

# THE CDC SAYS NO MASKS Required If Fully Vaccinated

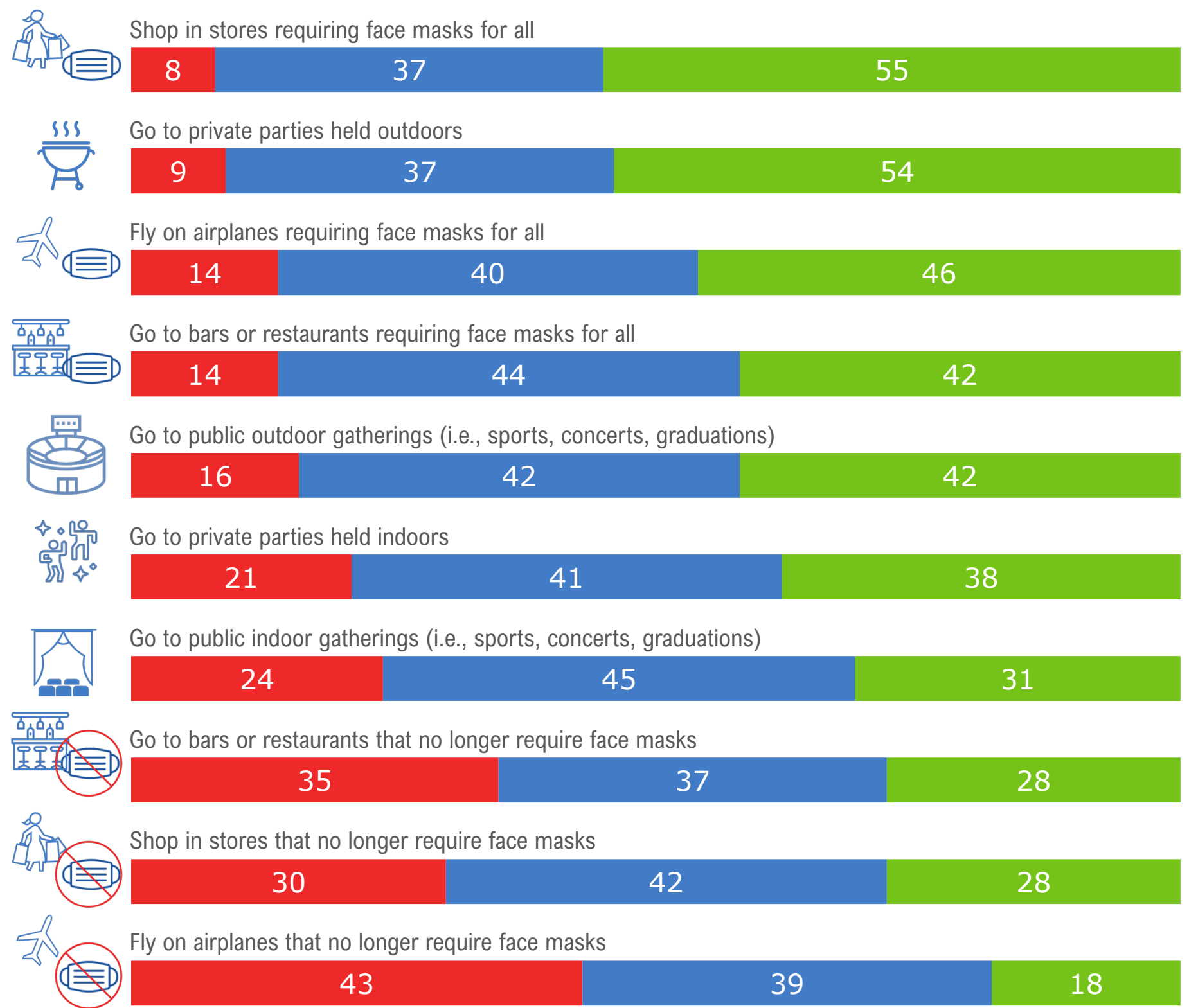
This week's insights were collected Friday, May 21 - Monday, May 24 among a general population of n=304 U.S. consumers age 21+.

**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

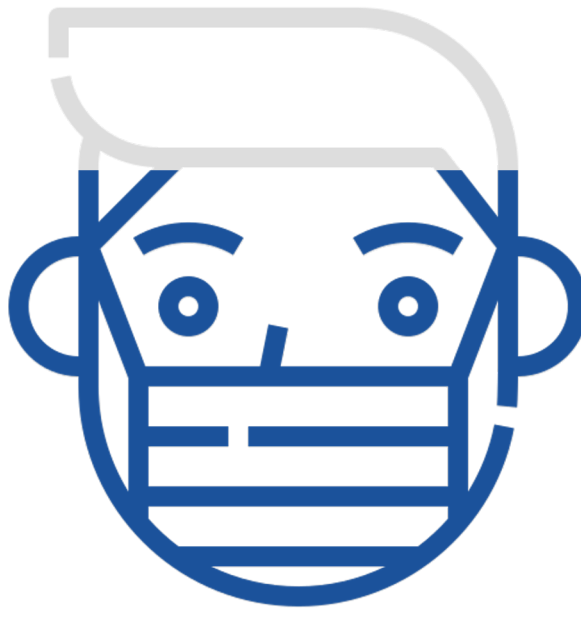
■ Less Likely ■ Same ■ More Likely



## Will Continue to Wear Mask Regardless

% of Total Respondents

72%



Fully, 2+ weeks 73  
Not Vaccinated 69

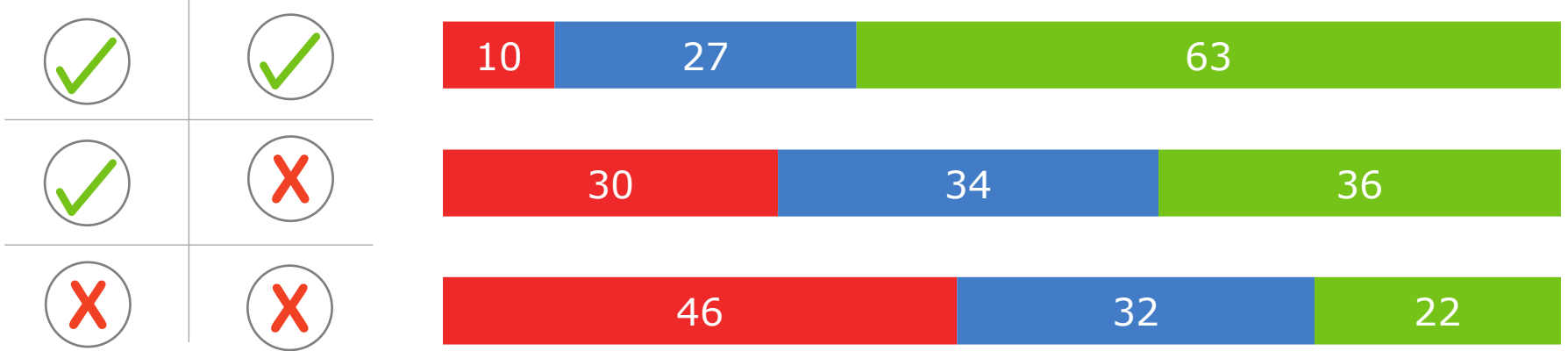
## Attitudes Towards Business's Mask Policy

% of Total Respondents



■ More Negative ■ No Change ■ More Positive

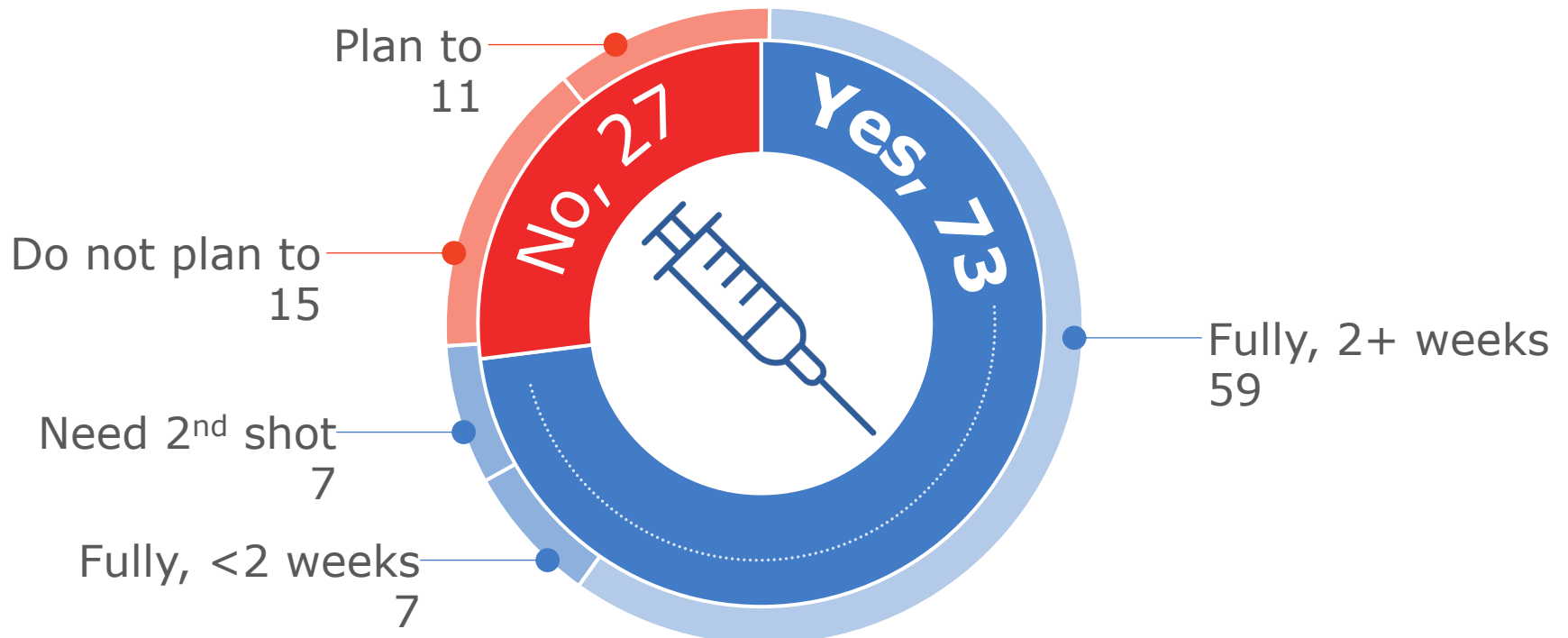
**MASK REQUIRED**  
Employees Customers



## Vaccinated?

% of Total Respondents

% of Total Respondents



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?