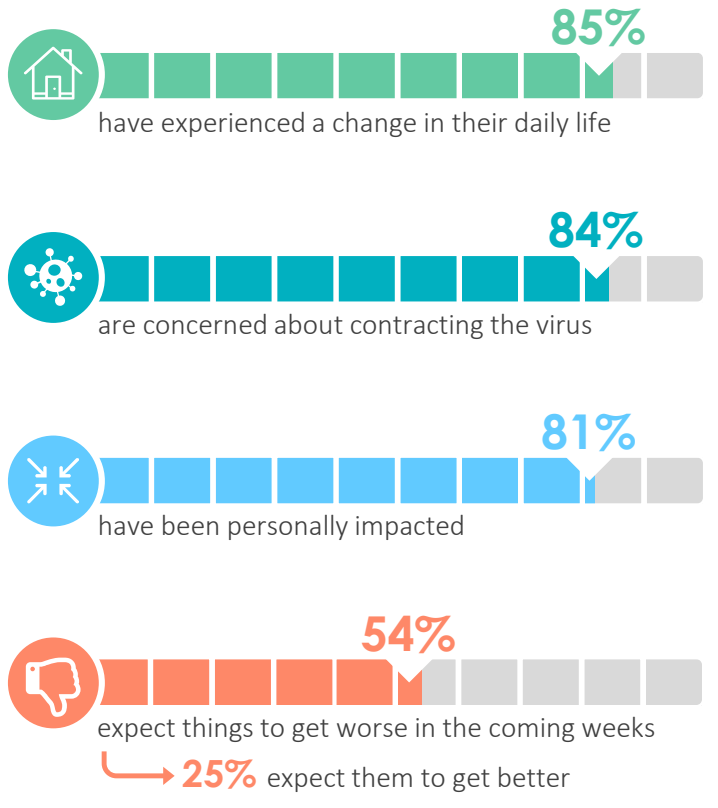


COVID-19 INSIGHTS: THE WORLD HAS CHANGED ABRUPTLY AND SIGNIFICANTLY FOR MOST AMERICANS

Just About Everyone Has Been Personally Impacted



**Uncertainty
Frustration
Anxiety
Alarm**

The most common sentiments, fueling the demand for information and reassurance.

Media Reliance & News Consumption Has Expanded Dramatically



Two Media Sources Stand Out as the Most Utilized: Local News Programs on TV and Facebook

