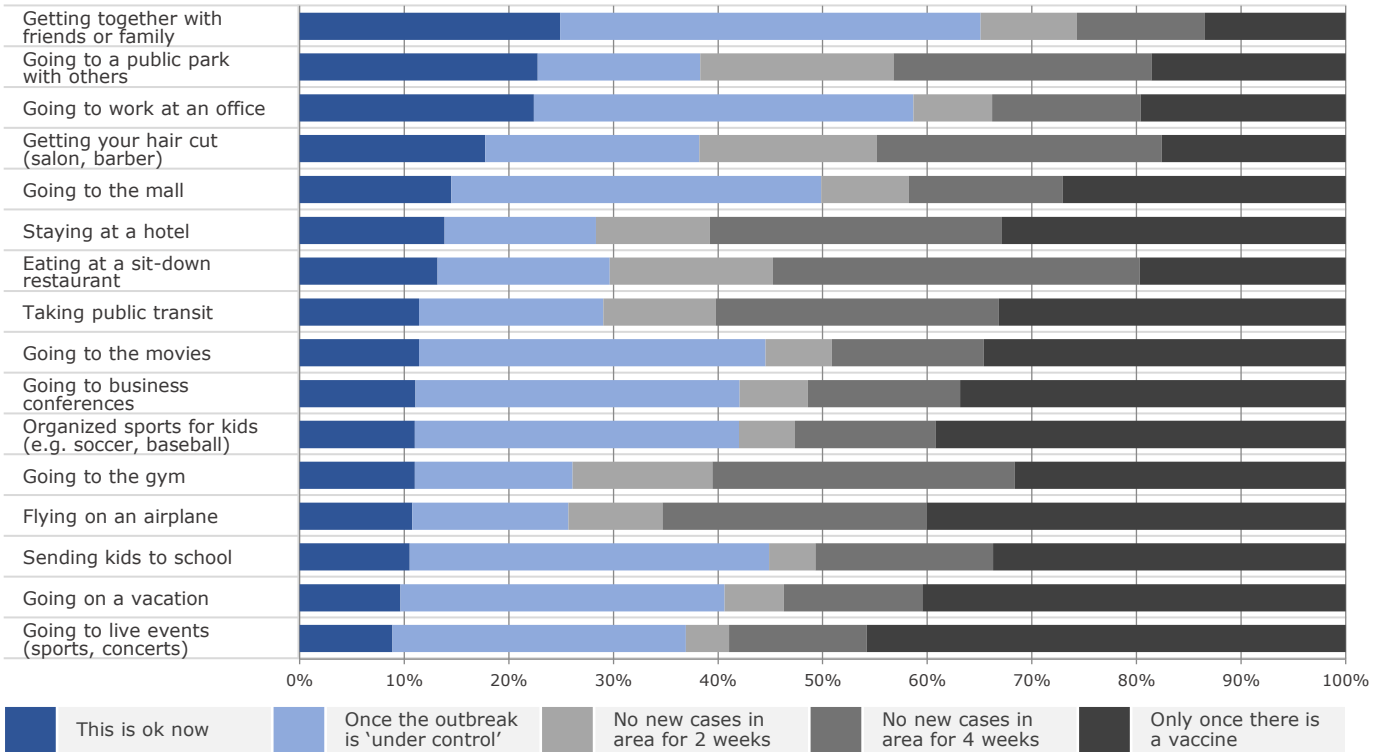




GETTING BACK OUT, OPENING BACK UP

WHEN WILL YOU BE COMFORTABLE...?



We asked Americans when they will feel comfortable re-engaging with different parts of society. Americans indicated they are becoming more comfortable with activities like getting together with friends or family, going to a park, going to work, and getting a haircut. There is far less comfort with the idea of going to events with large numbers of people before a vaccine is available, live events such as sports or concerts, air travel, attending organized sports for kids, and business conferences.

However we also know these decisions could be impulsive and emotional, so we also employed **Maru/Matchbox Implicit Association Testing (IAT)** to get a better sense for areas where people may be more willing to take 'risks', and also areas where Americans may be more likely to take steps like wearing masks or gloves.

RISK VS. REWARD



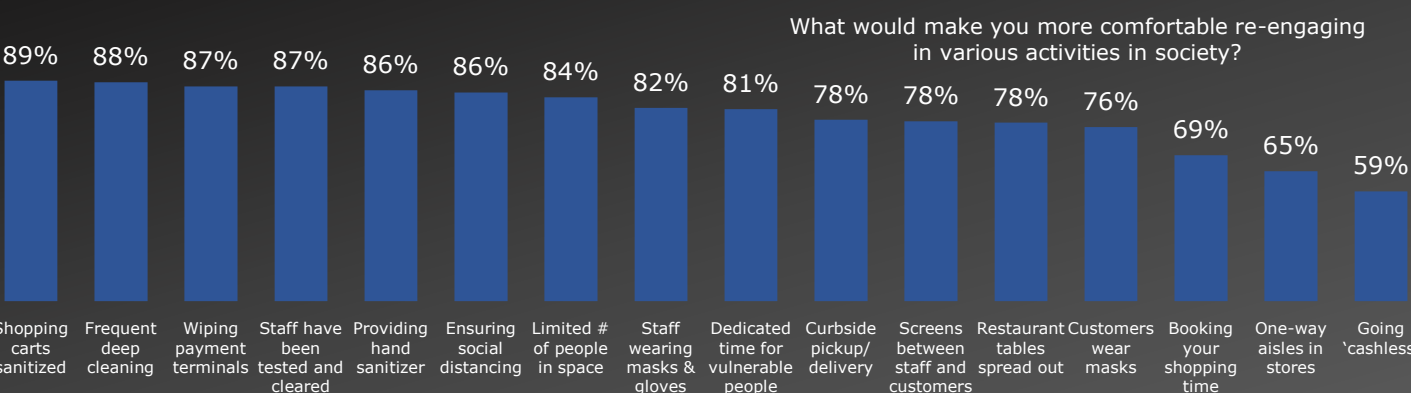
HIGH EXCITEMENT HIGH WORRY
Willing to take meaningful steps to protect themselves in order to get back to activities sooner

HIGH EXCITEMENT LOWER WORRY
Eager to get back to these activities, perhaps without safety measures

LOW EXCITEMENT HIGH WORRY
Needs to be very strong safety measures in place before most would consider

LOW EXCITEMENT LOWER WORRY
While most will be in no rush, they won't avoid these activities

WHAT WOULD MAKE YOU COMFORTABLE?



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.