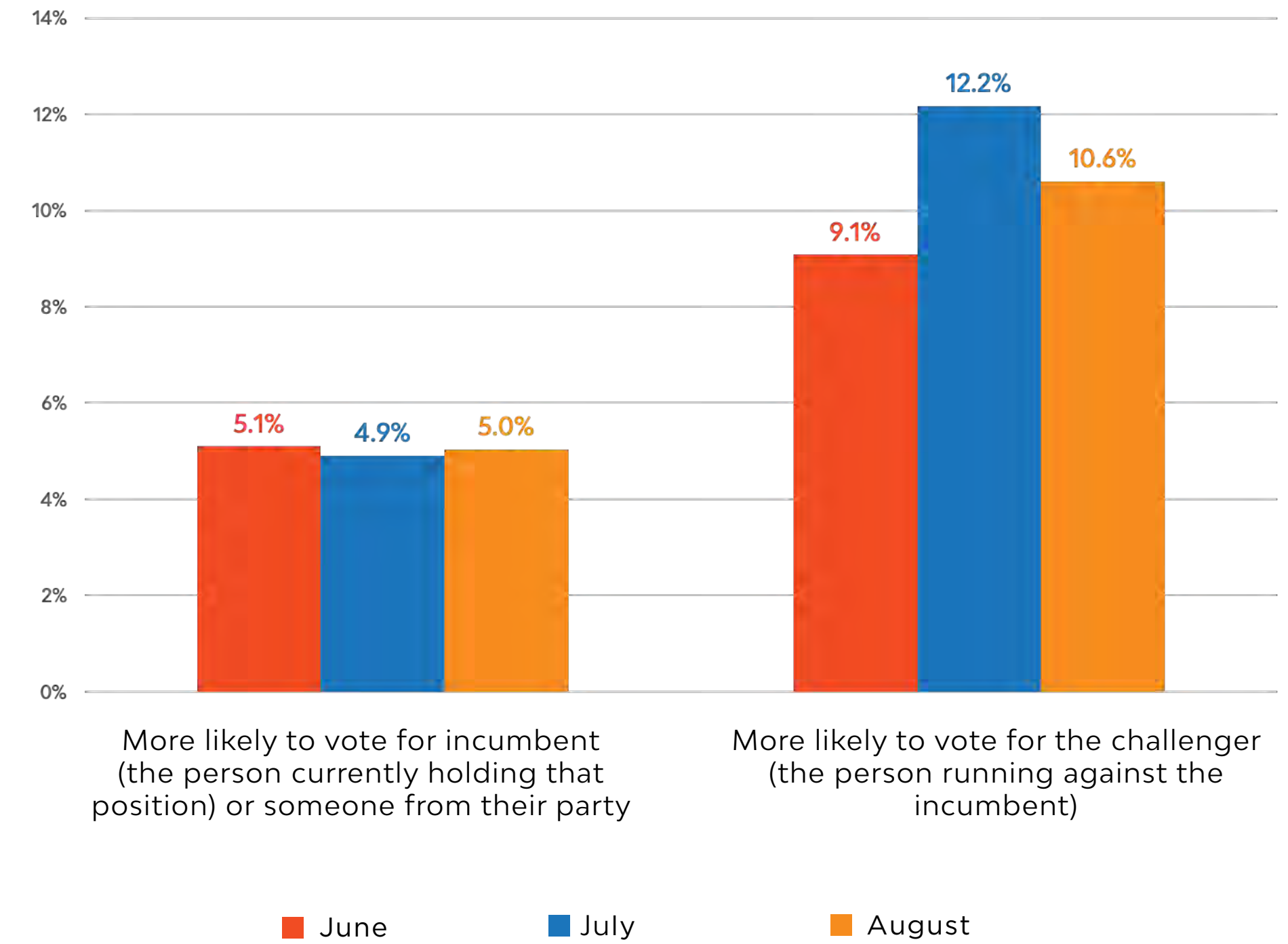
Q43

You mentioned that you have changed the person for whom you intend to vote for **House of Representatives**, in which direction has that changed?



Q44

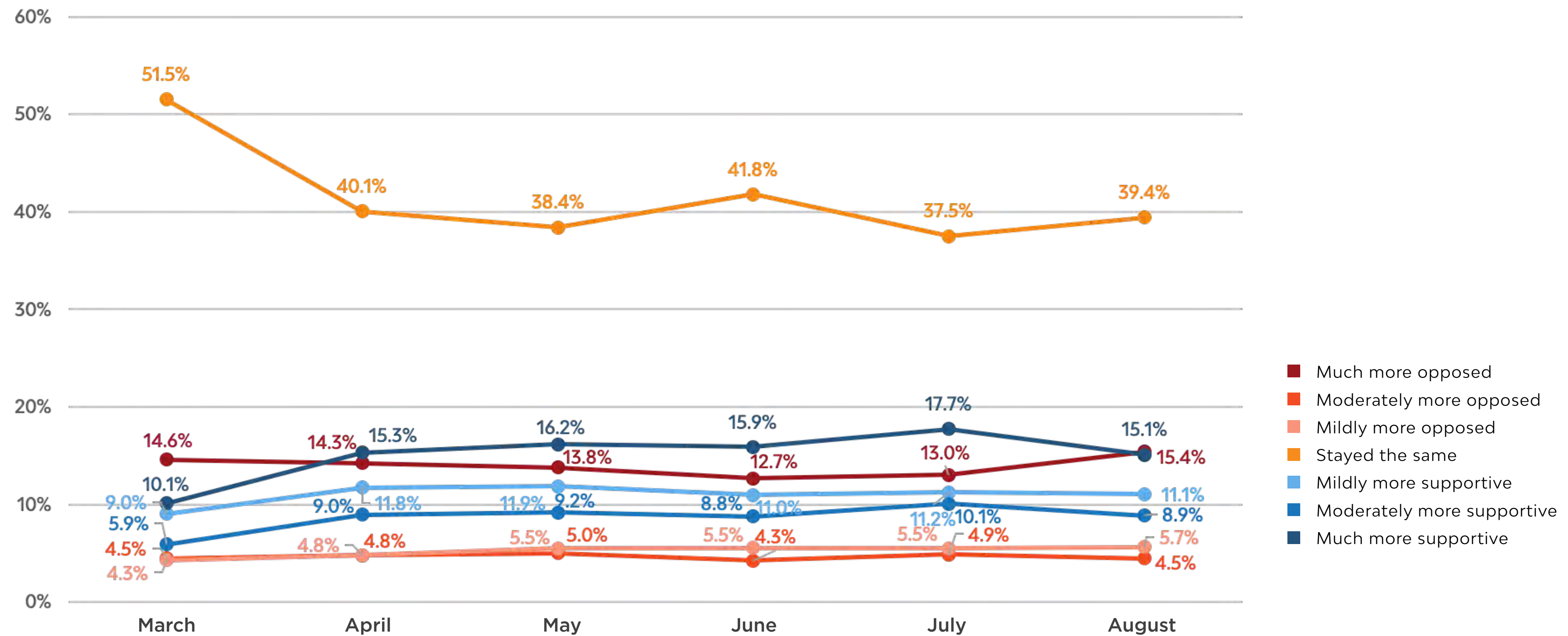
You mentioned that you have changed the person for whom you intend to vote for **Governor** or other state level positions, in which direction has that changed?



POLITICS & NEWS

Q45a

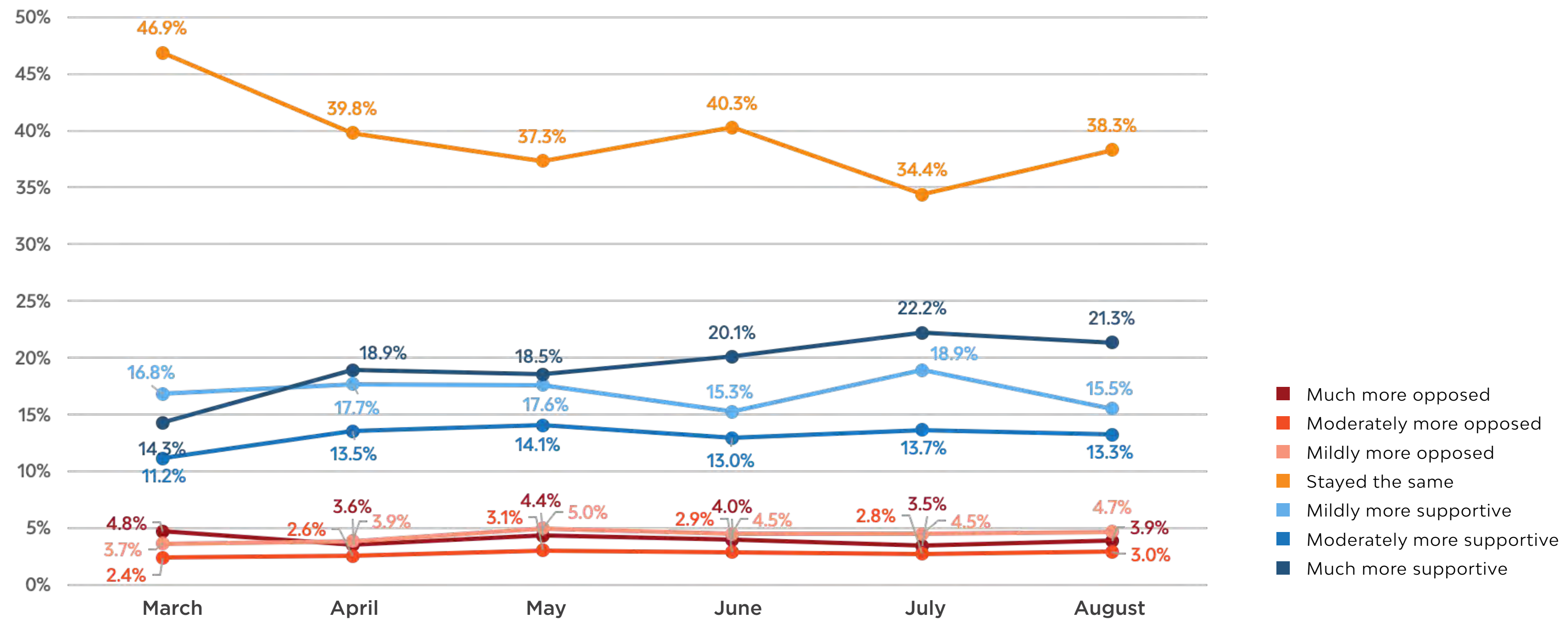
As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed . . . **Replacing all private health insurance with Medicare** (i.e. "Medicare for All")



POLITICS & NEWS

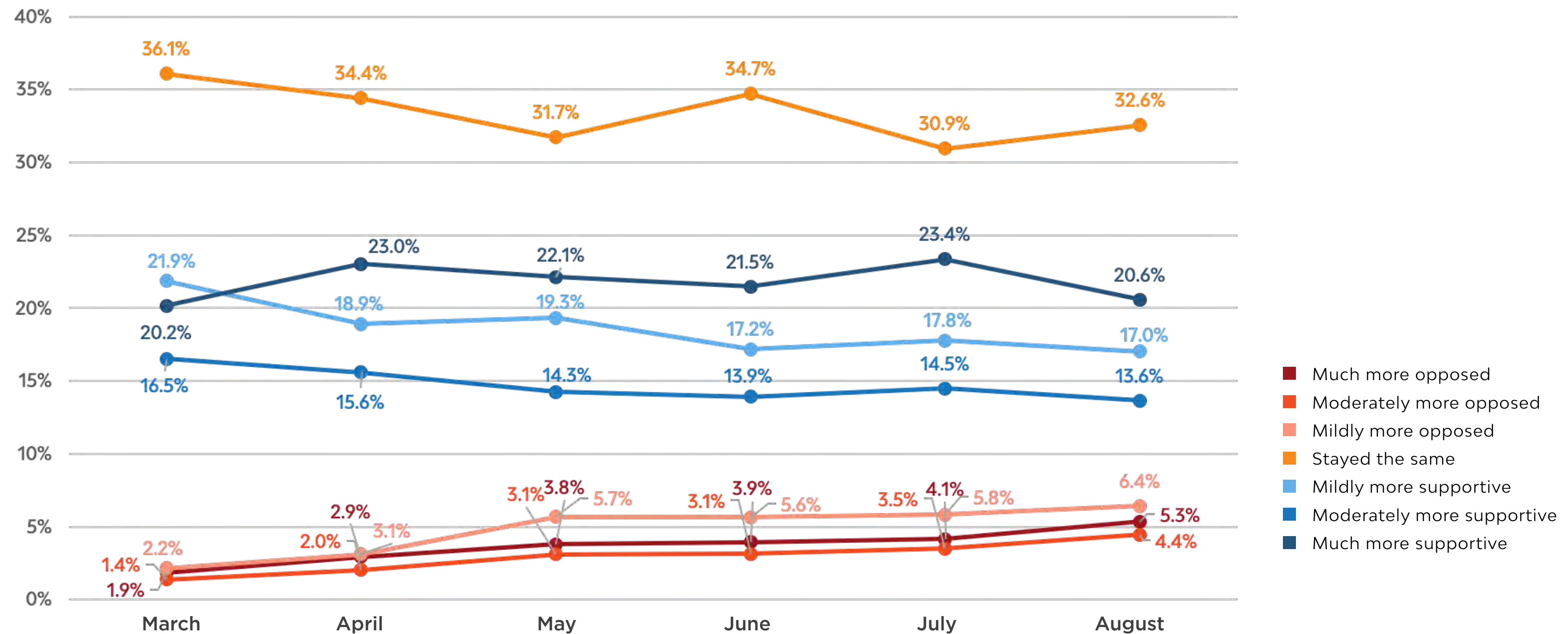
Q45b

As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed . . .
Expanding existing social "safety net" program (e.g., food vouchers, rent subsidies)



POLITICS & NEWS

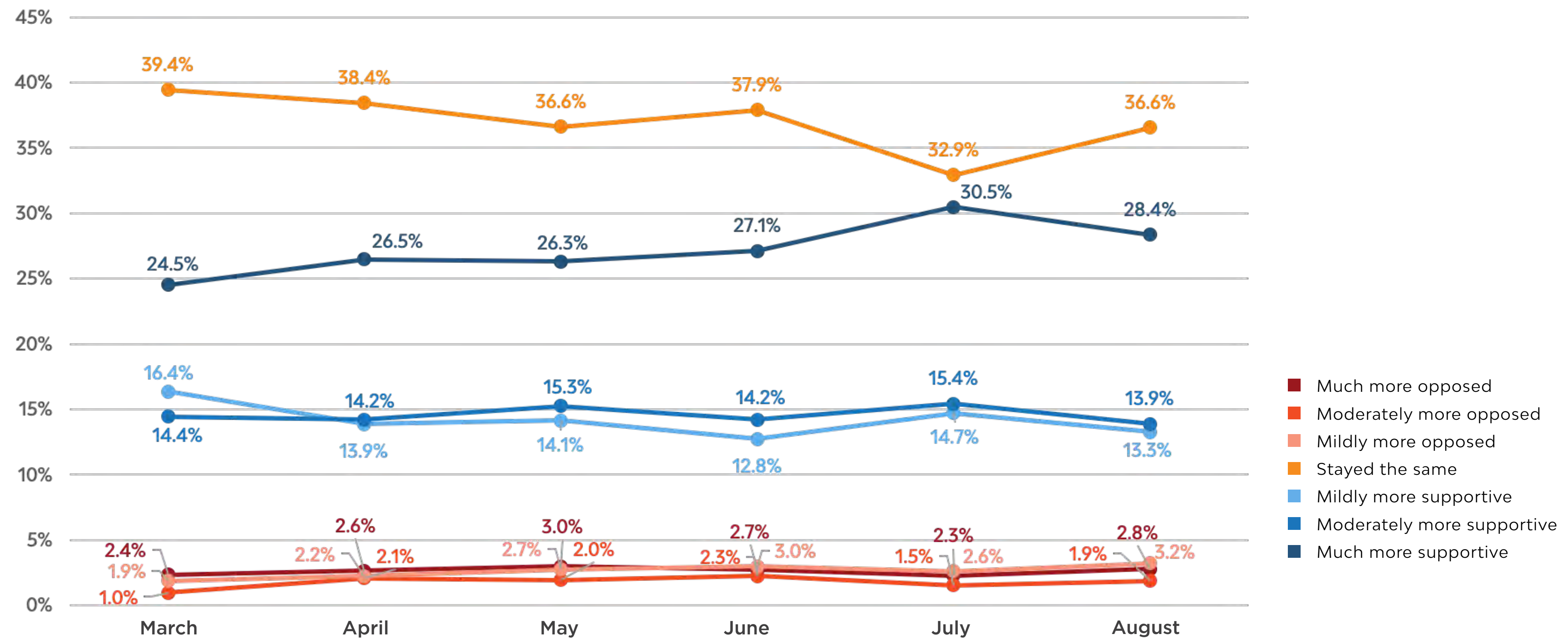
Q45c As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed . . . **Enhancing unemployment coverage**



POLITICS & NEWS

Q45d

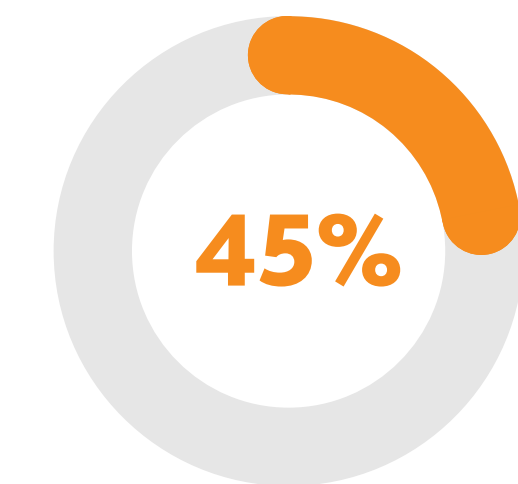
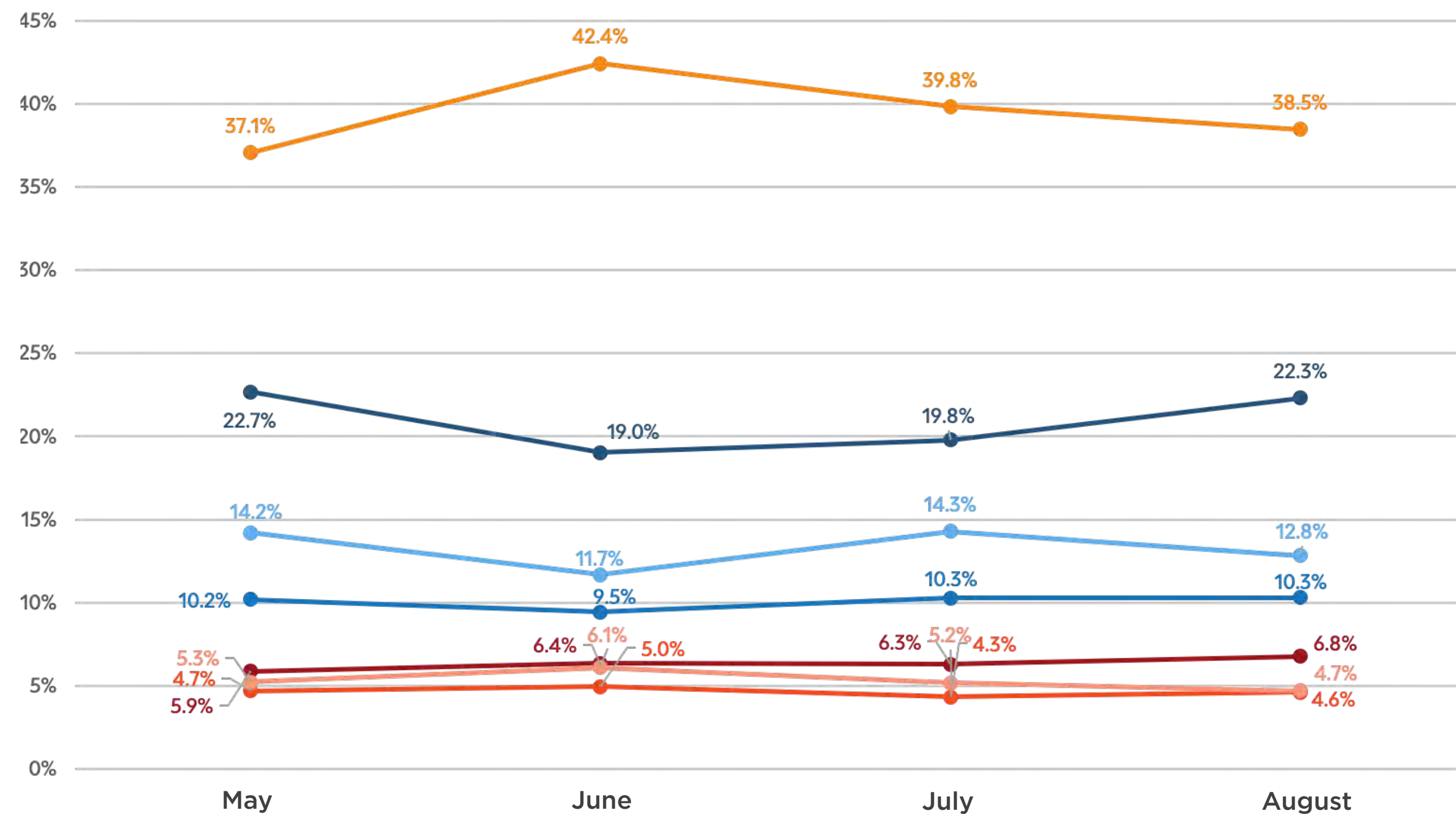
As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed . . . **Enhancing free meal programs in schools**



POLITICS & NEWS

Q46

As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed . . . **Closing the United States borders to foreign visitors/immigrants**



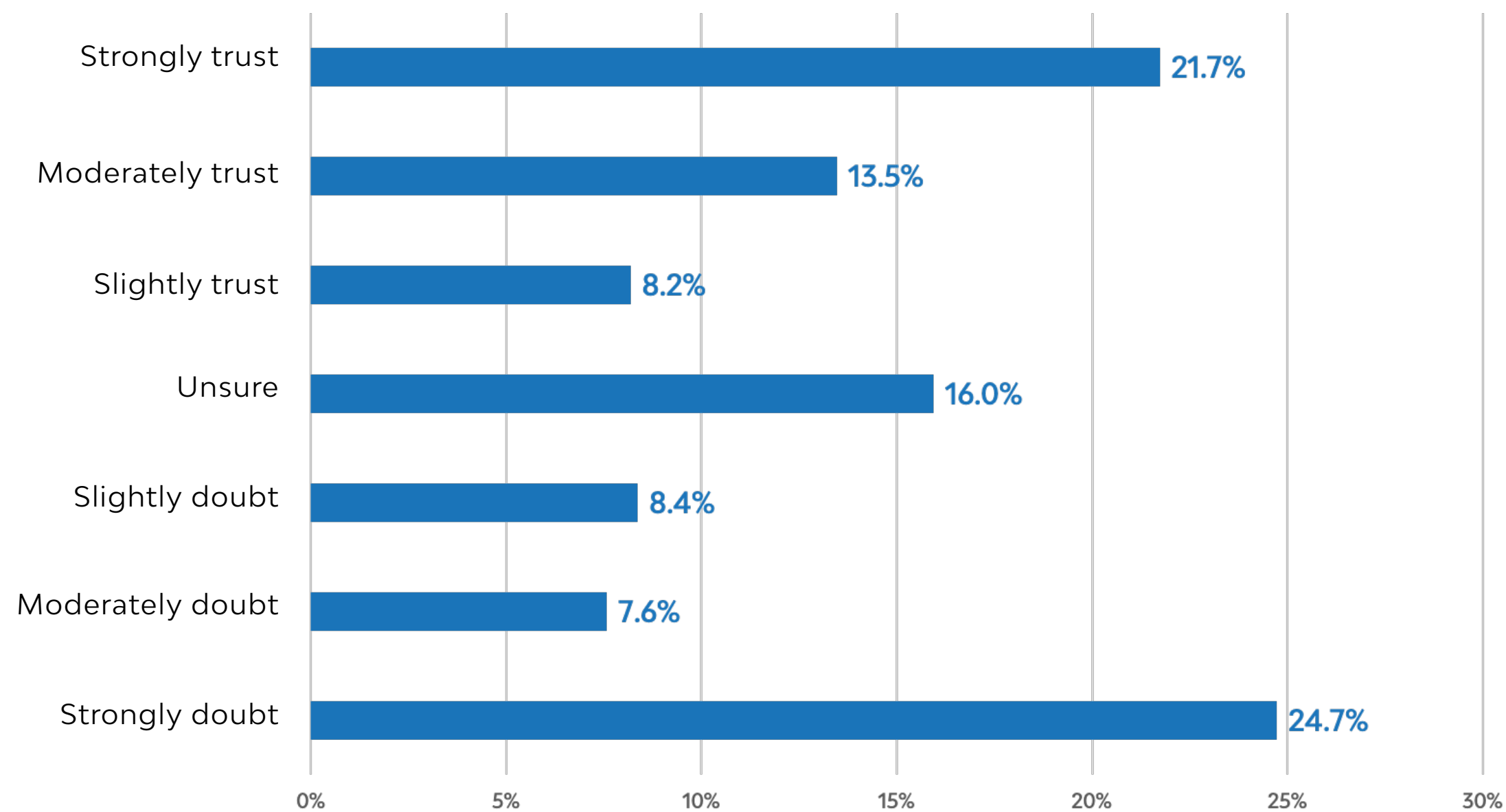
45% have become more supportive of **closing U.S. borders**

- Much more opposed
- Moderately more opposed
- Mildly more opposed
- Stayed the same
- Mildly more supportive
- Moderately more supportive
- Much more supportive

POLITICS & NEWS

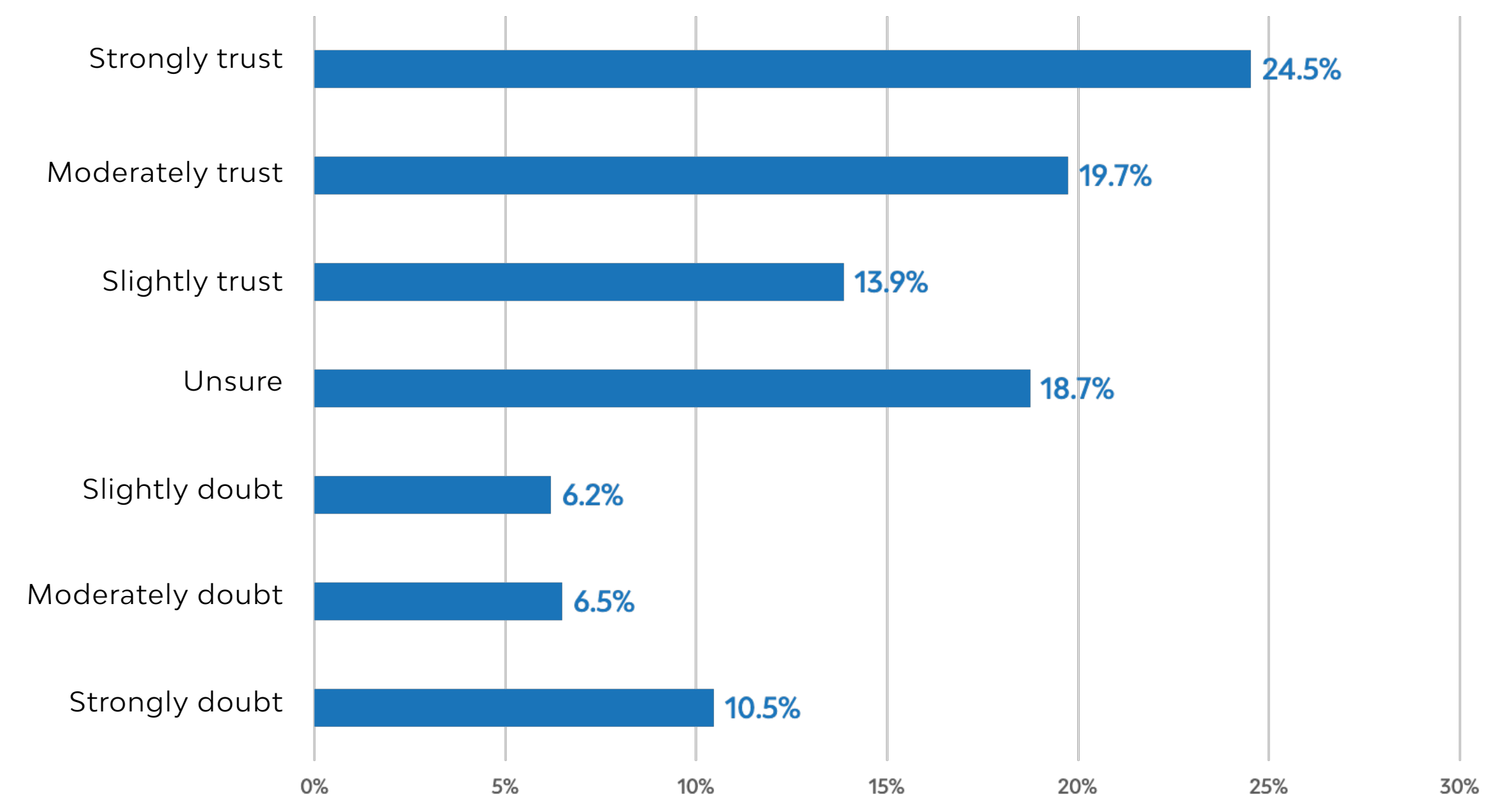
Q47a

If **President Trump** wins the upcoming Presidential election, to what extent will you trust the accuracy of that outcome?



Q47b

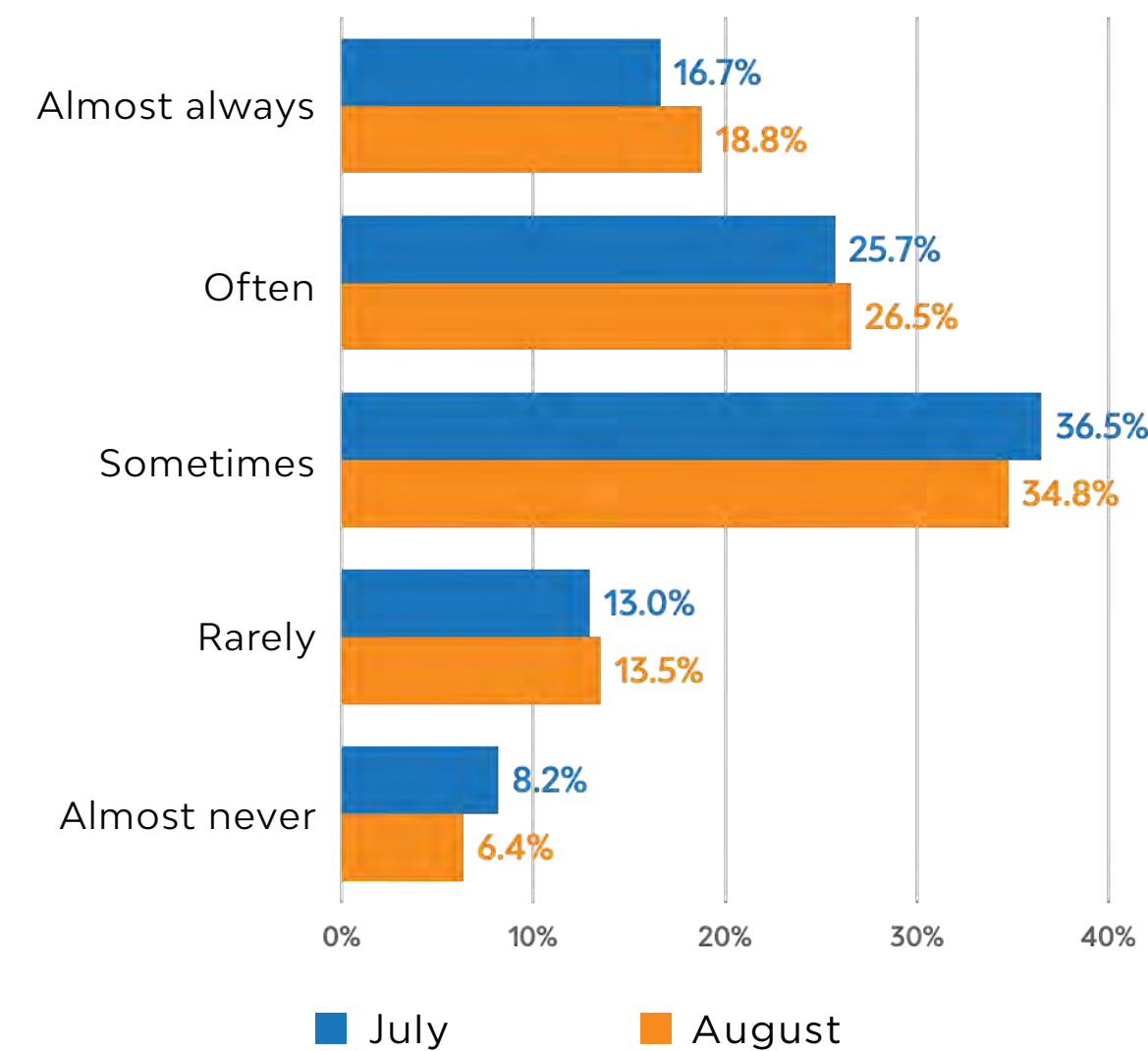
If former **Vice President Joe Biden** wins the upcoming Presidential election, to what extent will you trust the accuracy of that outcome?



POLITICS & NEWS

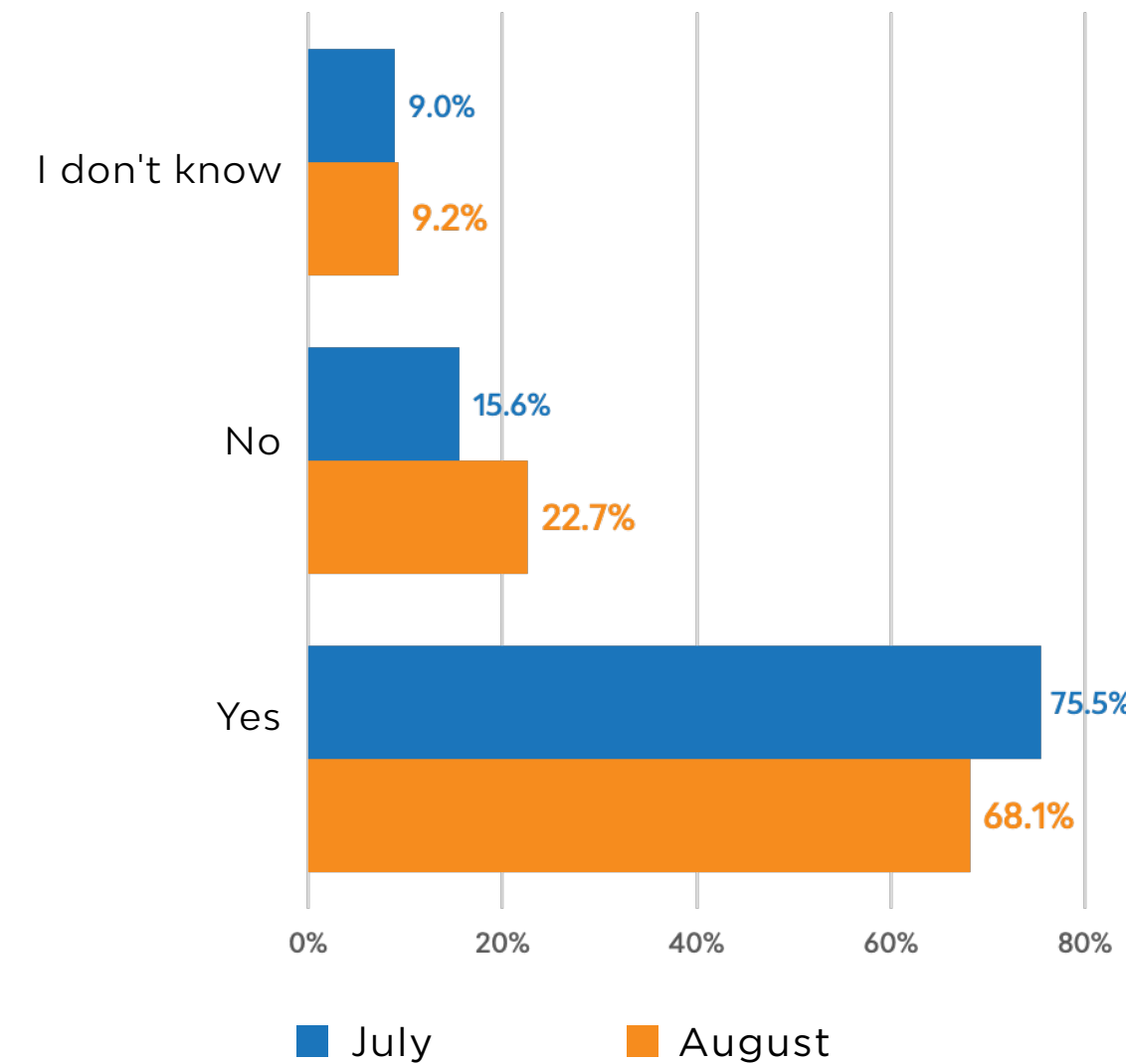
Q48

How often do police use an appropriate amount of force, in situations requiring the use of force?



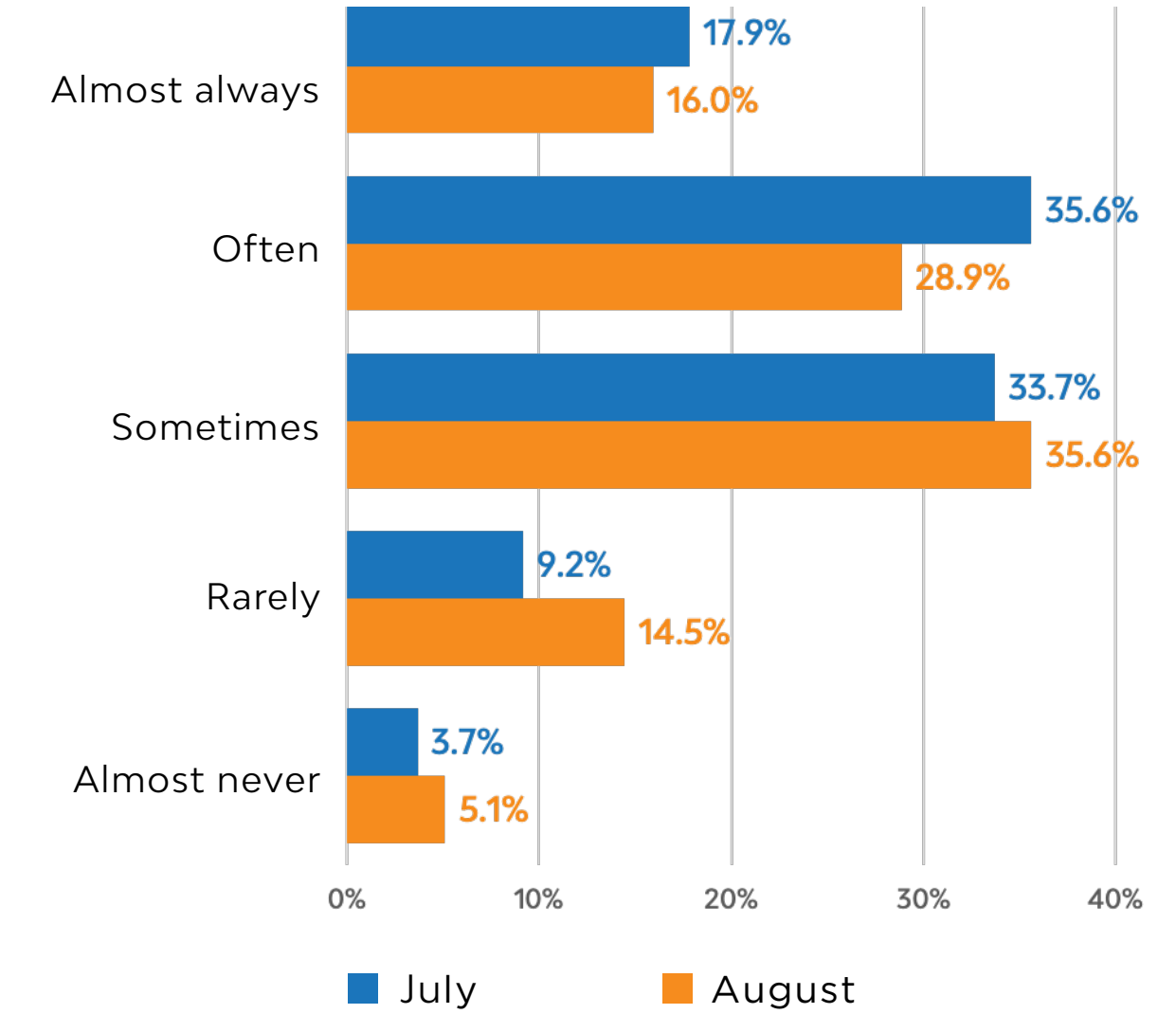
Q49

There has been a lot of talk about police mistreating Black Americans and other people of color in the media. Is this an important topic elected officials should be concerned about and dedicate time to?



Q50

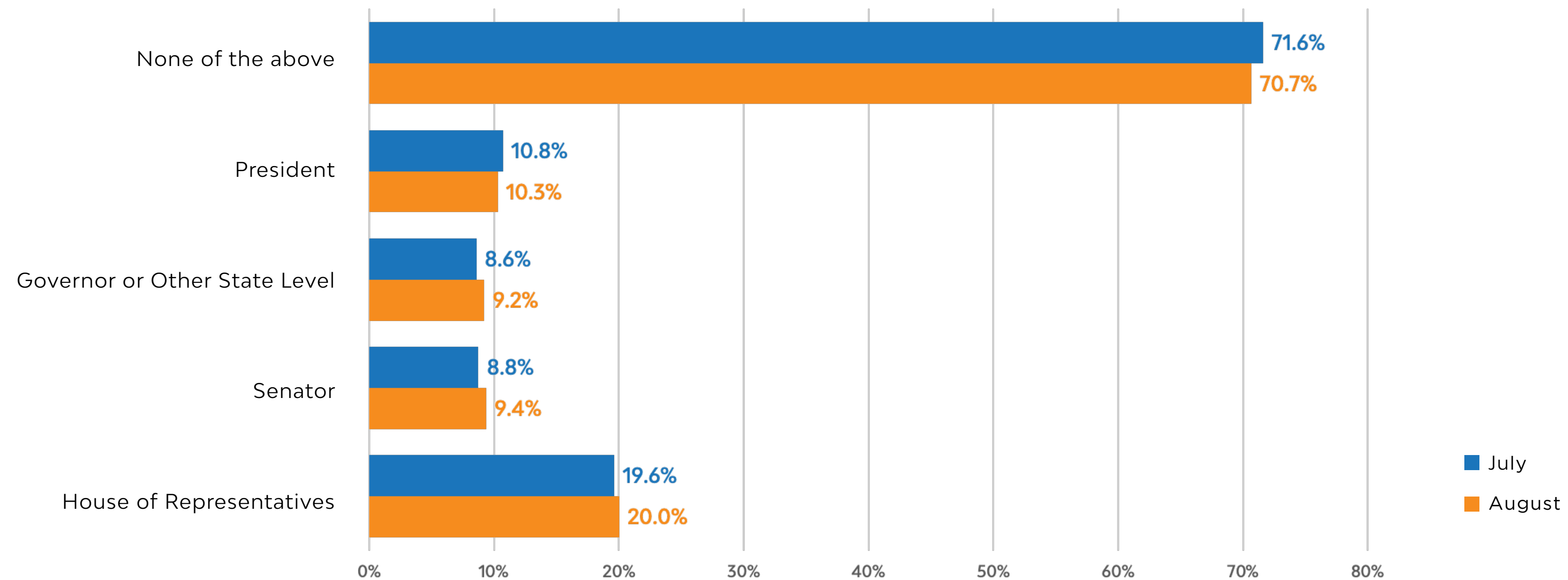
How often do Black Americans receive unfair treatment from the police?



POLITICS & NEWS

Q51

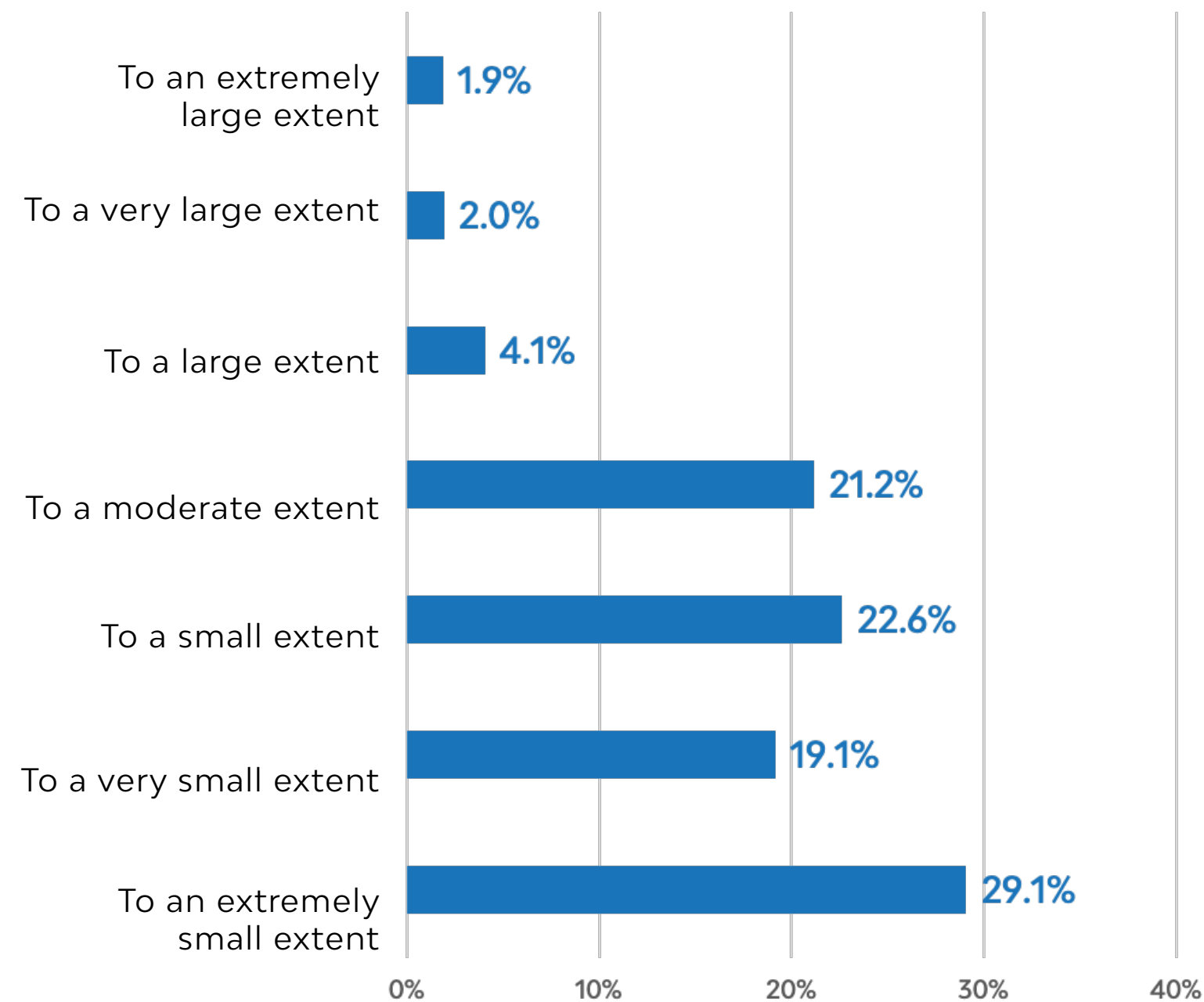
As a result of all you have learned and experience related to the recent civic unrest associated with Black Lives Matter in this country, for which of the following political positions have changed the person for whom you intend to vote? *Please select all that apply.*



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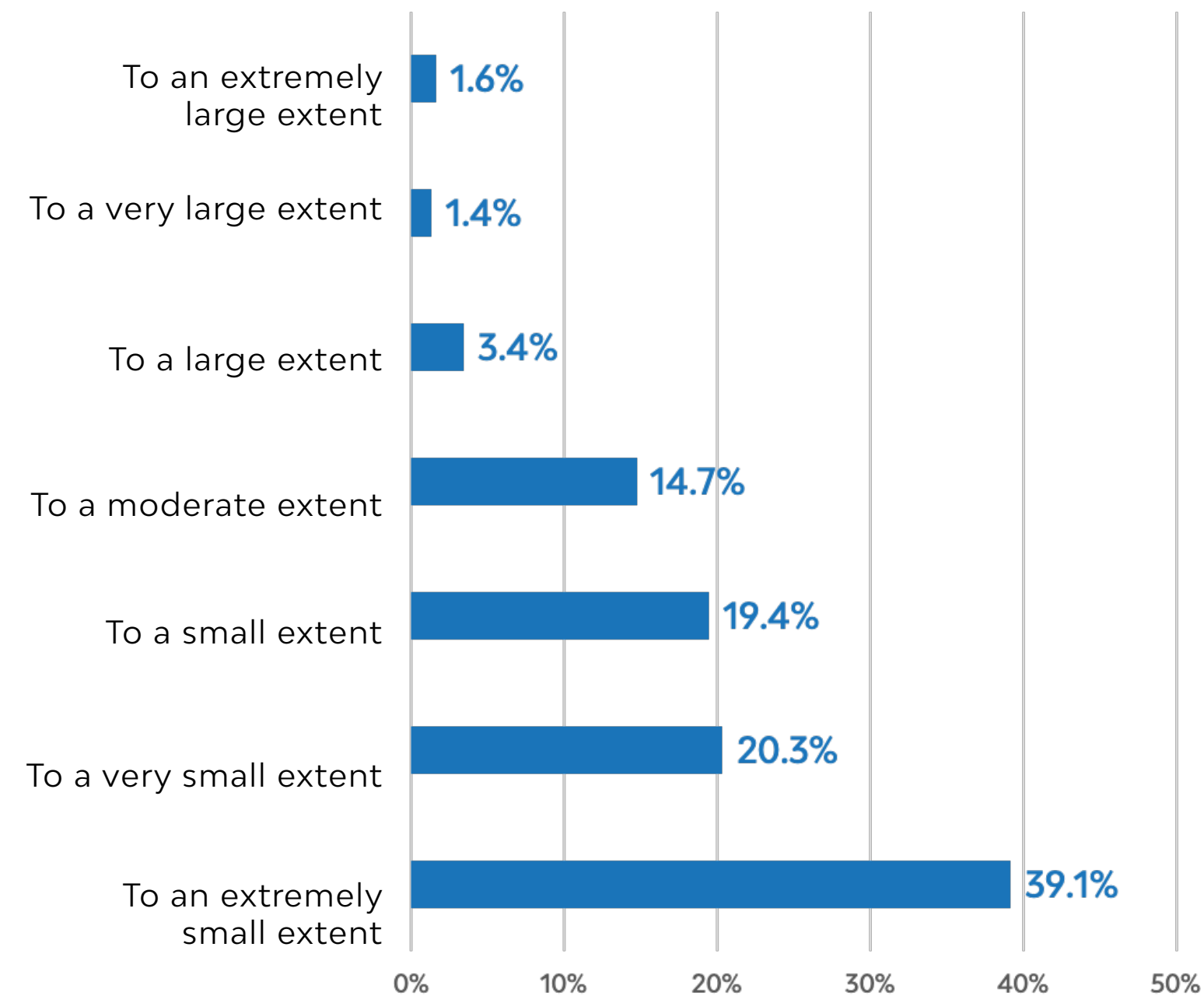
Q52a

To what extent is **news and information** on Facebook trustworthy?



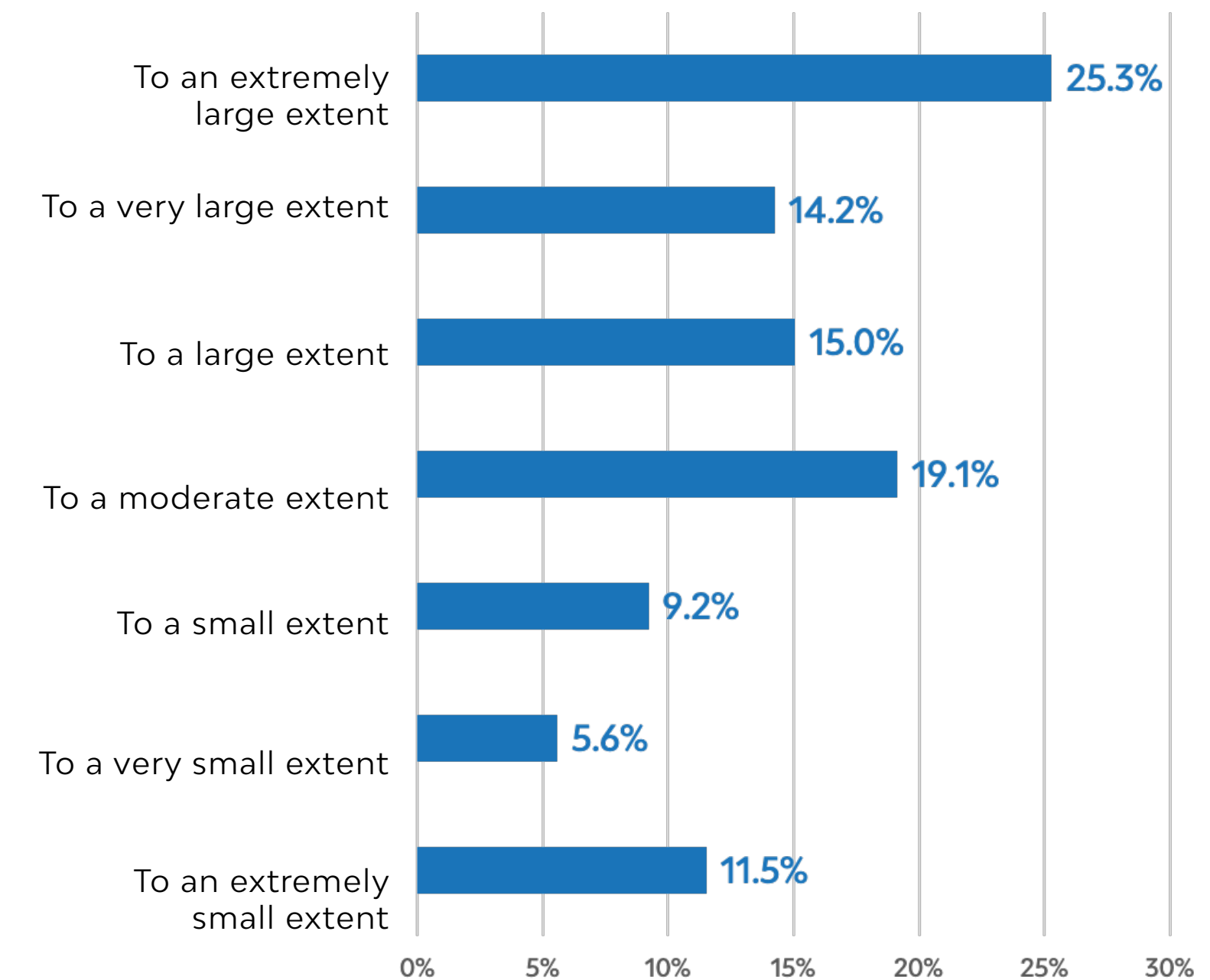
Q52b

To what extent are **political ads** on Facebook trustworthy?



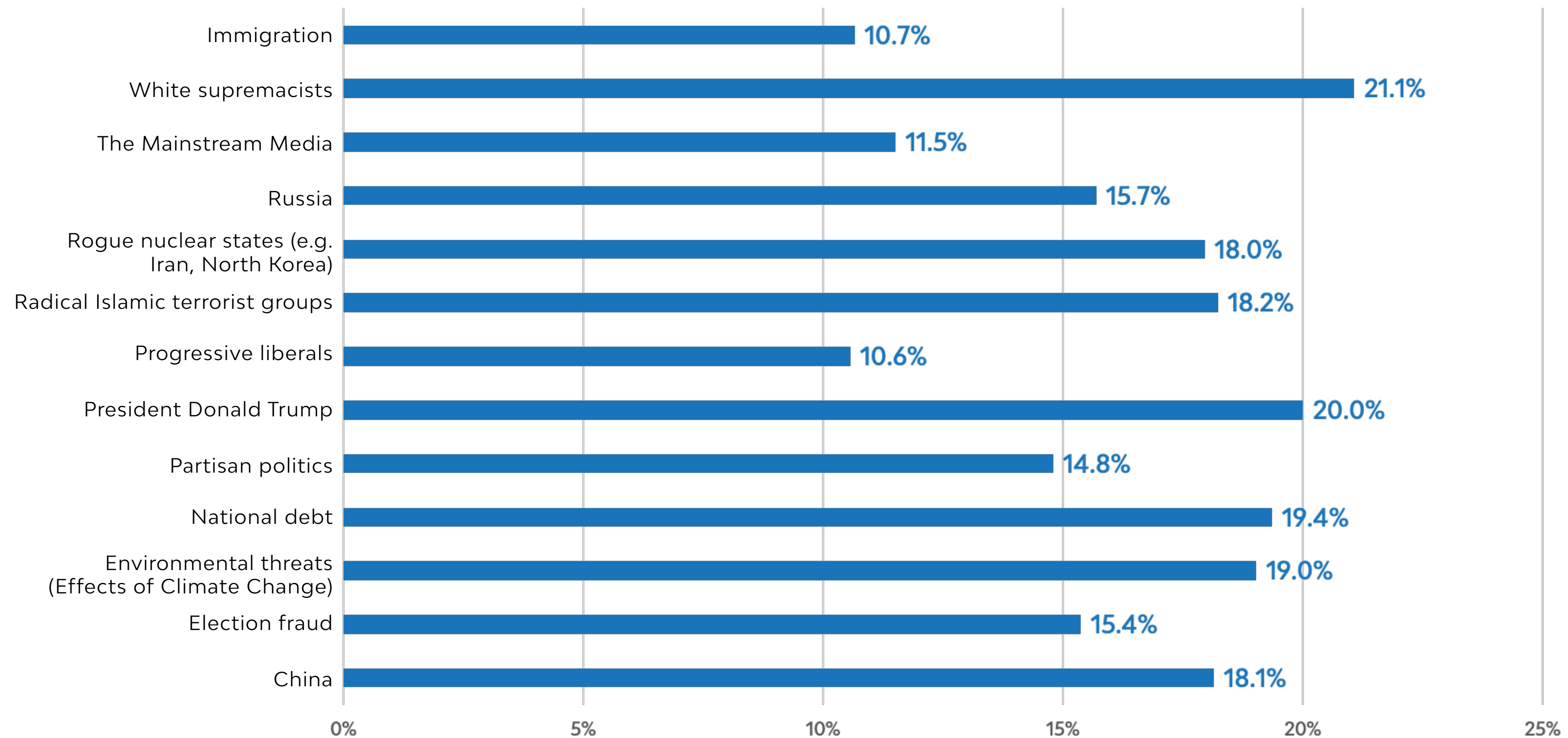
Q52c

To what extent does Facebook have a responsibility to **identify and suppress false news and information** from its services?



POLITICS & NEWS

Q53 Which of the following is a threat to the long-term interests of the United States?





For more information on how you can leverage these timely insights to make a positive impact on your business outlook, please contact us!

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