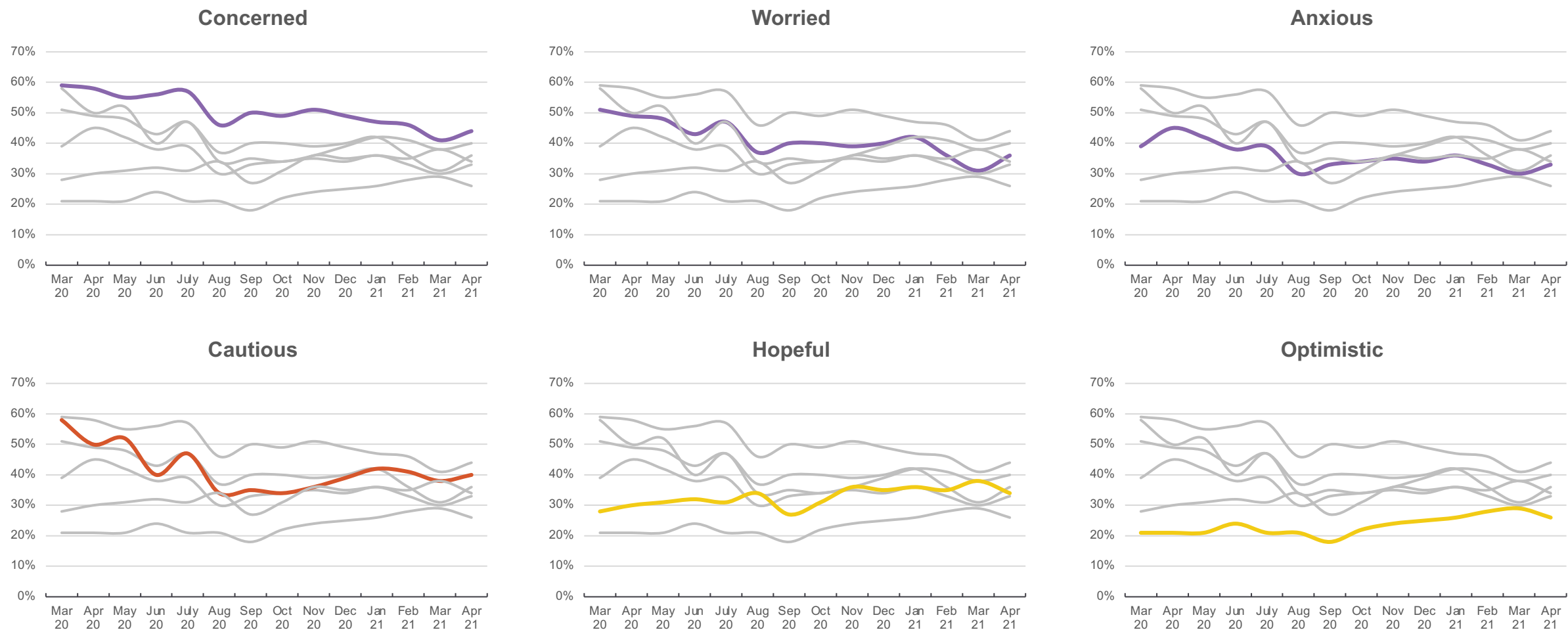


We believe in
people and the **power of choice.**

In life's ever-changing marketplace we will always
champion the human.

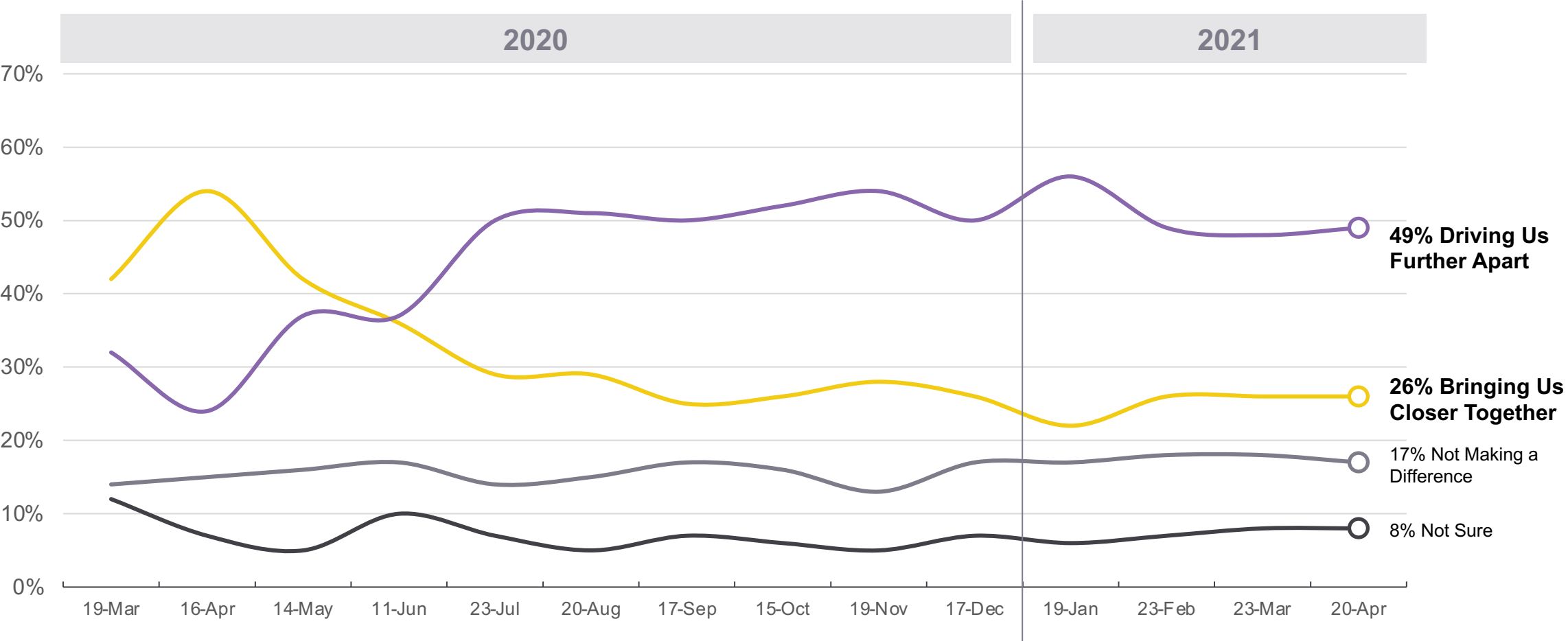
Mood of the Country Still Not Recovered

American's Feelings In Light of Current Events
March 2020-Present



Division is Still the Norm Right Now

Effect of Pandemic on Communities: Closer Together vs. Further Apart



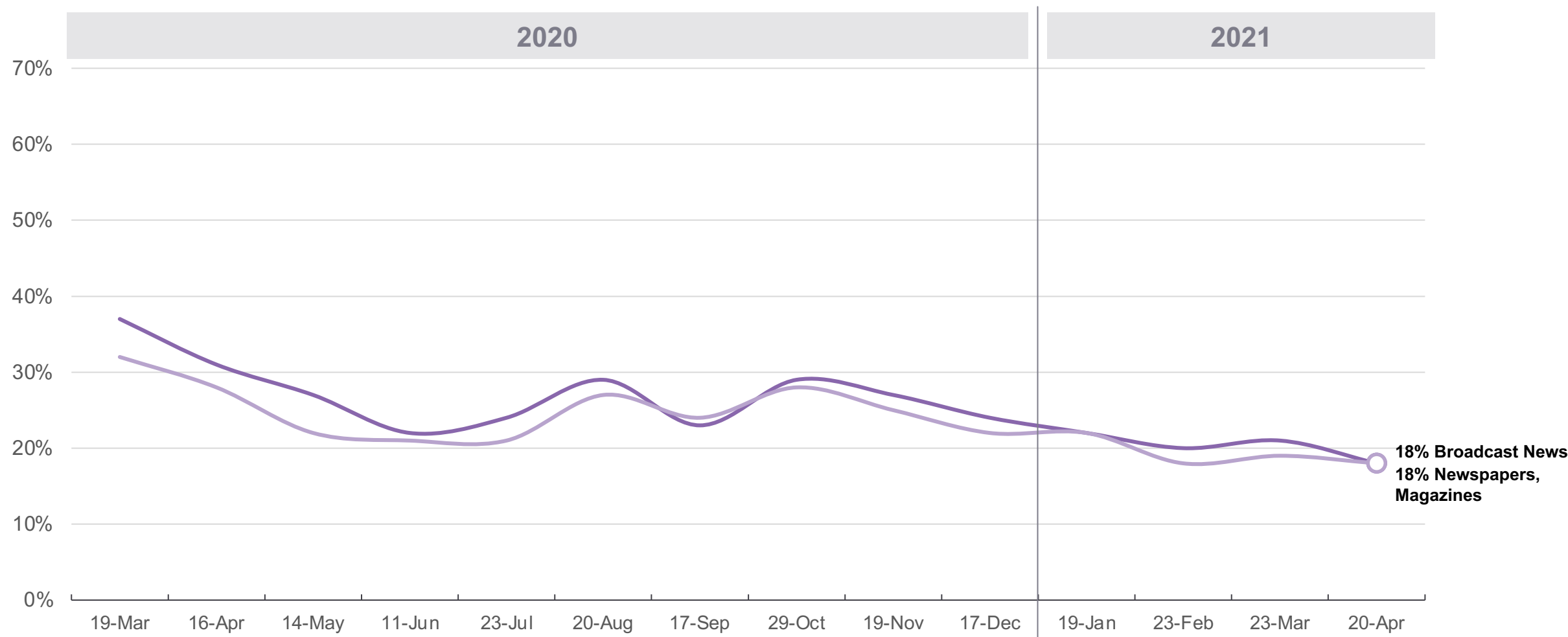
BASE: n=1,001

Q230. Overall, would you say the outbreak of the coronavirus is bringing our communities and the people in our country closer together and making us more unified, or is it driving us further apart and making us more divided?

“Trust” In Media Content Keeps Dropping

Sources of Information: News Media

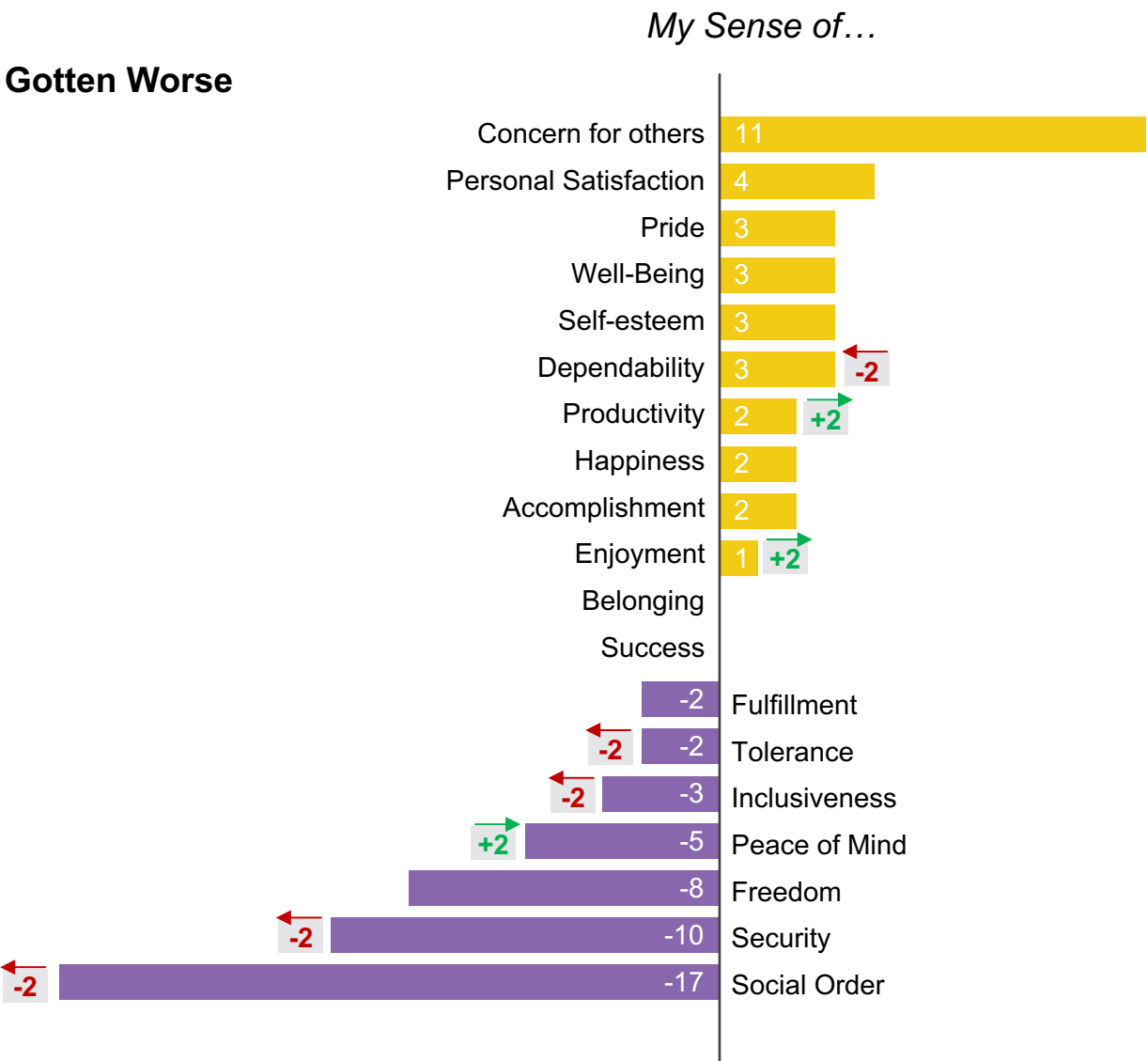
% Trust Completely/A Great Deal



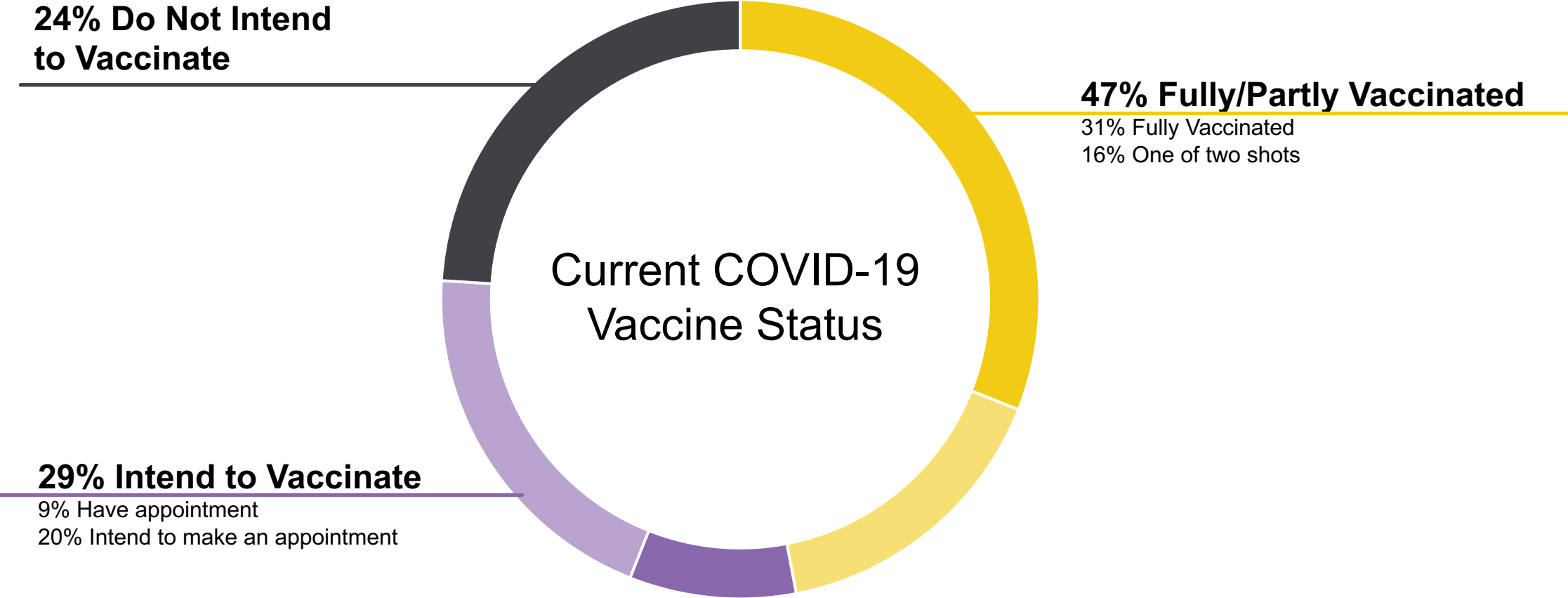
More Positive Values Are Improving

Change in the Last 3 Months: Improved vs. Gotten Worse
Diff. Score Reported

- More People say "Improved"
- More People say "Gotten Worse"
- Significant movement from previous month

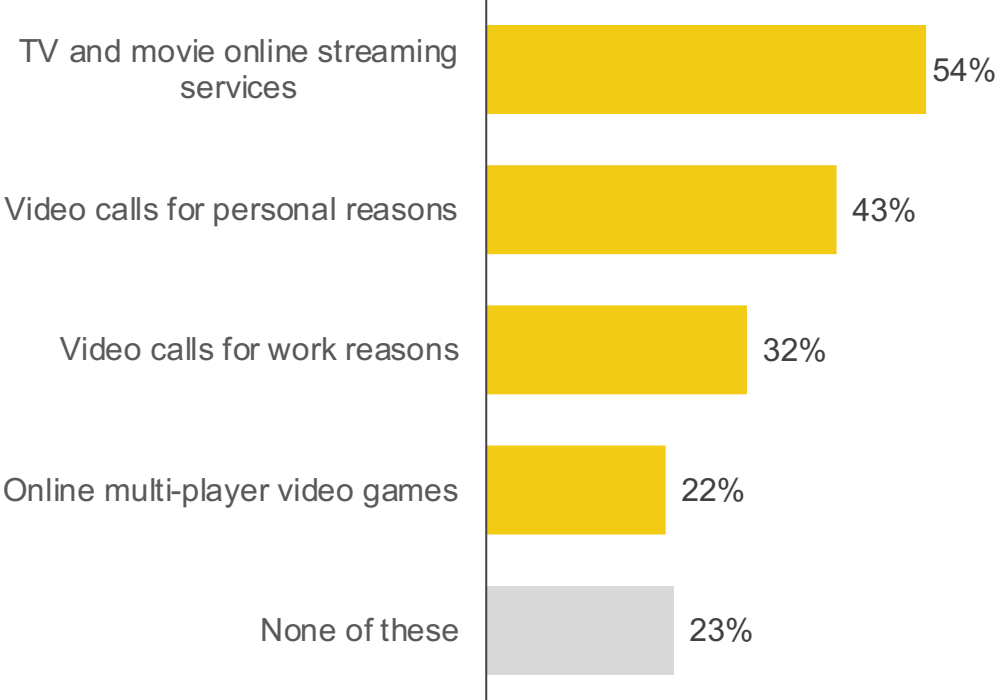


Ongoing Vaccination Progress – Self-Reported

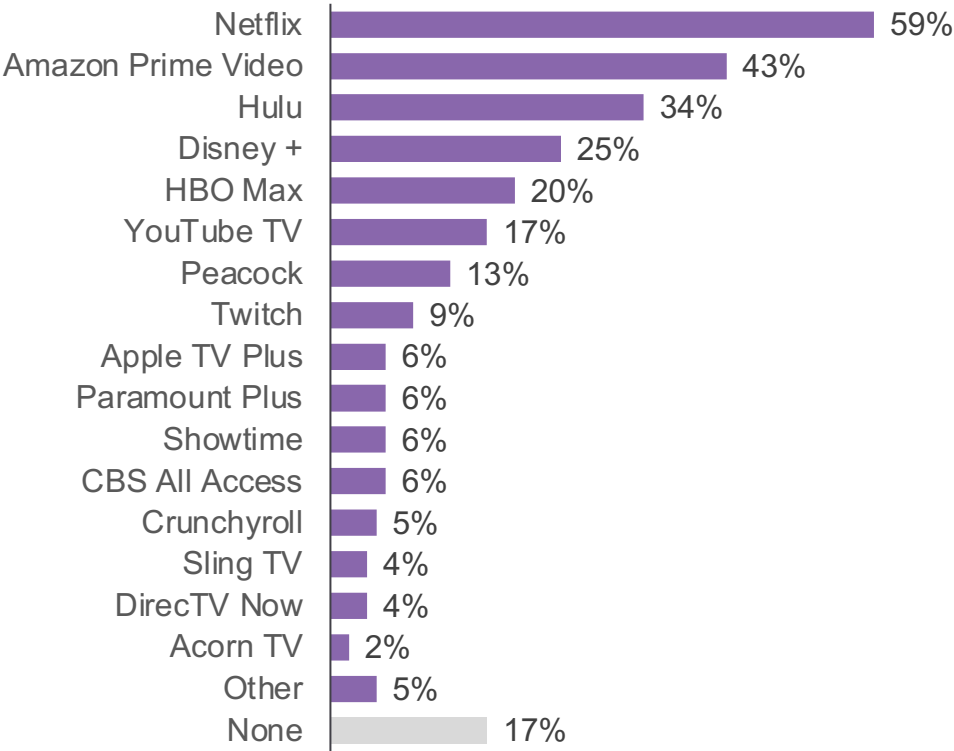


Most (77%) Have Increased Online Consumption

Increased Use in Last Year



Video Streaming Services Currently Used



BASE: n=1,001
Q315. Which, if any, of the following have you or others in your household increased use of in the last year? *Please select all that apply.*
Q318. What subscriptions, apps or services do you currently use to watch or stream content? *Please select all that apply.*

Consumers Are Noticing Brands Showing Up

Top-of-Mind Brand Experiences While Streaming

