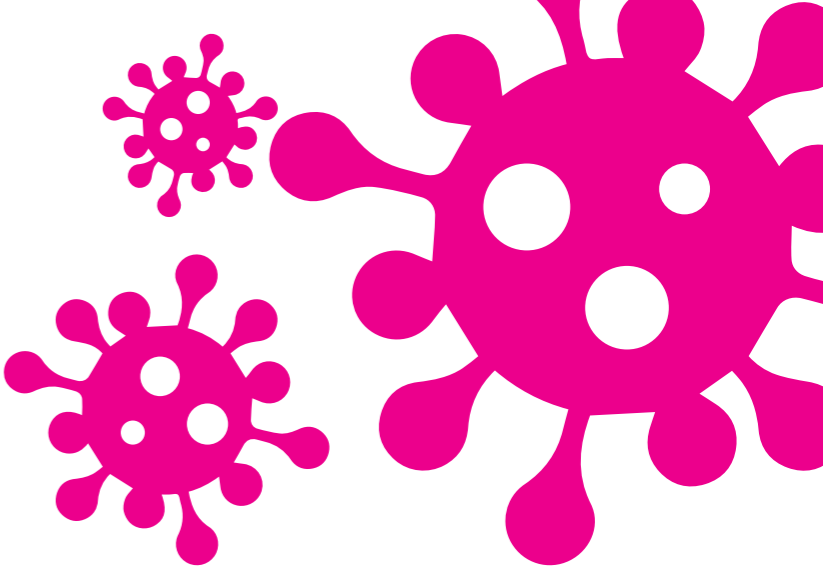


# DAY ONE

## POST-COVID-19

A STUDY OF 1,000 U.S. ADULTS EXPLORED WHAT DAY ONE LOOKS LIKE WHEN WE'VE RECEIVED THE ALL CLEAR TO RETURN TO NORMAL.



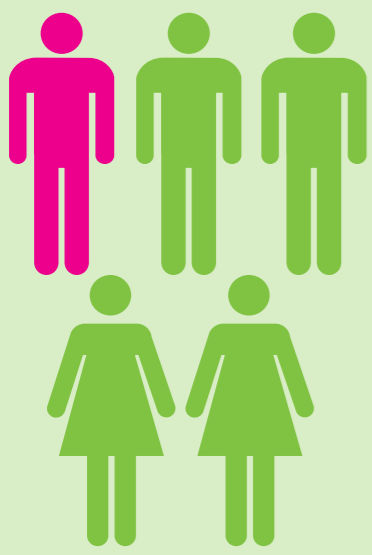
mower

### How comfortable will people be doing common activities on Day One?



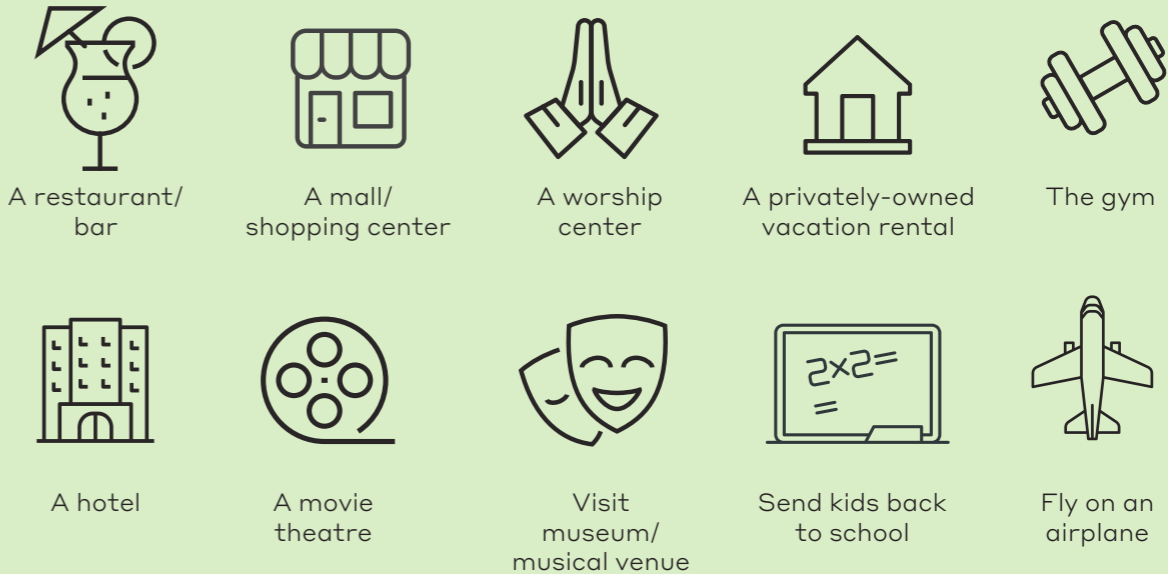
**25%** WILL BE COMFORTABLE

TAKING A VACATION BY CAR • GOING TO A PUBLIC PARK/BEACH • VISITING THE SALON



**1 IN 5** ADULTS

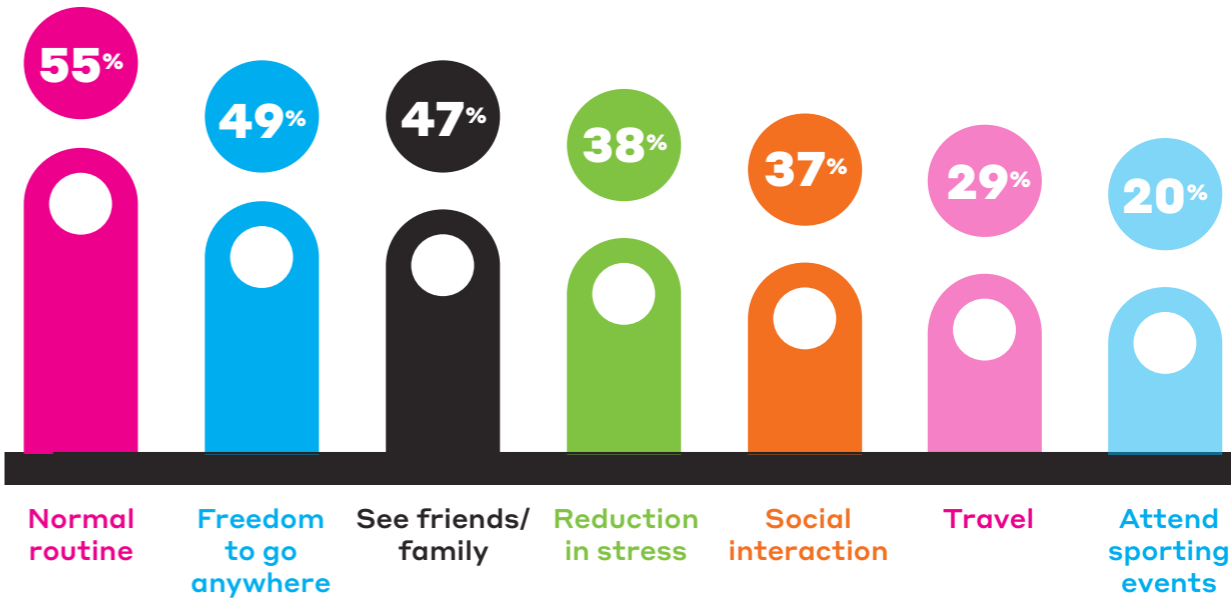
WILL BE COMFORTABLE GOING TO



**15% OR FEWER** WILL BE COMFORTABLE GOING TO A... **CASINO** **spa** **sporting event** **THEME PARK**

Traveling internationally

### MOST EXCITED ABOUT FOR DAY ONE



### What should we all keep doing on Day One?



**4 IN 10** would like to see better general hygiene and no more handshakes.



**1 IN 4** will continue to support local community and restaurants with takeout and delivery.



**1 IN 5** would like to continue having virtual get-togethers with friends and family.