THE CDC SAYS NO MASKS

Required If Fully Vaccinated



This week's insights were collected Friday, May 21 - Monday, May 24 among a general population of n=304 U.S. consumers age 21+.

Despite The Change in Guidelines, People Will Still Wear a Mask.

Consumers think more favorably of and are more likely to frequent an establishment that continues to require masks for all. Those dropping the mask requirements may see a decline in business. Regardless, most are going to continue to wear their mask whether required or not and whether they are vaccinated or not.

Mask Requirements Impact on Behavior

% of Total Respondents Same ■ Less Likely ■ More Likely

Shop in stores requiring face masks for all 8 37 55 Go to private parties held outdoors 54 37 Fly on airplanes requiring face masks for all 14 40 46 Go to bars or restaurants requiring face masks for all 42 14 44 Go to public outdoor gatherings (i.e., sports, concerts, graduations)

16 42 42 Go to private parties held indoors 21 41 38

Go to public indoor gatherings (i.e., sports, concerts, graduations) 45 24 31

Shop in stores that no longer require face masks

Go to bars or restaurants that no longer require face masks 35 37 28

42 30 28 Fly on airplanes that no longer require face masks 43 39 18

Will Continue to Wear Mask Regardless % of Total Respondents

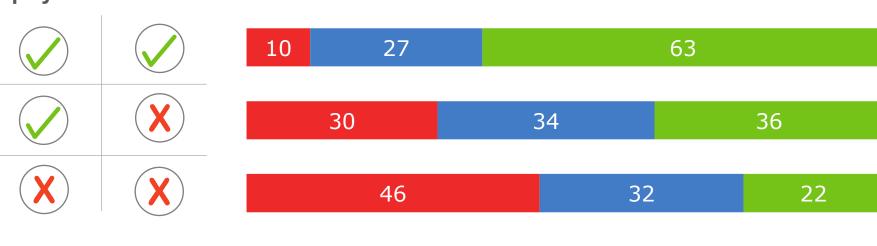


Attitudes Towards Business's Mask Policy % of Total Respondents

■ More Negative ■ No Change ■ More Positive

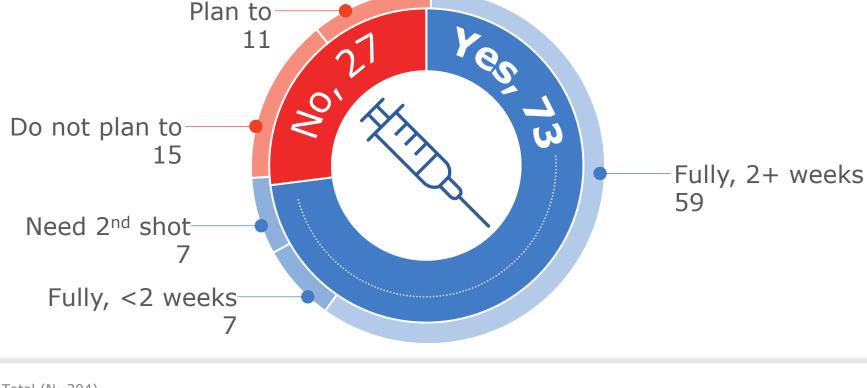
Employees Customers

MASK REQUIRED



% of Total Respondents

Vaccinated?



Base: Total (N=304)

Q1: The CDC has announced that masks are no longer required for people who are fully vaccinated (two weeks past final injection). With this in mind, how does this impact your likelihood to: Q2: How do you feel towards stores, restaurants and other businesses that:

Q3: What will you do when you visit a store that no longer requires customers to wear masks? Q4: Have you been vaccinated? Q5: Are you planning to get vaccinated?

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