



CHANGES



IN AMERICAN ATTITUDES, EMOTIONS, BEHAVIORS, AND RELATIONSHIPS DURING COVID-19

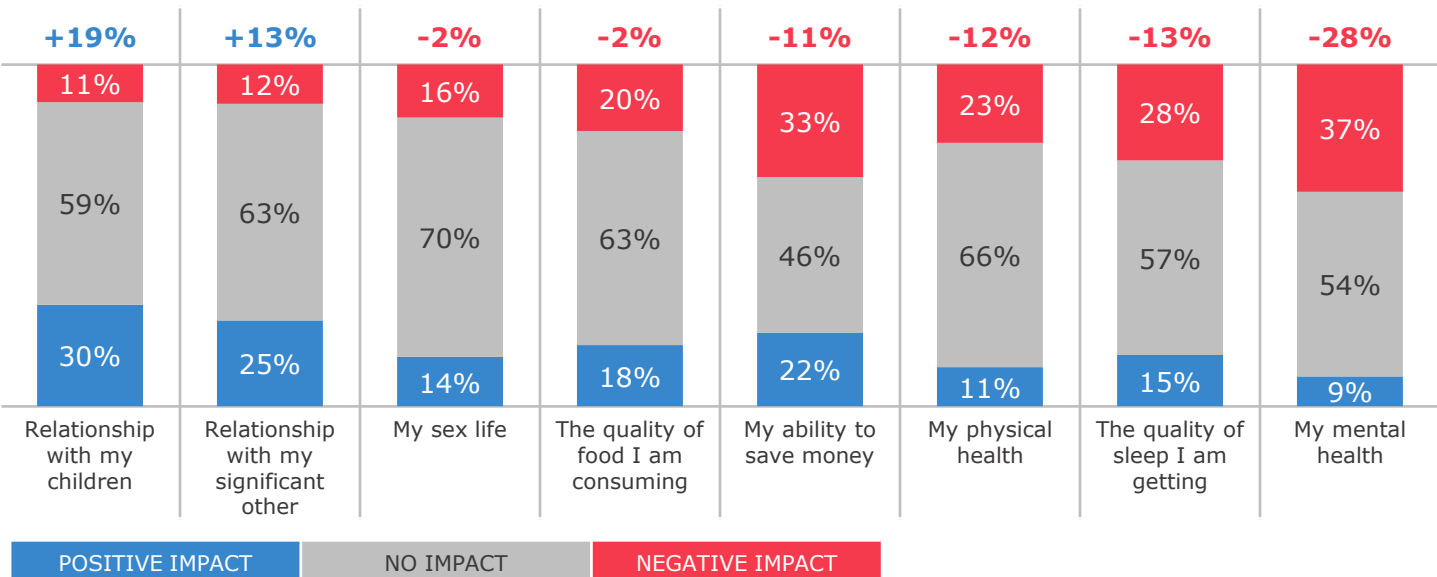
31 DAYS OF CHANGE

The 20 metrics that have changed **the MOST** over the first month of quarantine

	WAS on 3/19		NOW on 4/15	DELTA
"I am shopping at physical stores less often than a month ago"	45%	▲	68%	+23%
Agree: "I don't think life will ever be the same, after the virus"	50%	▲	70%	+20%
Agree: "Society is overreacting to coronavirus/COVID-19"	52%	▼	35%	-17%
Agree: "COVID-19 is just a temporary problem. Life will get back to normal soon"	66%	▼	50%	-16%
Concerned about: "The ability to purchase the products I (and my family) need"	75%	▼	61%	-14%
"I am watching shows or movies at home more often than one month ago"	33%	▲	47%	+14%
Agree: "I believe there will be a coronavirus/COVID-19 vaccine widely available sometime in 2020"	64%	▼	52%	-13%
I feel "Bored" these days	25%	▲	36%	+11%
"I am watching/plan to watch local news more often"	58%	▼	47%	-11%
Past 24hr activity: "I have gone shopping for things other than food or health-related home essentials in a physical store"	22%	▼	11%	-11%
Agree: "Where I live, things are going to get worse before they get better"	72%	▼	61%	-11%
In the past week I have stocked up on: Non-perishable goods (i.e. canned goods, pantry items, snacks, etc.)	48%	▼	37%	-11%
"I am watching/plan to watch national news more often"	53%	▼	43%	-10%
Past 24hr activity: "I have gone grocery shopping for food or health-related home essentials in a physical store"	45%	▼	36%	-9%
"I am eating at restaurants less often than a month ago"	61%	▲	70%	+9%
Agree: "I am stressed, or concerned about money and finances"	64%	▼	55%	-8%
In the past week I have stocked up on: Nothing	27%	▲	34%	+7%
"I am playing games on my mobile device more often than a month ago"	21%	▲	28%	+7%
Agree: "I am afraid to see my doctor because I might contract coronavirus/COVID-19"	39%	▲	45%	+6%
"I spent less than one hour outside of my home yesterday"	29%	▲	35%	+6%

WHAT IS BETTER AND WORSE?

Please indicate whether and how the current coronavirus/COVID-19 situation has impacted the following areas of your life:



Results are taken from Maru's ongoing, near-daily 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.