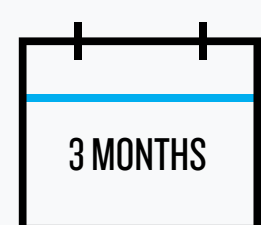


RECOVERY OPTIMISM VARIES ACROSS CONSUMERS

RECOVERY OPTIMISTS

A recovery optimist is likely to be someone who is very optimistic or optimistic about resuming their normal activities during 2021.

They might be:



More likely to believe they'll be able to have their day-to-day life get back to normal within three months



More likely to have saved income due to COVID-related restrictions



More likely to plan to buy a house or buy or lease a new or used vehicle in the next 12 months

More likely to be:

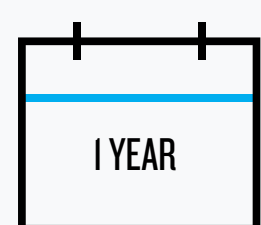
- ▶ Hispanic
- ▶ Men
- ▶ Adults 35 - 49

37% of these respondents feel it will take six months or less to resume normal activities.

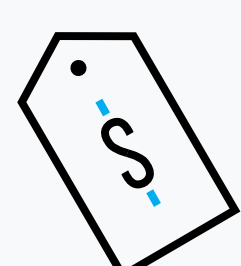
CAUTIOUS OPTIMISTS

Consumers who are cautiously optimistic or neutral about their ability to resume normal activities in 2021.

They might be:



Optimistic about being able to return to normal, but believe it'll take the full year to do so



Able to make some "major purchases" or are considering making one within the first six months after COVID restrictions are eased

More likely to be:

- ▶ African American
- ▶ White
- ▶ Adults 18 - 34

Of these groups, **seven in 10** feel it will take six months or more to resume normal activities.

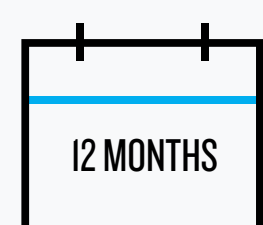
RECOVERY PESSIMISTS

A recovery pessimist is someone who is more likely to believe that resuming normal activities could take a year or longer.

They might be:



Someone who spent more due to COVID-related restrictions



More likely to believe they'll be able to have their day-to-day life get back to normal after 12 or more months



More likely to have postponed a large purchase and plan to wait over a year after restrictions to make that purchase

More likely to be:

- ▶ Asian American
- ▶ Women
- ▶ Adults 50+

Nearly **one-third** in these groups feel it will take 12 months or more to resume normal activities.