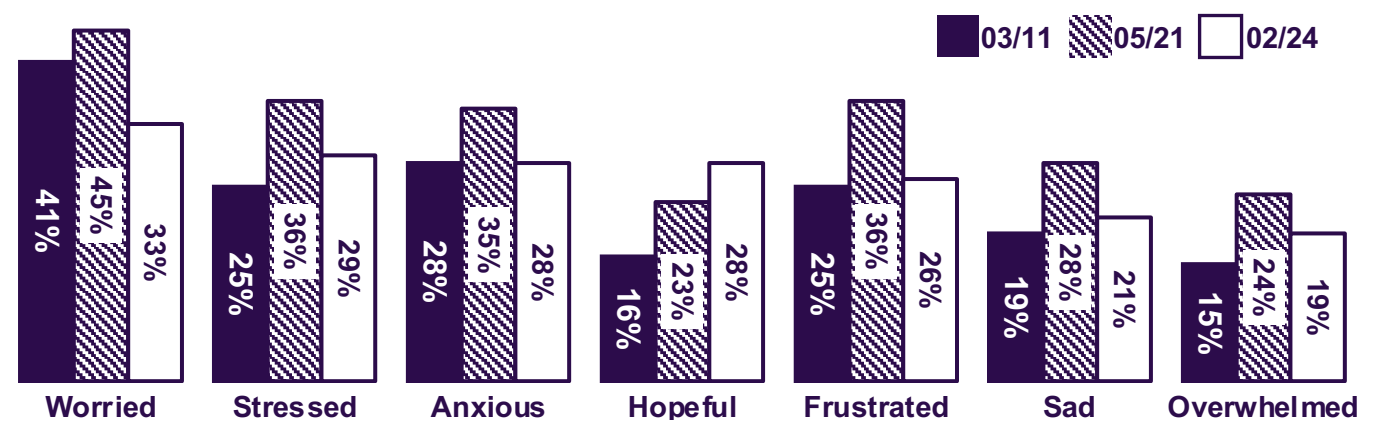


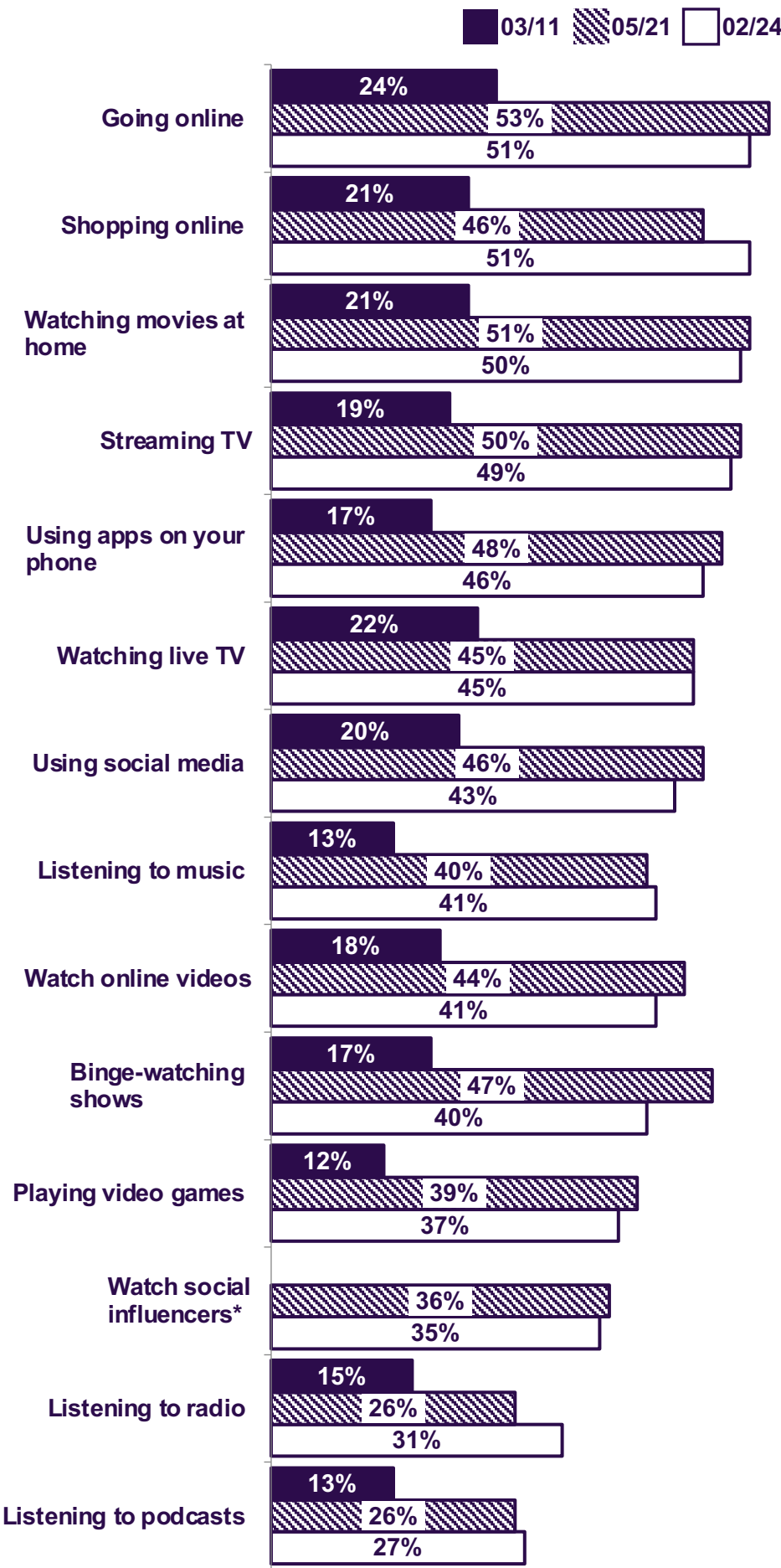
Americans are feeling less frustrated, stressed, and worried

Compared to Wave 18, Americans are also feeling more hopeful (an increase of 6 percentage points)



Americans are spending more time with the following Media

(Compared to how they spent their time prior to the coronavirus outbreak)



*New to Wave 4

Americans are shifting their spending

56% of Americans have tapped into savings or emergency funds to help pay bills or other expenses



*Percent of Americans who are likely to increase their spending in the future after COVID

** Percentage points difference from Wave 18

52% of Americans say they or their family have been personally impacted by COVID-19

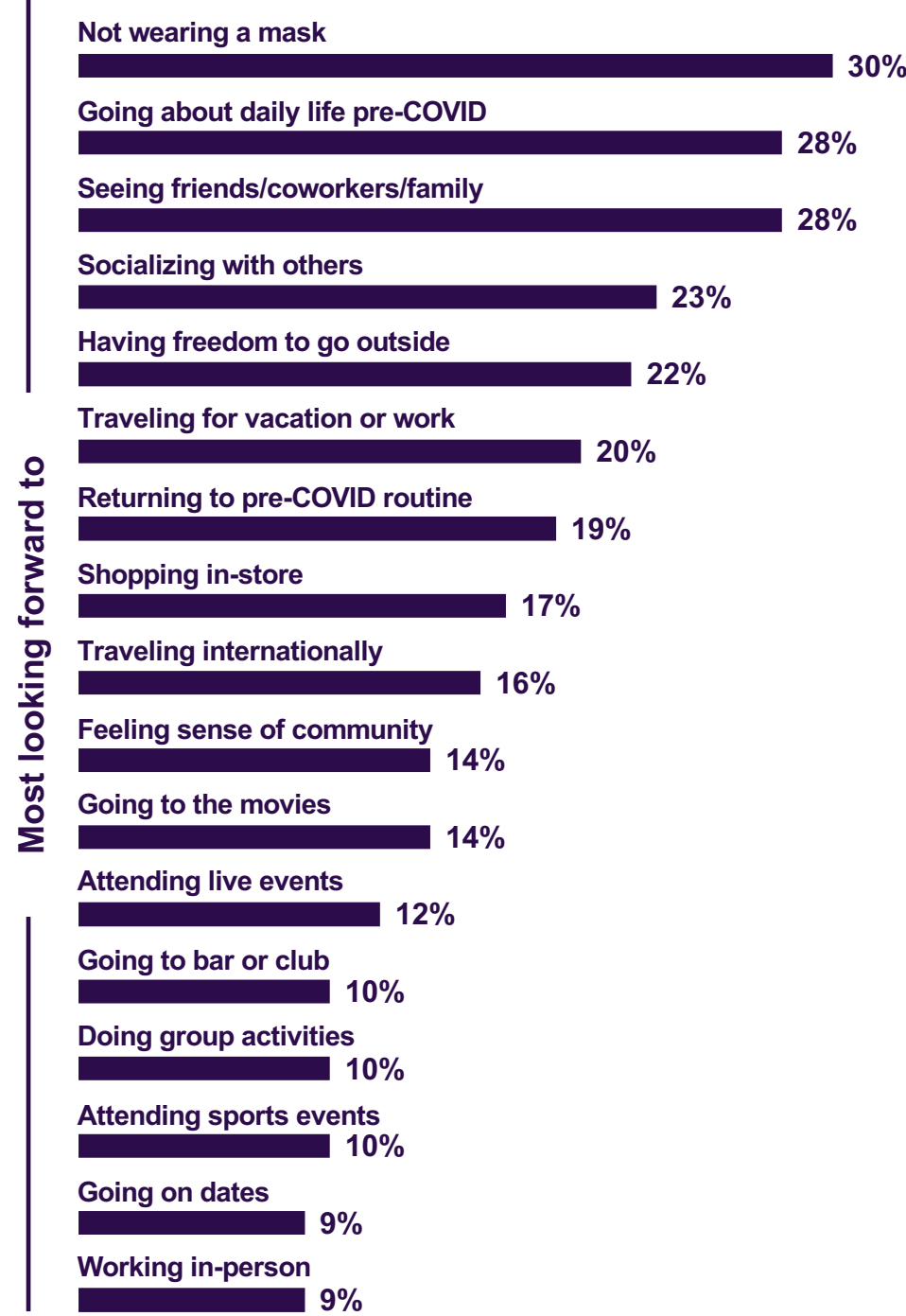
(e.g. sick with virus, death from virus, loss of job)

71% of GenXers have put things in their lives on hold & are waiting for a sense of normalcy

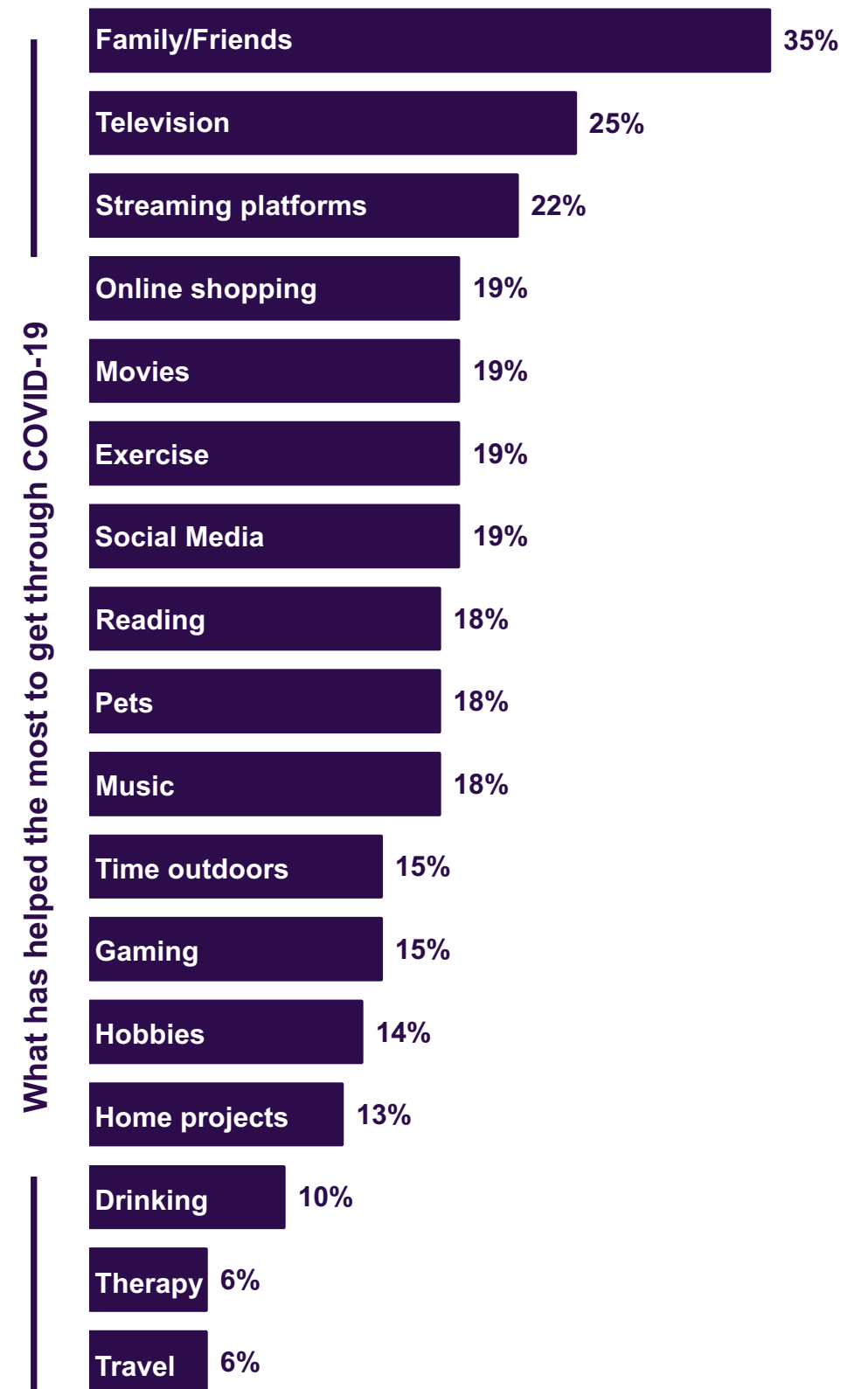
(vs. 59% Americans overall)

67% of Millennials think life will go back to normal this year

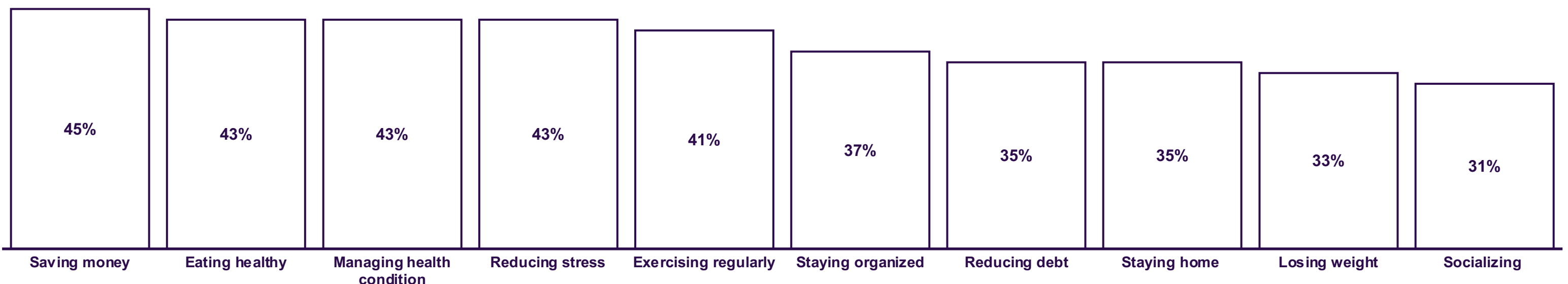
(vs. 55% of Americans overall)



What has helped the most to get through COVID-19



Top behaviors Americans are prioritizing more for 2021 (%)



This content is meant to explore trends in changing consumer perception and behavior, designed to help inform potential scenarios and eventualities of the Covid-19 situation. We (Mindshare) have no expert knowledge (medical or otherwise) of the situation, thus the views and findings expressed herein should be regarded as stimulus, not recommendations, based on changing survey findings. We will continue to work with clients to monitor the situation.