



THE COVID-19 EMOTIONAL ROLLERCOASTER

BIGGEST CHANGES IN OPINIONS, CONCERNS, OR EMOTIONS DURING COVID-19

"Where I live, things are going to get worse before they get better"



"It is time to re-open the economy"



"I don't think life will ever be the same, after the virus"



"COVID-19 is just a temporary problem. Life will get back to normal soon"



Concern with the ability to purchase the products I (and my family) need



"I believe there will be a COVID-19 vaccine widely available sometime in 2020"



"I am concerned about the healthcare system's ability to handle this situation"



Emotion: Afraid



My ability to save money (NET positive impact of COVID-19)



Emotion: Isolated



Concern with having enough food to eat



"Society is overreacting to COVID-19"



"I do not believe there are enough tests to get an accurate picture of US cases"



Emotion: Bored



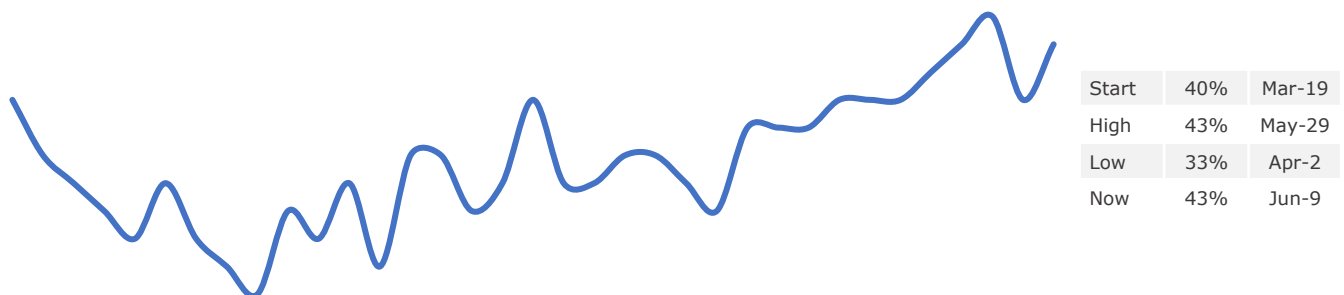
Concern with maintaining public order in society



Emotion: Anxious



Positive Emotions | the proportion of all emotions currently being felt that are positive



Results are taken from Maru's ongoing, twice-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.