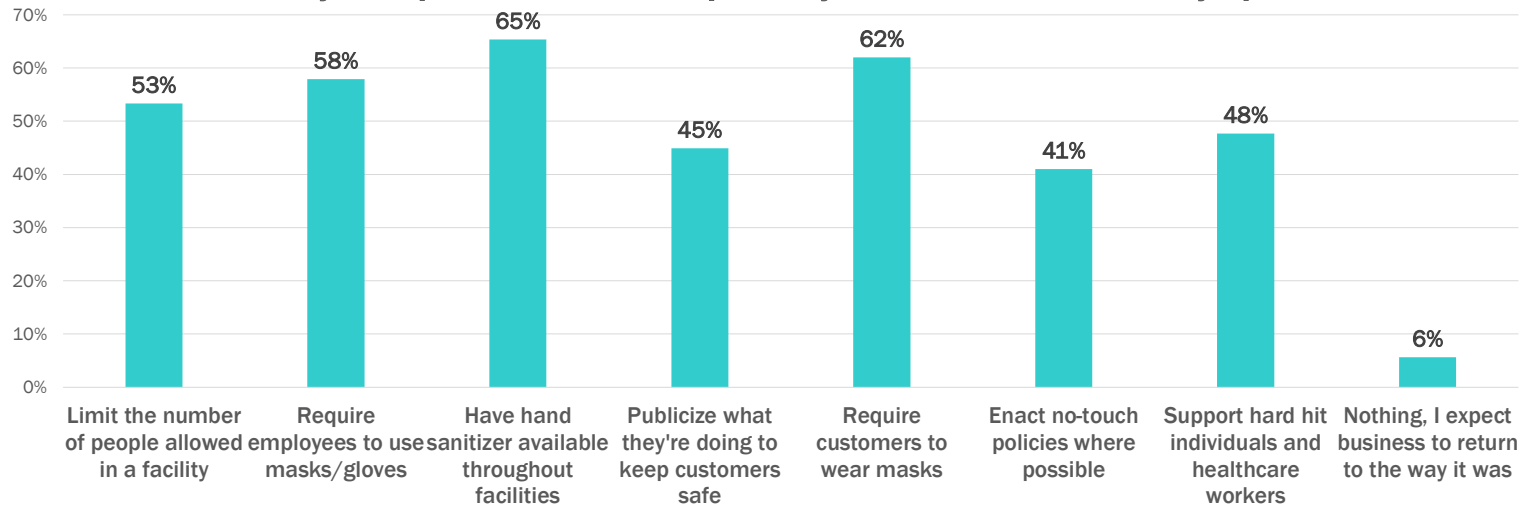


Consumer Perception & Expectations in the Age of COVID-19

4/20/2021 - 4/30/2021

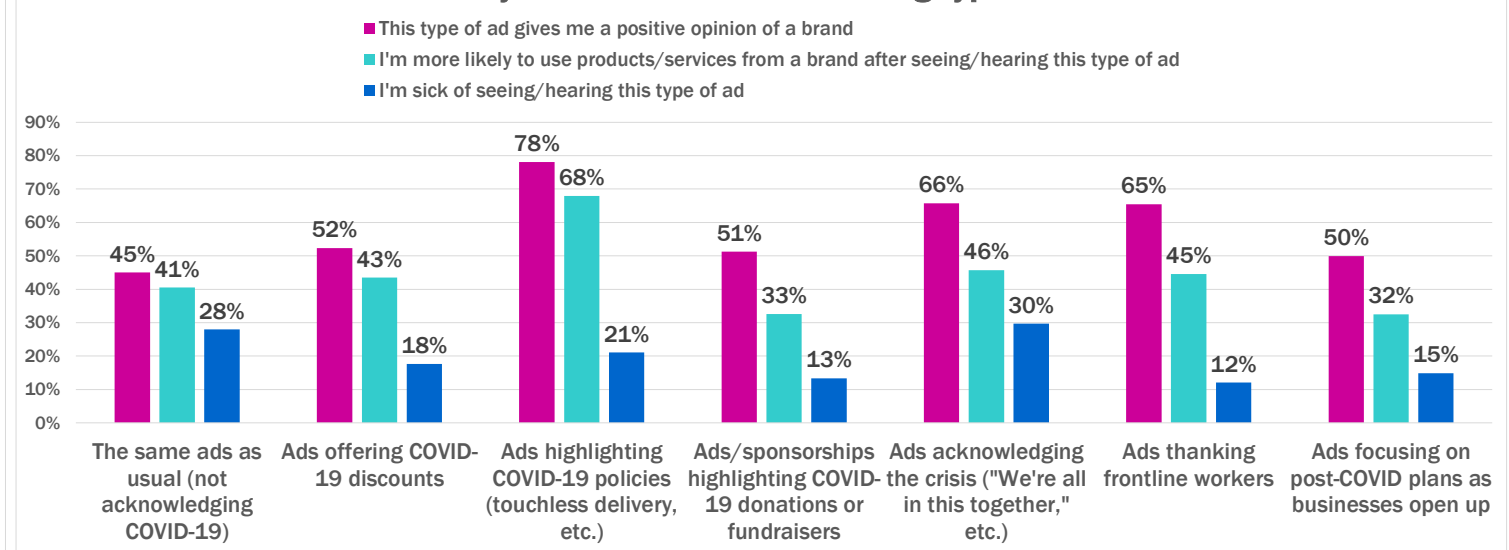


What do you expect from the companies you trust as the economy opens?



Total sample = 1544

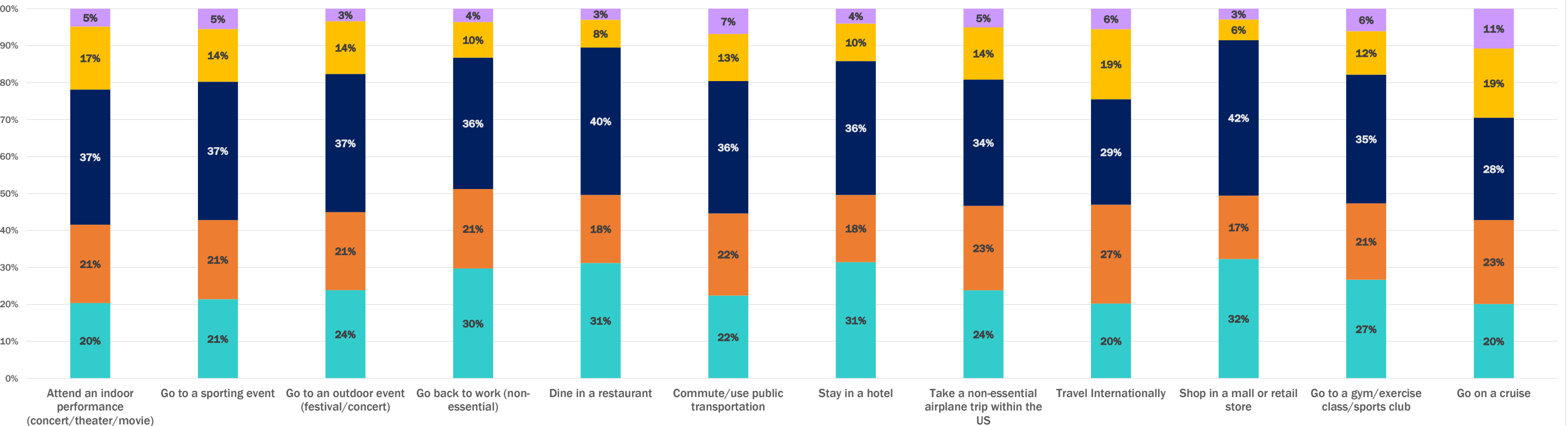
How do you feel about the following types of ads?



Total sample = 1302

When will you feel comfortable returning to these types of activities?

- I would do this now/no additional measures needed
- I would do this if officials give the all-clear
- I would do this if extra safety measures are enforced (masks/social distance)
- I would do this when my household/most people are vaccinated
- I wouldn't do this again in the future



Total sample = 1328