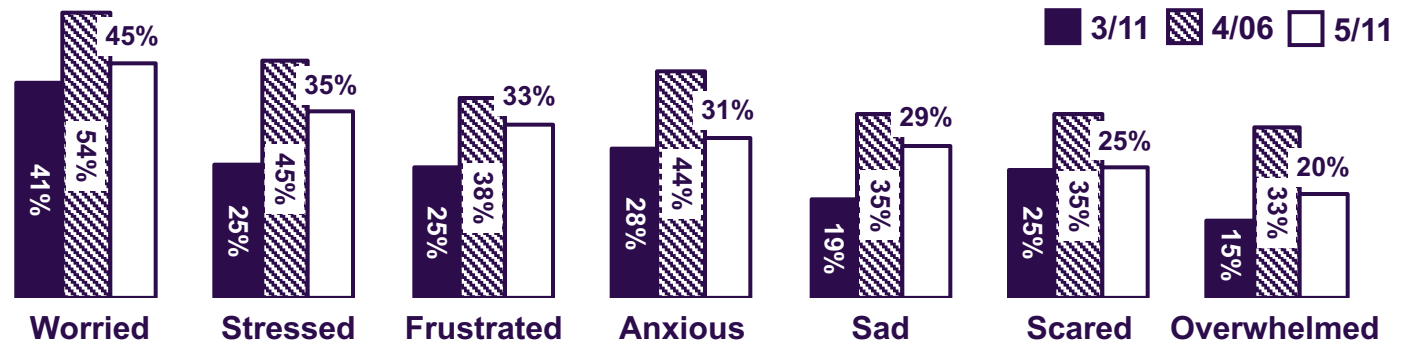


COVID-19 MINDSHARE U.S. INSIGHTS

05/15/2020

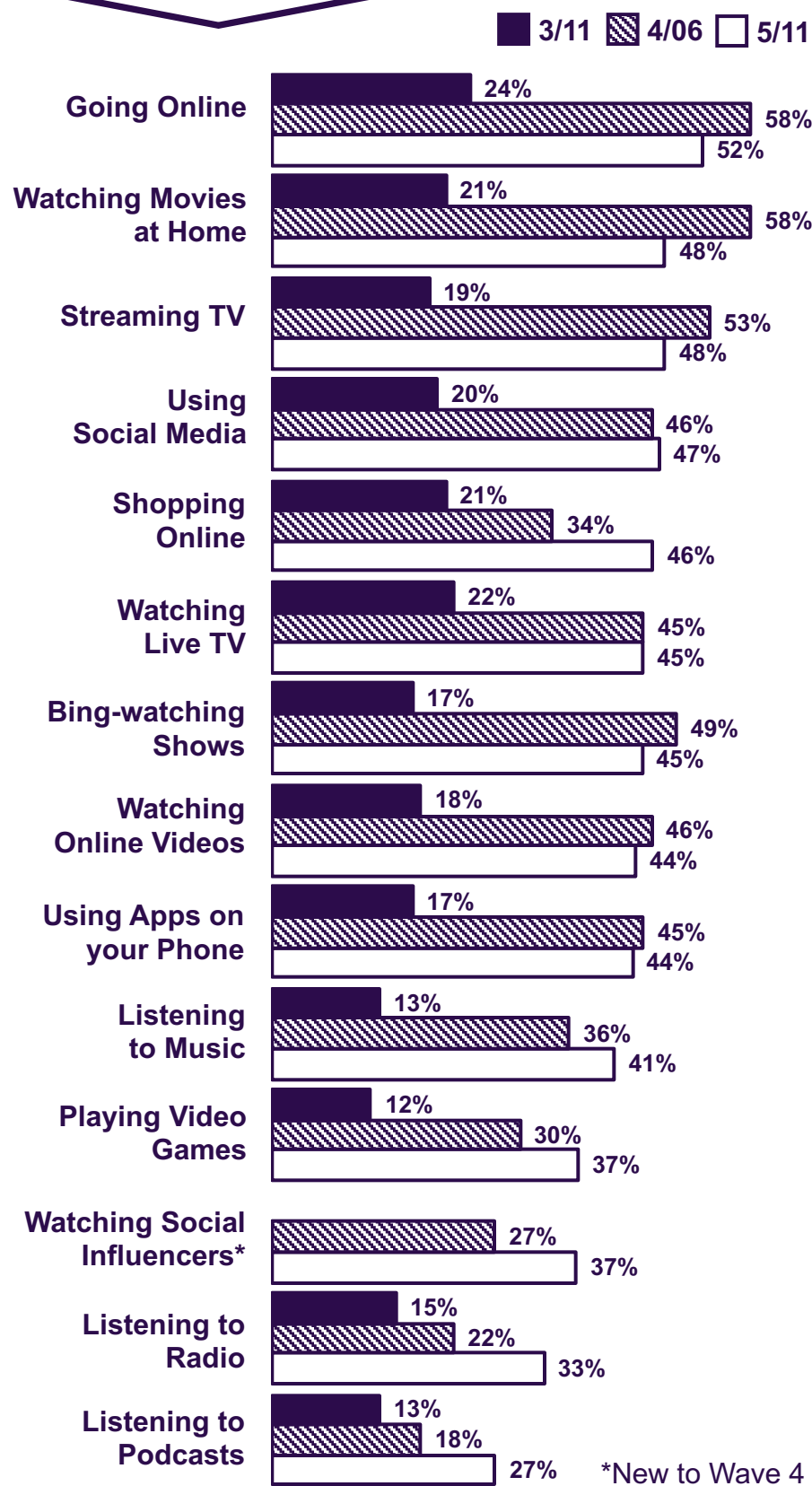
Americans continue to feel less negative overall

As more regions roll out reopening plans, Americans feel more hopeful (24%) but also more confused (20%)



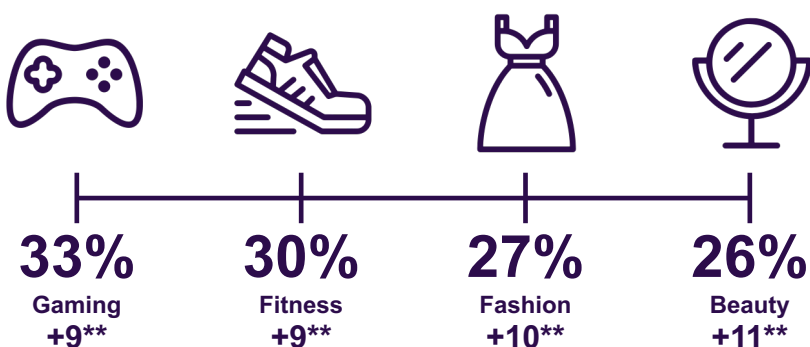
Americans are spending more time with the following Media

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



News & health content fatigue continues as Americans seek entertainment more:

53% of Americans have limited their time on media because they don't want to see more news about COVID-19 (vs 42% in Wave 8)



*Percent of Americans who are watching/reading/listening to the content more than before COVID-19

**Percentage points difference from Wave 8

62% of Americans under 40 agree that they have run out of things to watch, read, listen

(vs. 50% of Americans overall)

69% of Americans would feel safe going to businesses if they re-open with additional protocols/measures

(e.g. face covering, limited foot traffic)

50% of Affluent Americans (HHI \$100k+) have traveled to a vacation home/rental since COVID-19 (vs. 37% of Americans overall)

72% of Americans are likely to support a brand who has taken action & helped communities impacted by COVID-19

What brands can do to help



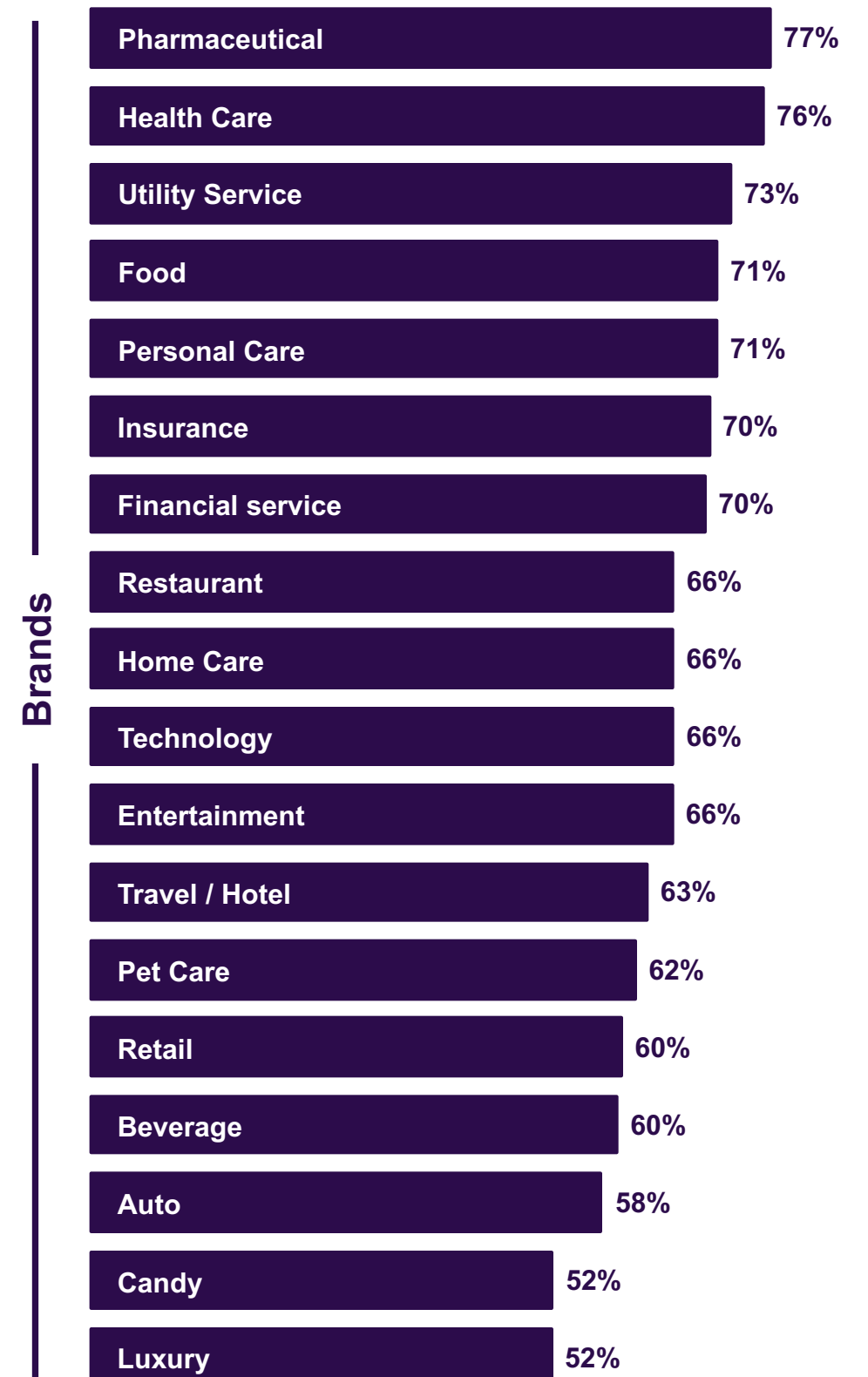
60% of men are using this time at home to start a new hobby during COVID-19

And they're more likely to have started a DIY project (58%)

58% of Millennials have adopted or fostered a pet since COVID-19 (vs. 36% of Americans overall)

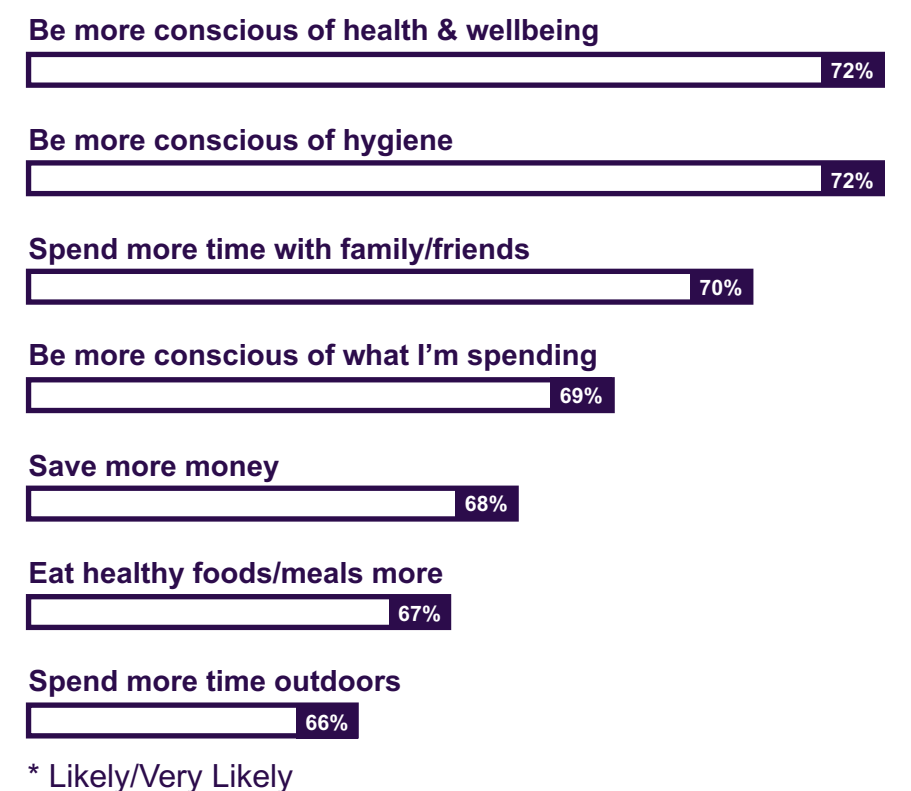
37% of consumers are aware of brands helping in the crisis

(a 4 percentage point decrease since Wave 8)



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

Likelihood* Americans will continue to do the following after pandemic is over (%)



* Likely/Very Likely

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.