

# COVID-19

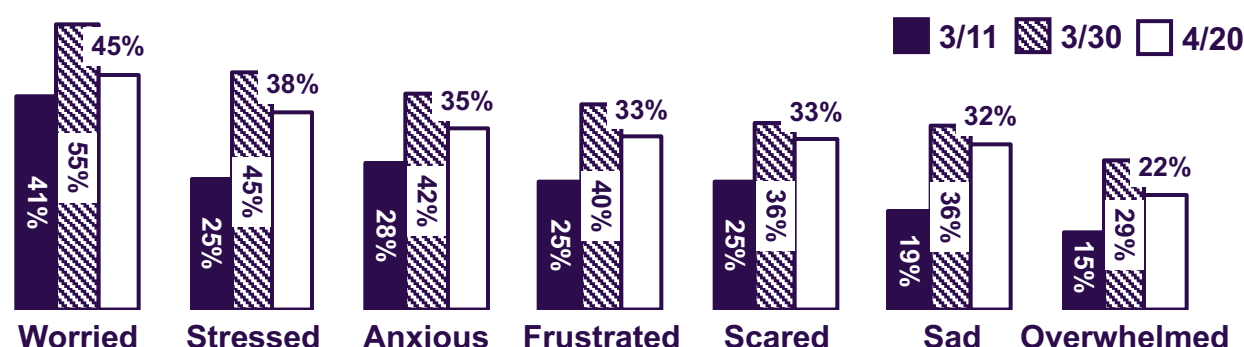
MINDSHARE U.S. INSIGHTS

04/24/2020

## Americans have begun to feel less negative overall

(They're not feeling particularly positive either, but a growing number are feeling confident\*)

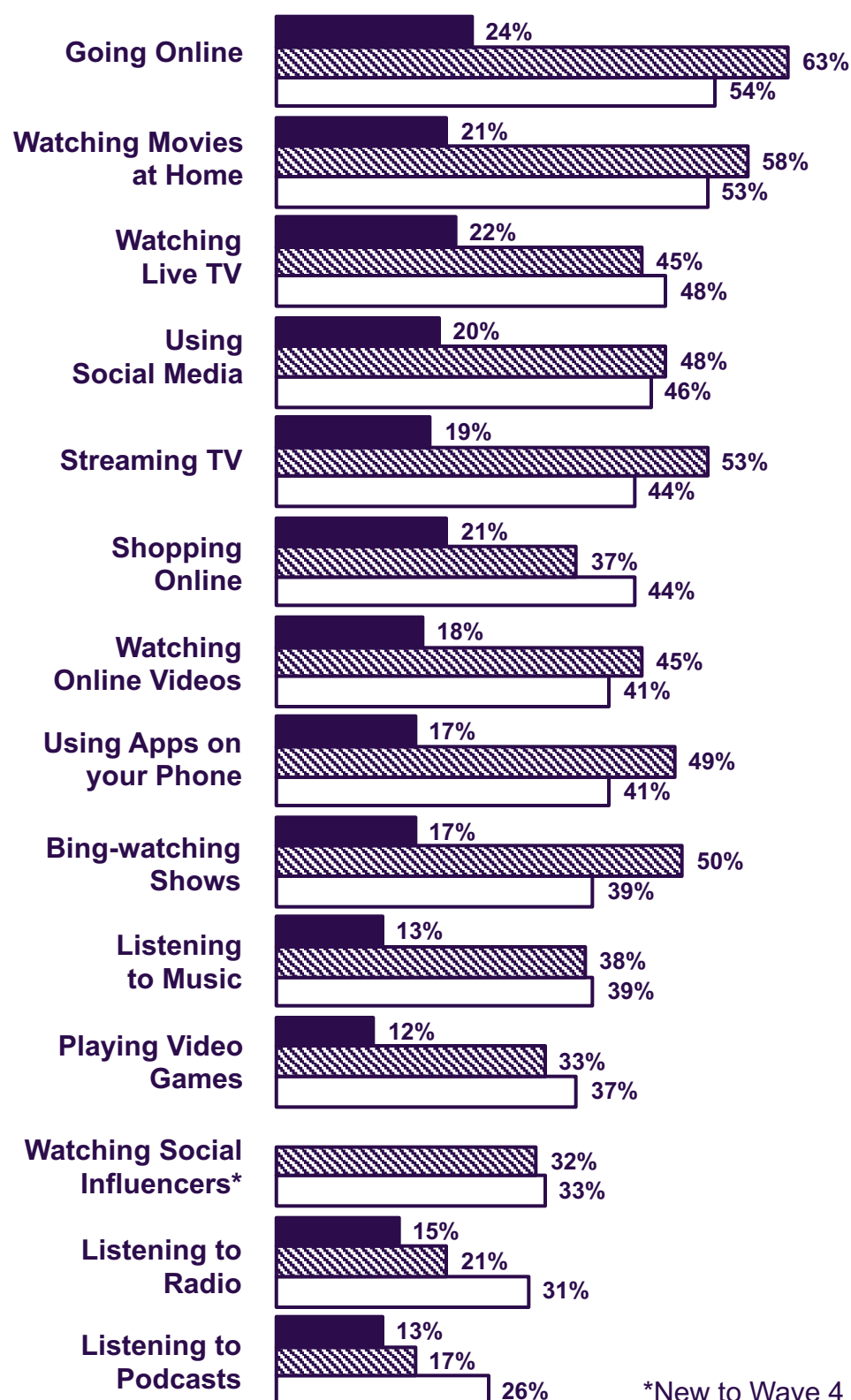
\*12%, a 5 percentage point increase since Wave 6



## Americans are spending more time with the following Media

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

3/11 3/30 4/20



## 83%

of Affluent Americans (HHI \$100k+) are trying to stay healthy while at home

55% have purchased workout gear they can use at home (e.g. clothing, equipment)

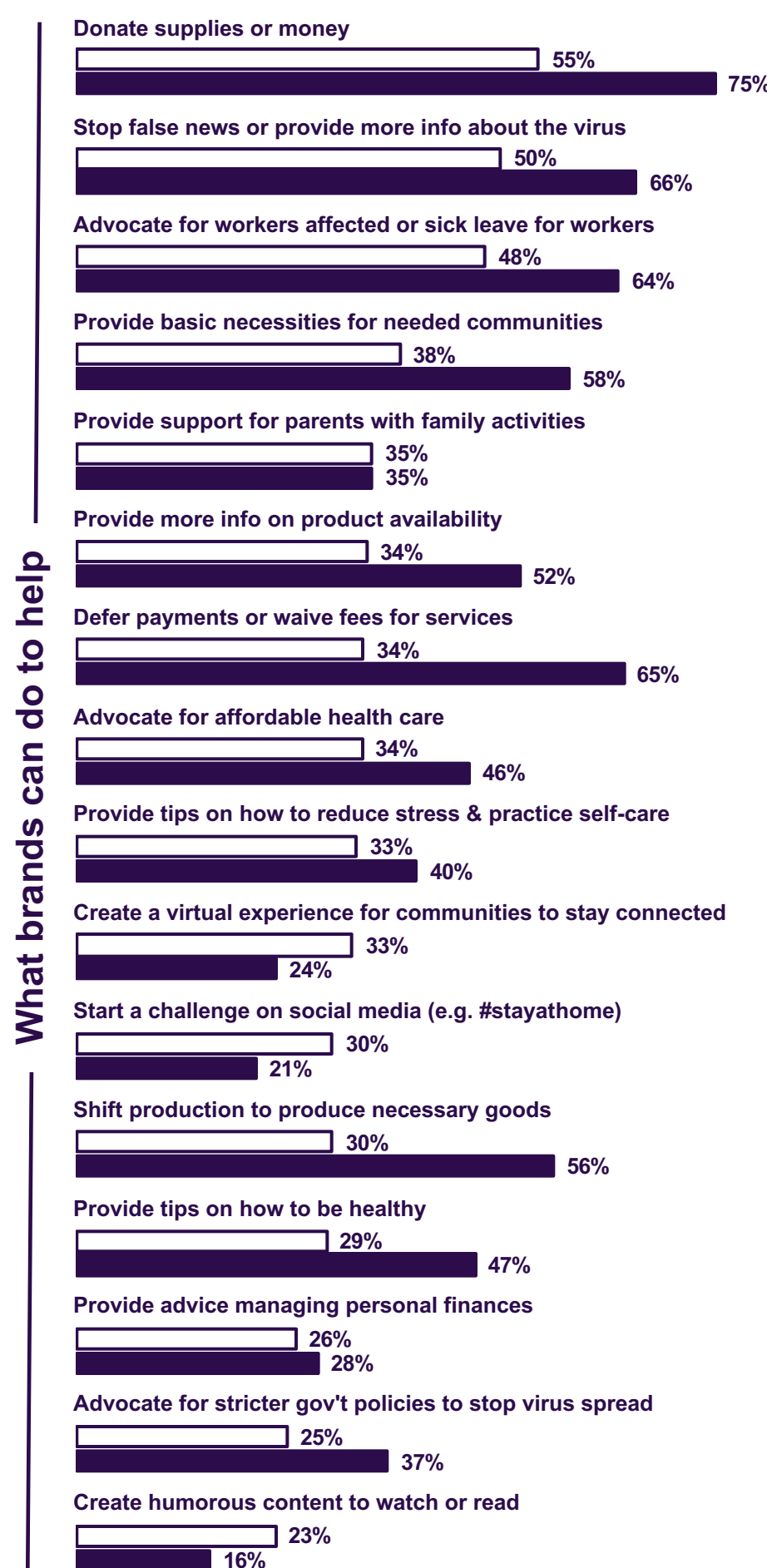
## Young Americans are using this time at home to spend time playing games

65% of Millennials have bought board games since COVID-19 outbreak (vs. 40% of Americans overall)

## 80%

of Americans are likely to support a brand who has taken action & helped communities impacted by COVID-19

Under 40 40+



## 76% of Americans agree that they're more conscious of what they're spending since COVID-19

Millennials are most concerned with this (83%)

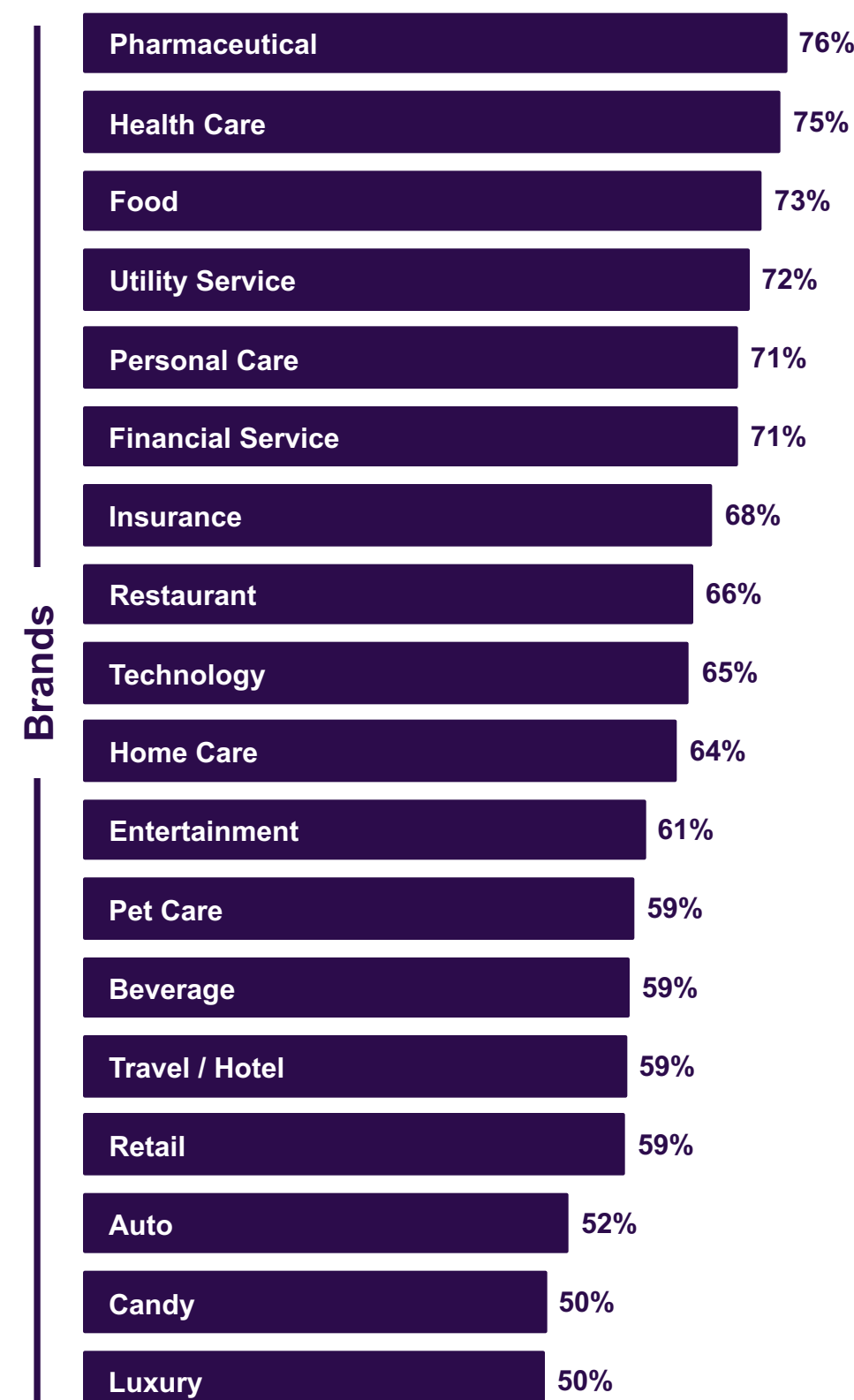
## 56%

of men believe they have run out of things to watch/read/listen (vs. 37% of women)

## 31%

of consumers are aware of brands helping in the crisis

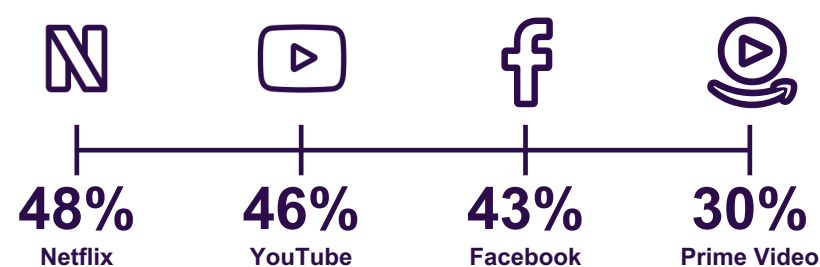
(a 10 percentage point decrease since last week)



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

As Americans continue to spend more of their time online, their favorite entertainment places are streaming video and social media:

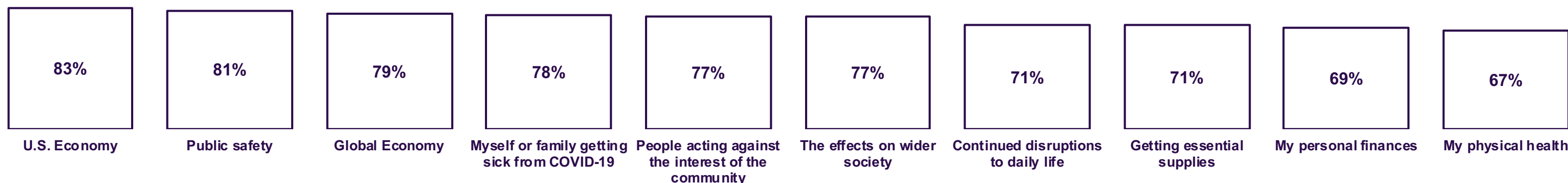
But, 49% of Americans are concerned about spending too much time on media



\*Percent of Americans who say each are their favorite places for entertainment since the COVID-19 outbreak

51% of Americans have limited their time on media because they don't want to read any more news about COVID-19 (70% of Millennials specifically)

## Areas that Americans are most concerned about because of COVID-19 (%)



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.