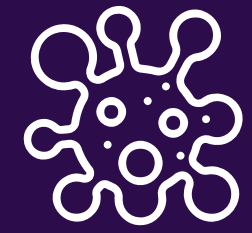
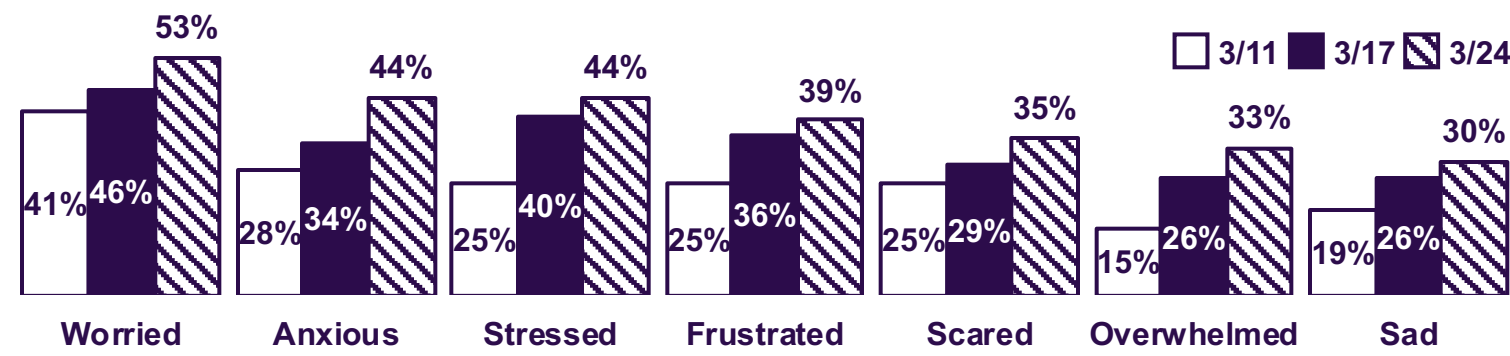


Americans feel more negative as situation in US has quickly worsened

But 26% are feeling hopeful (+10 percentage points from week of 3/11)



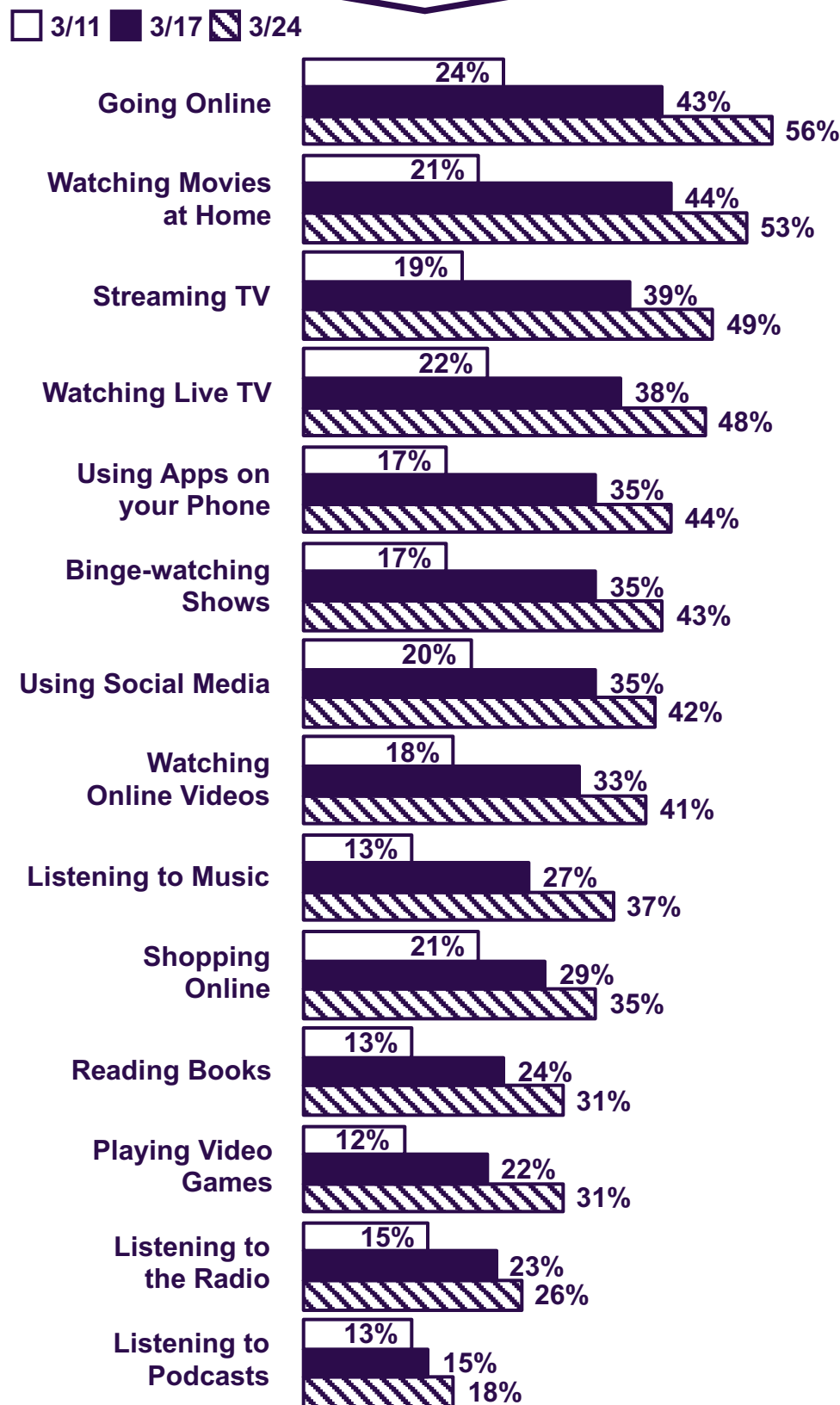
COVID-19
MINDSHARE
U.S. INSIGHTS

03/26/2020



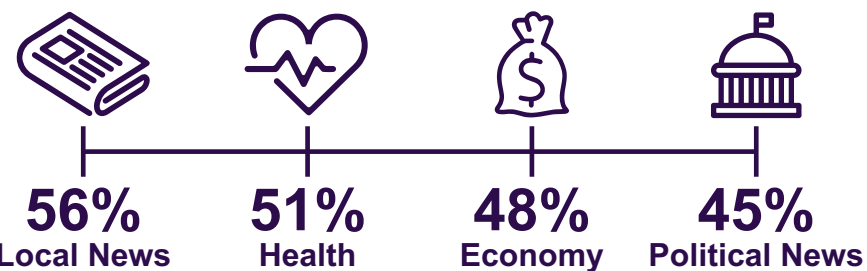
Americans are spending more time with the following Media

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



The 4 areas of content that have seen the biggest increase in consumption:

But Americans are also seeking relief through comedy (28%, +15 percentage point from week before)



47%

of affluent Americans (\$100k+) have planned or already started to self quarantine

(vs. 35% of Americans under \$30k)

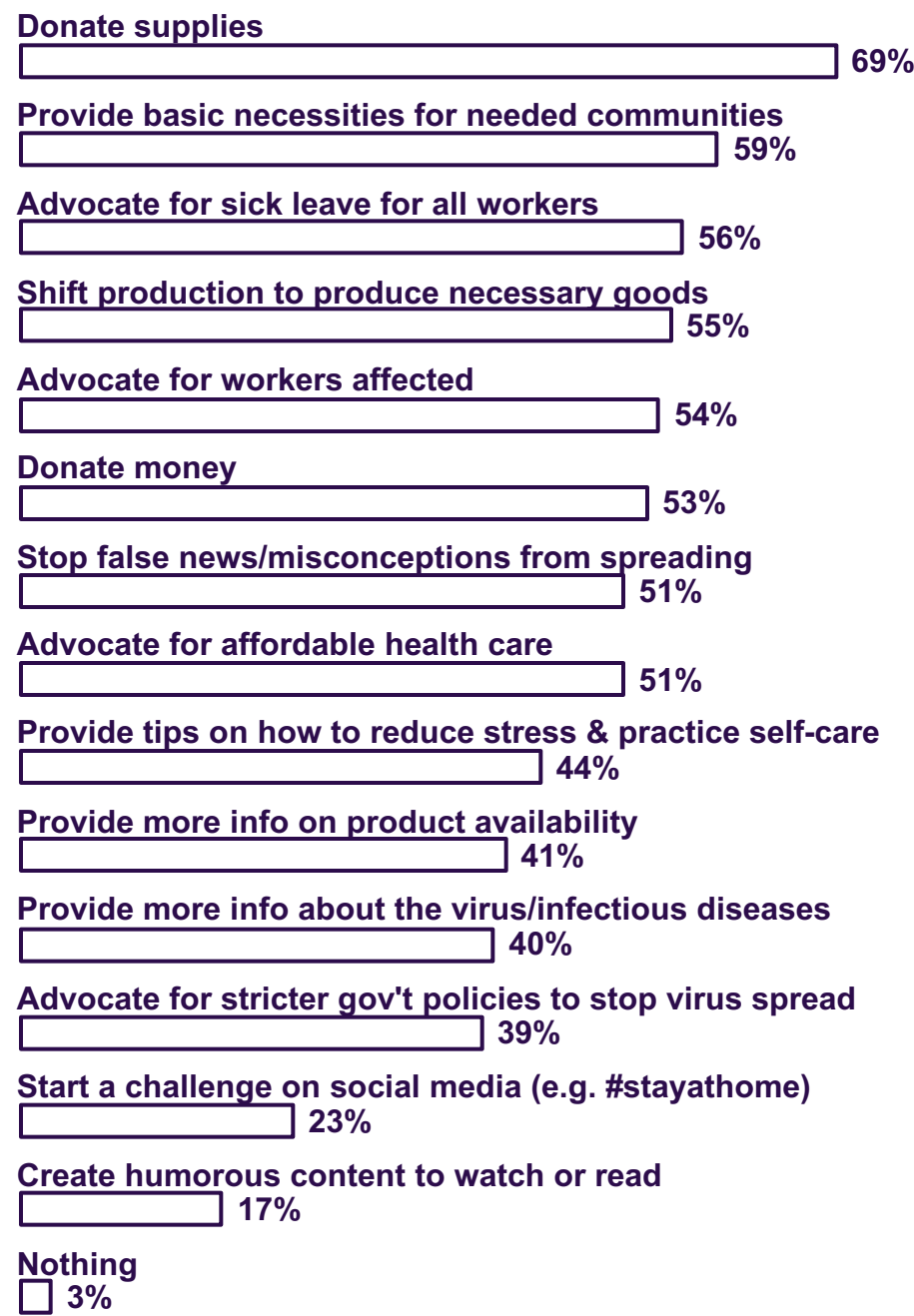
88%

of Americans agree that it's a community effort to stop the spread of coronavirus

71%

of Americans want brands to tell them how they're taking action against coronavirus (COVID-19)

What brands can do to help

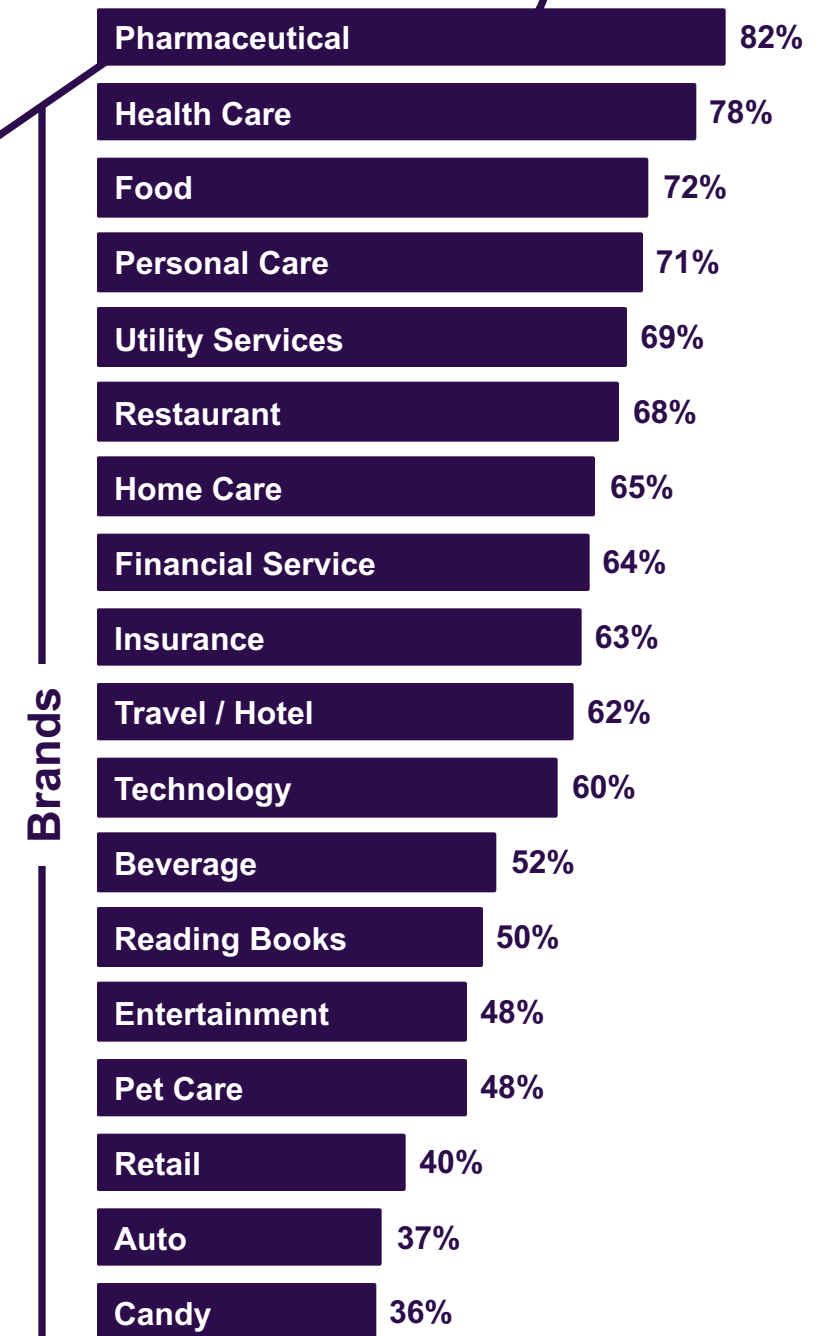


49% of consumers are aware of brands helping in the crisis

(a 15 percentage point increase since last week)

94%

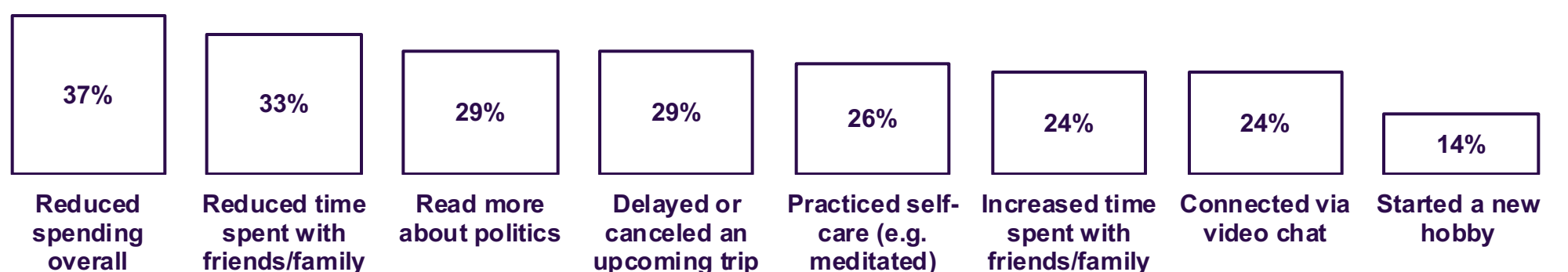
of Americans believe it's appropriate for brands to stand up and help



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

10% of Americans under 40 have used fitness apps or streamed workout classes (vs. 6% of Americans 40+)

Activities done in the past week as a result of coronavirus (%)



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.

*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

Unless otherwise specified, the data is from the week of 3/24