

WHEN WILL CONSUMERS FREQUENT VARIOUS VENUES

Once they are open and available to them?



This week's insights were collected Friday, May 1 - Sunday, May 3 among a general population of n=400 U.S. consumers age 21+.

CONSUMERS WILL GO TO BUSINESSES IN PHASES

Hair salons and barber shops will be among the first to see their customer base return, whereas consumers are going to wait longer before returning to crowded activities, where social distancing is nearly impossible to uphold (i.e., going to concerts and sporting events or traveling on a plane, train, bus, etc.).

Timing Estimates

% among patrons of venues

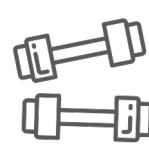
■ Within the first month ■ Wait at least 2 months ■ Wait 3+ months



Go to a hair salon/barber shop



Dine in at a restaurant



Go to a gym/attend a group fitness class (in-person)



Go to a shopping mall



Host/attend a social gathering or party



Go to a bar



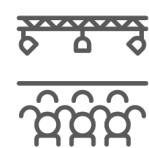
Go to a movie theater



Travel (e.g., using plane, train, bus, etc.)



Attend a professional sporting event



Go to a concert



Concerns for Going Back to Bars & Restaurants

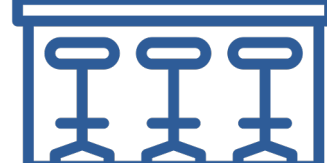
The biggest concerns for visiting bars and restaurants are the proximity to others (or the inability to appropriately social distance) and the additional spread or potential second wave of COVID-19.

“That individual businesses don't follow proper sanitation guidelines or set up their seating areas to provide better space to the customers.”

“Social distancing, possible exposure.”

“Just following social distancing and hoping others will do the same. I am also very concerned with the idea of a second wave.”

“Too many people in a confined space and the virus may start back up.”



“Getting the virus and then giving it to my family.”

Base: Total (N=400)

Q3: We understand this question may be difficult to answer, but please use your best estimate when responding.

Once stay at home orders/government mandates in your state have been lifted and these items/activities are open again and available to you, how soon do you think you will visit the following? When will you...

Q4: What are your biggest concerns about going out to bars and/or restaurants once they open back up?