

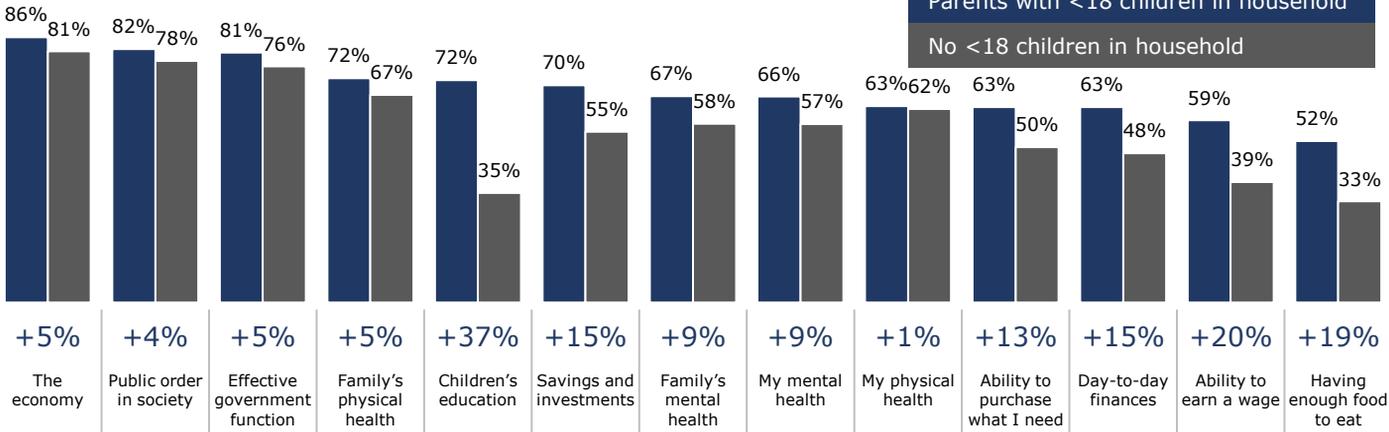


HOW PARENTS ARE COPING WITH COVID-19



PARENTS HAVE MORE COVID-19 CONCERNS

"I am concerned with..."



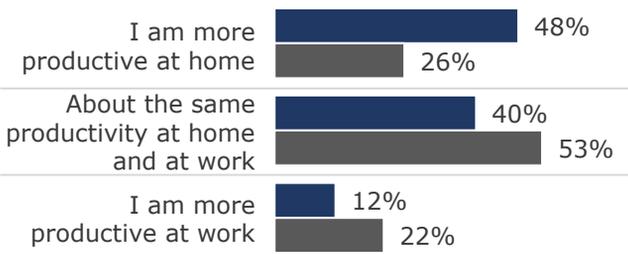
YET, THEY ARE MORE POSITIVE & OPTIMISTIC

From a list of 11 positive and 11 negative emotions, "how are you feeling these days"?

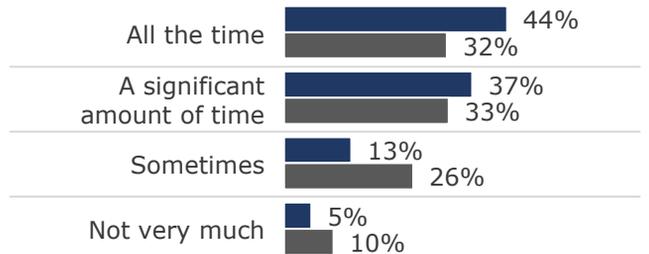
Category	Percentage Positive	Parents feel more...	Non-Parents feel more...	Excited	Trusting	Optimistic
PARENTS	43%			+8% (12% vs. 4%)	+6% (13% vs. 7%)	+6% (33% vs. 28%)
NON-PARENTS	37%			+11% (45% vs. 34%)	+8% (25% vs. 17%)	+7% (26% vs. 19%)

MANY PARENTS LIKE WORKING FROM HOME

They feel more productive...



After COVID-19, I want to work from home...



MANY WERE IMPRESSED WITH E-LEARNING

Did your kids do e-learning?

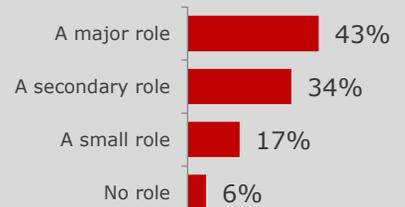


Had children who did e-learning during the pandemic

How was it?



What future role should it play?



The rollercoaster of emotions caused by COVID-19 has been especially dramatic for parents with children under 18 in the household. Parents have a much wider range of concerns surrounding the pandemic, most notably over-indexing on concerns about education and their personal finances. However, despite their concerns, parents maintain a surprising level of positivity and optimism about the world and the future. COVID-19 may have revealed for many parents a substantial desire to work from home more often moving forward, and even to have e-learning integrated more into their children's education.

Results are taken from Maru's ongoing, weekly tracker of key elements related to how consumers FEEL, BEHAVE, and THINK during the COVID-19 pandemic. For more information, please go to www.marureports.com/coronavirus, contact kyle.davies@marumatchbox.com, or reach out to your Maru representative.