

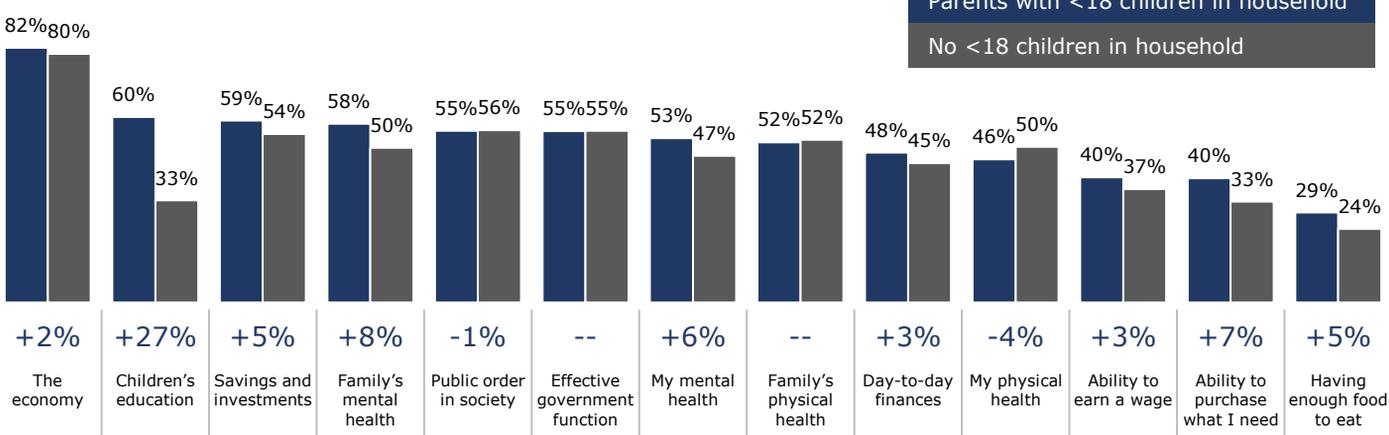


# HOW PARENTS ARE COPING WITH COVID-19



## PARENTS HAVE MORE COVID-19 CONCERNS

"I am concerned with..."



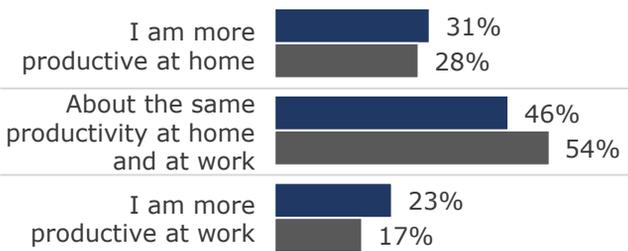
## YET, THEY ARE MORE EXCITED & HAPPY

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

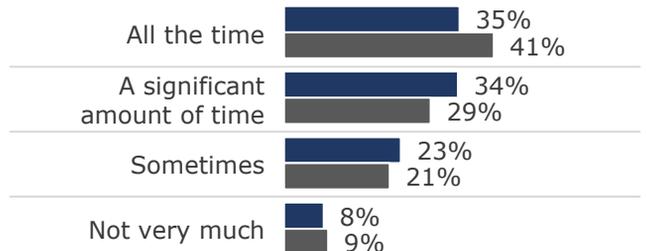
Category	Emotion	Percentage	Comparison
PARENTS 44% POSITIVE	Excited	+4%	(8% vs. 4%)
	Happy	+3%	(19% vs. 16%)
	Hopeless	+2%	(13% vs. 11%)
NON-PARENTS 45% POSITIVE	Calm	+4%	(30% vs. 26%)
	Bored	+4%	(29% vs. 25%)
	Trusting	+4%	(14% vs. 10%)

## MANY PARENTS LIKE WORKING FROM HOME

They feel slightly more productive...

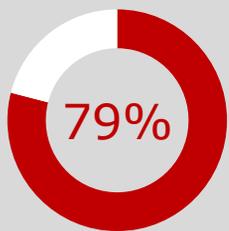


After COVID-19, I want to work from home...



## MANY ARE NOT THRILLED WITH E-LEARNING

Did your kids do e-learning?

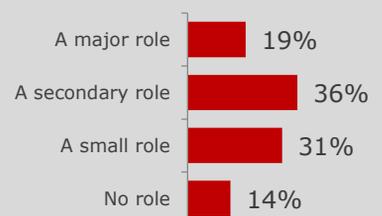


Had children who did e-learning during the pandemic

How was it?



What future role should it play?



The COVID-19 rollercoaster of emotions has been especially dramatic for parents with children under 18 in the household. Parents have a slightly wider range of concerns surrounding the pandemic, most notably over-indexing on concerns about education, mental health, and their personal finances. However, despite their concerns, parents maintain a relatively equal level of positivity and optimism about the world and the future as non-parents. COVID-19 may have revealed for many parents a real desire to work from home more often moving forward (69% wish to at least "a significant amount of time"). Most hope e-learning will play a non-primary role in their children's education in the future.

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](http://www.marureports.com/coronavirus), contact [kyle.davies@marumatchbox.com](mailto:kyle.davies@marumatchbox.com), or reach out to your Maru representative.