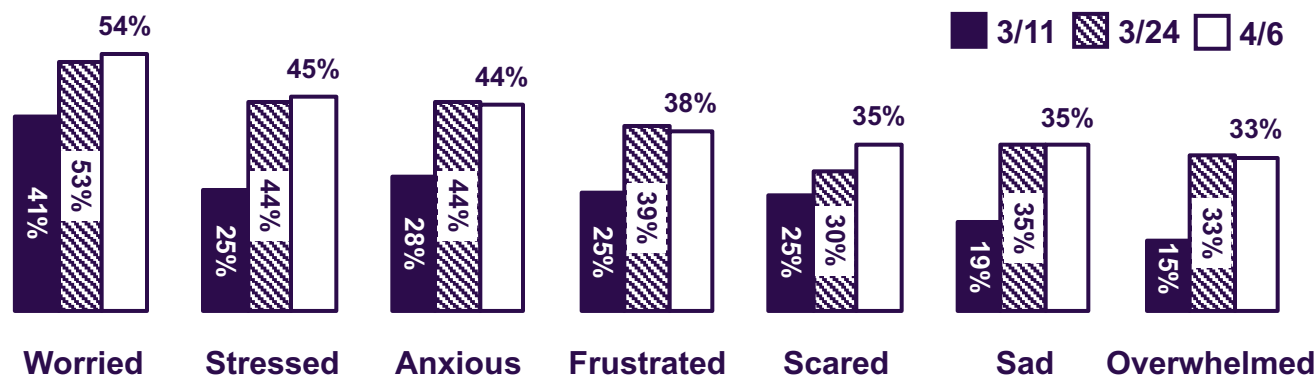


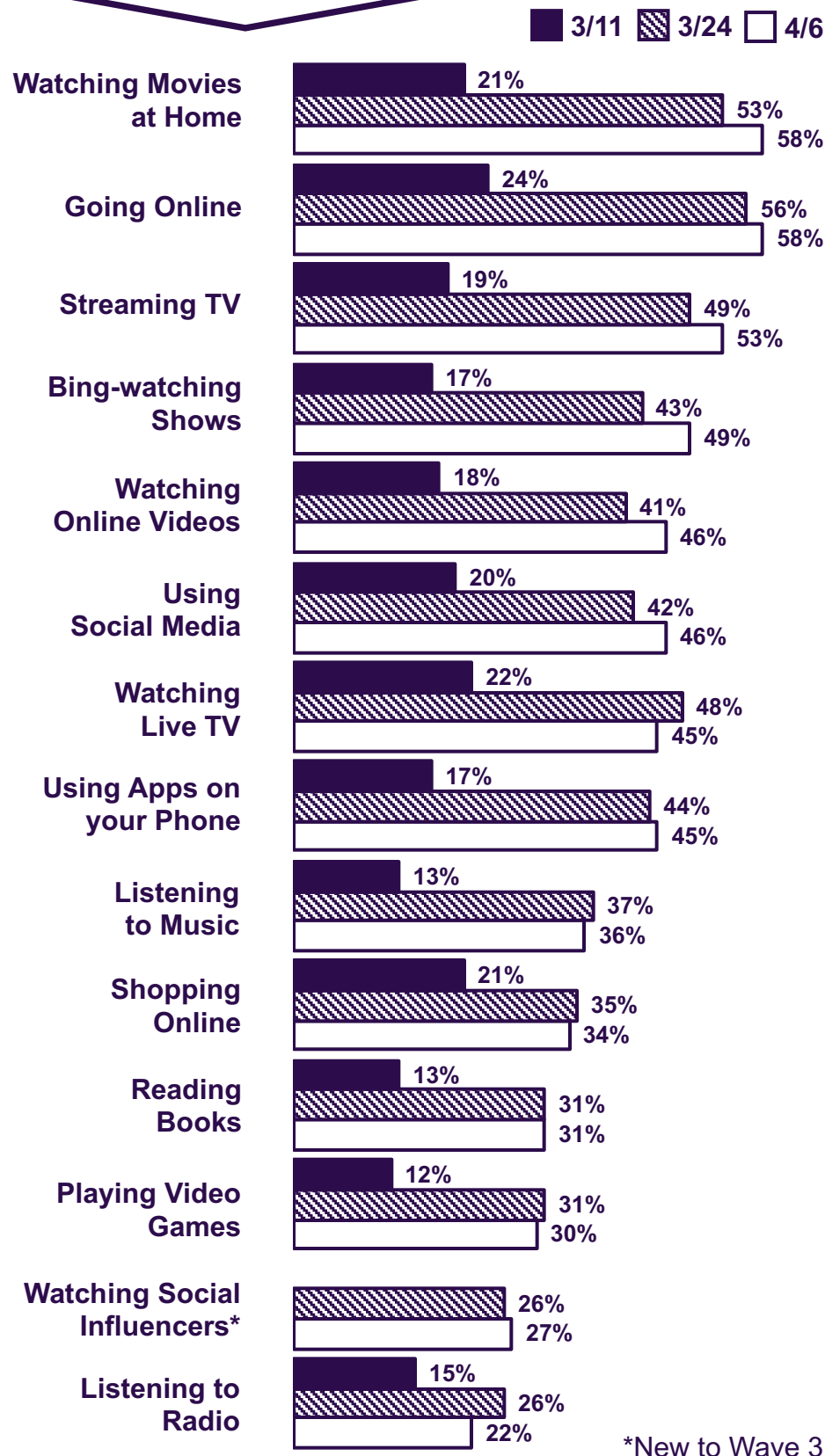
Americans continue to feel worried and overwhelmed

(Overall, women are feeling more worried and stressed than men)



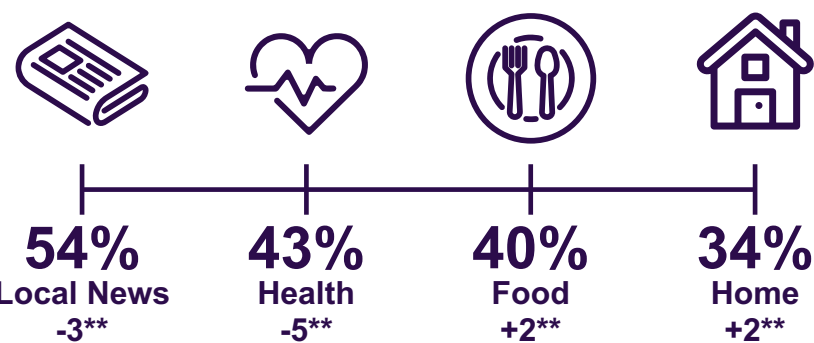
Americans are spending more time with the following Media

(Compared to how they spent their time prior to the coronavirus outbreak)



News & health content consumption declines as Americans focus more on food & home content.

38% of Americans have "limited my time on media because I don't want to read any more news about coronavirus" (up 4 percentage points*)



*Percent of Americans who are watching/reading/listening to the content more than before COVID-19
**Percentage points difference from Wave 4

13% of Americans under 40 have bought a game from the app store (vs. 5% of Americans 40+)



56% of Americans agree that working from home makes it easier to live a healthy lifestyle

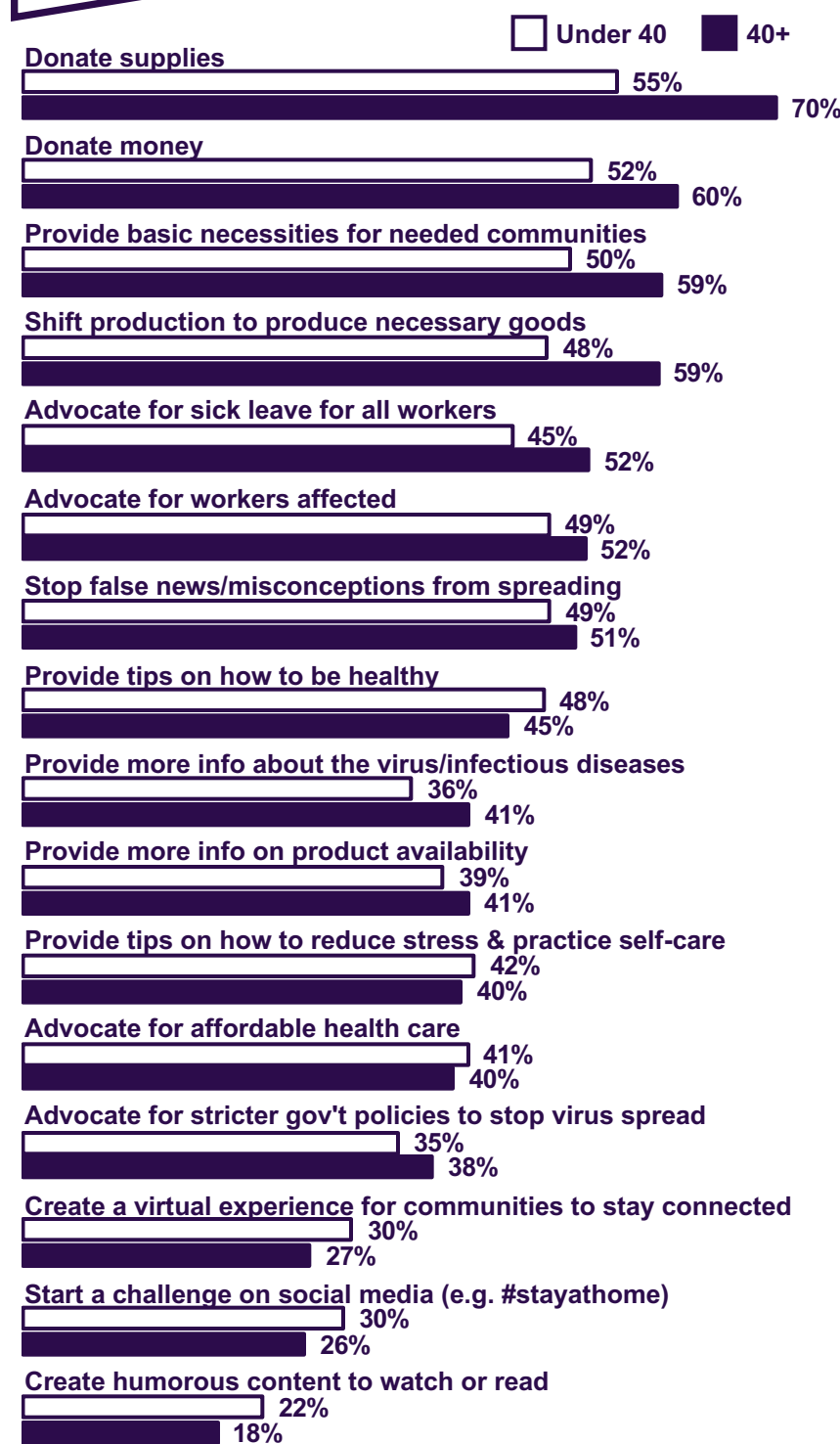
21%

of Americans under 40 have started a new hobby (e.g. baking, cooking, learning skills) (vs. 8% of Americans 40+)

47%

of consumers are aware of brands helping in the crisis (a 8 percentage point decrease since last week)

What brands can do to help



Americans are using this time at home to practice self-care

30% of Americans under 40 have practiced self-care vs 20% of Americans 40+

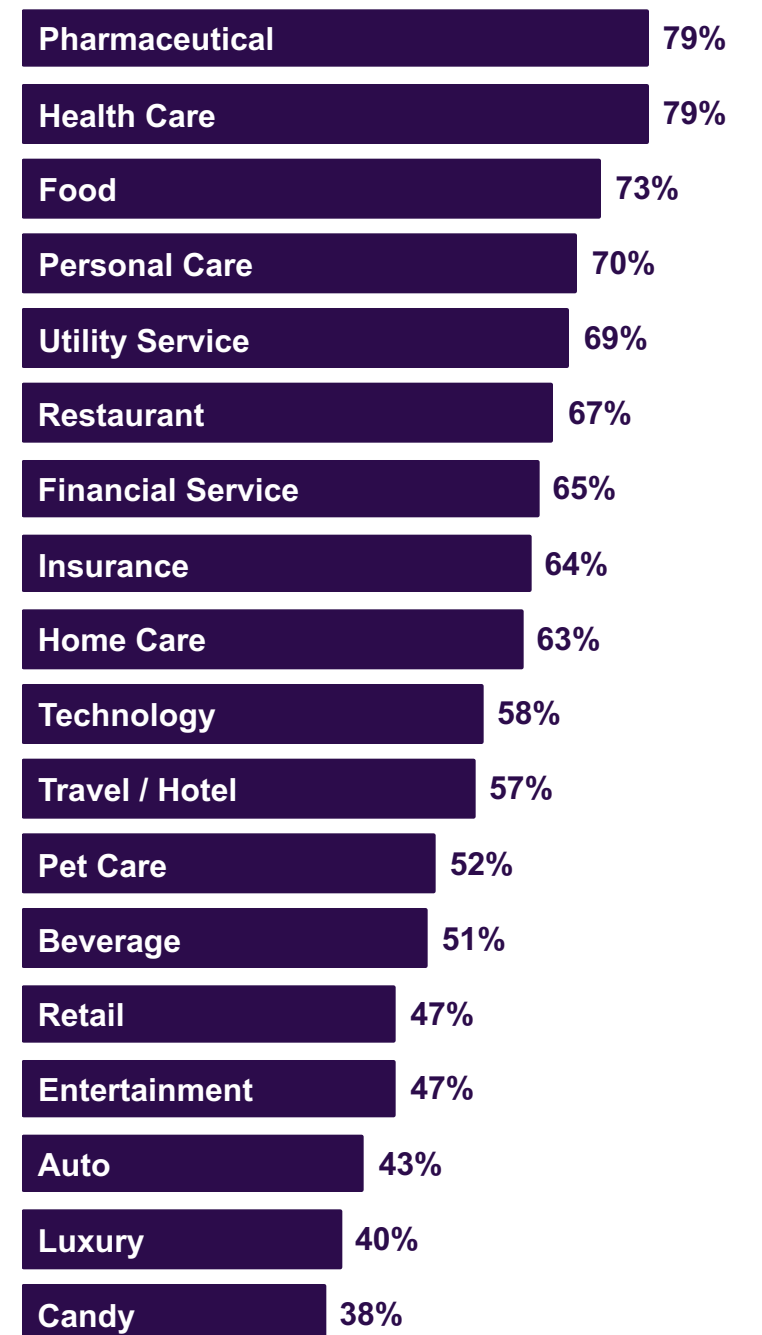
11%

of American women have attended a live-streamed event online (e.g. concert, Q&A) (vs. 6% of American men)

78%

of Americans would support a brand who has taken action & made a big impact for communities impacted by COVID-19

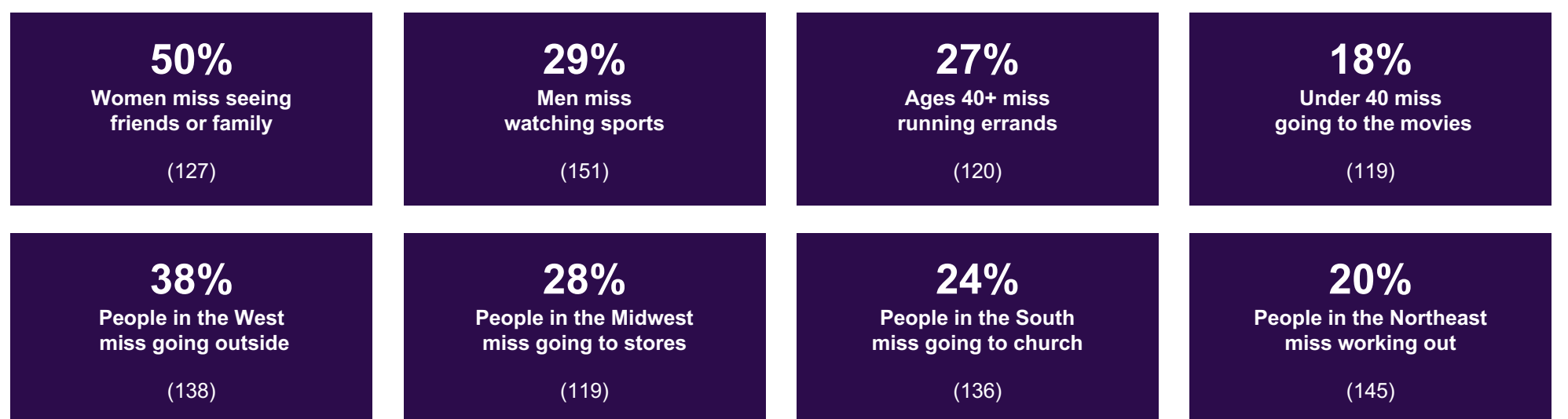
Brands



*Percent of Americans who believe it's appropriate or very appropriate for brands in each category to take action

Activities missed most as a result of coronavirus (%)

Only 4% of Americans report they don't miss doing anything



* Highest index ranking activities by demo

*Mindshare Pool Study, U.S. Wave
Wave 1: 03/11/2020, 1368 Americans surveyed
Wave 2: 03/17/2020, 1326 Americans surveyed
Wave 3: 03/24/2020, 1316 Americans surveyed
Wave 4: 03/30/2020, 1452 Americans surveyed
Wave 5: 04/06/2020, 1201 Americans surveyed

This content is meant to explore trends in changing consumer perception and behavior, designed to help inform potential scenarios and eventualities of the Covid-19 situation. We (Mindshare) have no expert knowledge (medical or otherwise) of the situation, thus the views and findings expressed herein should be regarded as stimulus, not recommendations, based on changing survey findings. We will continue to work with clients to monitor the situation.

Unless otherwise specified, the data is from the week of 4/6