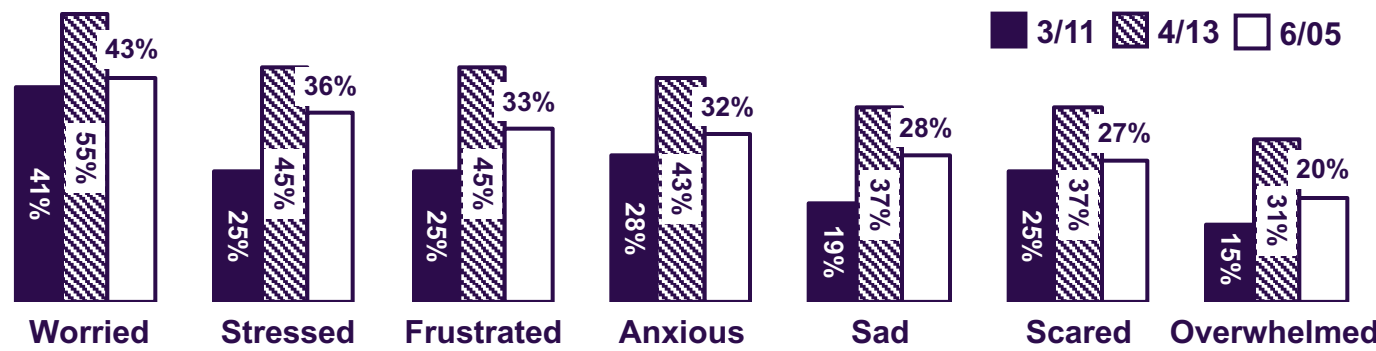


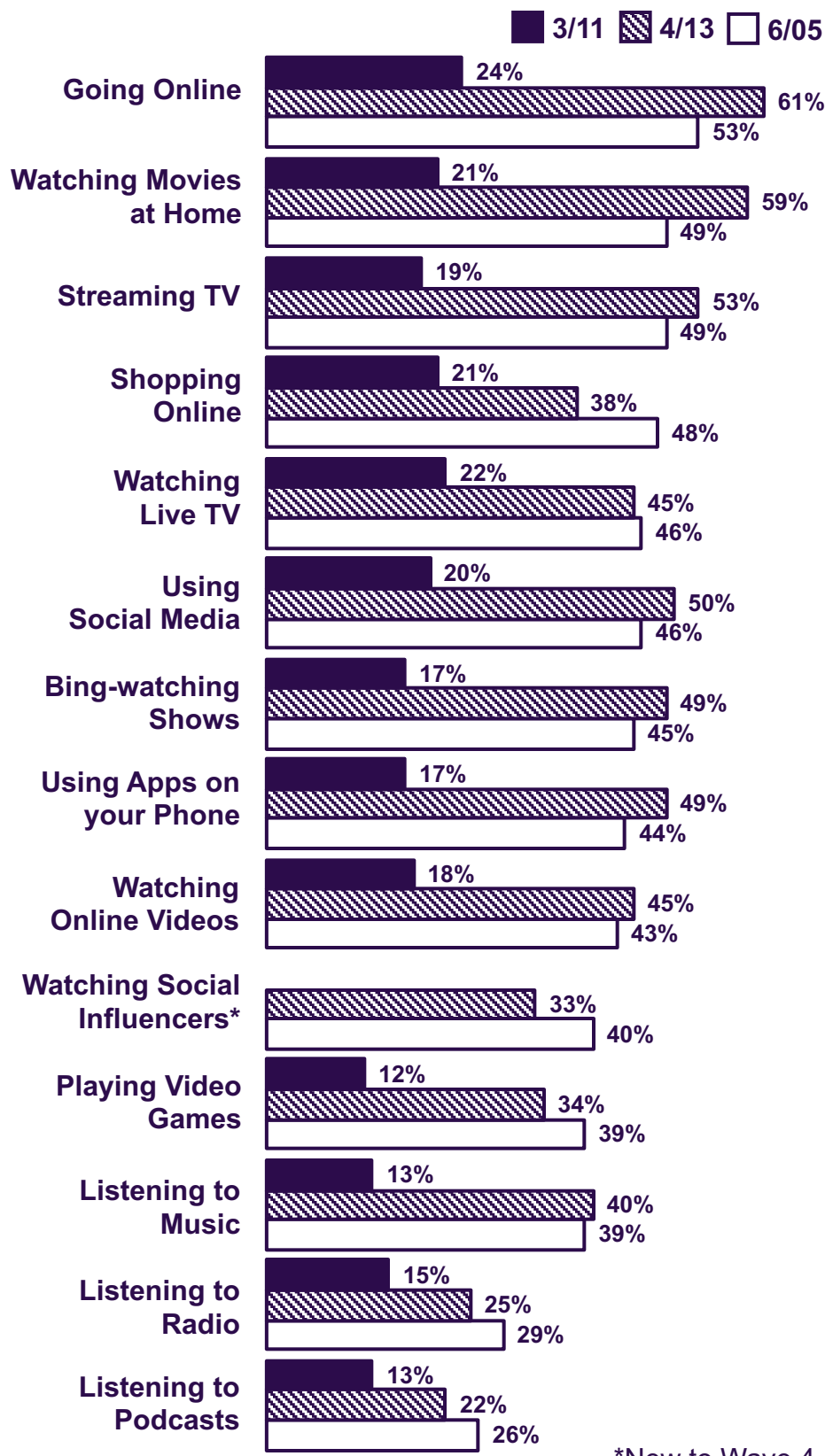
Americans continue to feel less negative overall

Compared to Wave 10, Americans are feeling slightly less frustrated and overwhelmed (a decrease of 3 and 4 percentage points)



Americans are spending more time with the following Media

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



*New to Wave 4

News & health content consumption increasing again, but Americans are still seeking new entertainment:

50% of Americans say they have run out of things to watch, read, or listen to (vs 47% in Wave 10)



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

** Percentage points difference from Wave 10

66% of Millennials have participated in a virtual game night (vs. 57% of Americans overall)

74% of Americans agree that they support the **Black Lives Matter** movement. They also agree that the protests related to BLM are important & should be happening (71%)

67% of Americans agree they're more likely to support brands who **take meaningful action around racial inequality & Black Lives Matter** rather than making posts

60% don't think brands who speak out are genuine about the cause but are being opportunistic

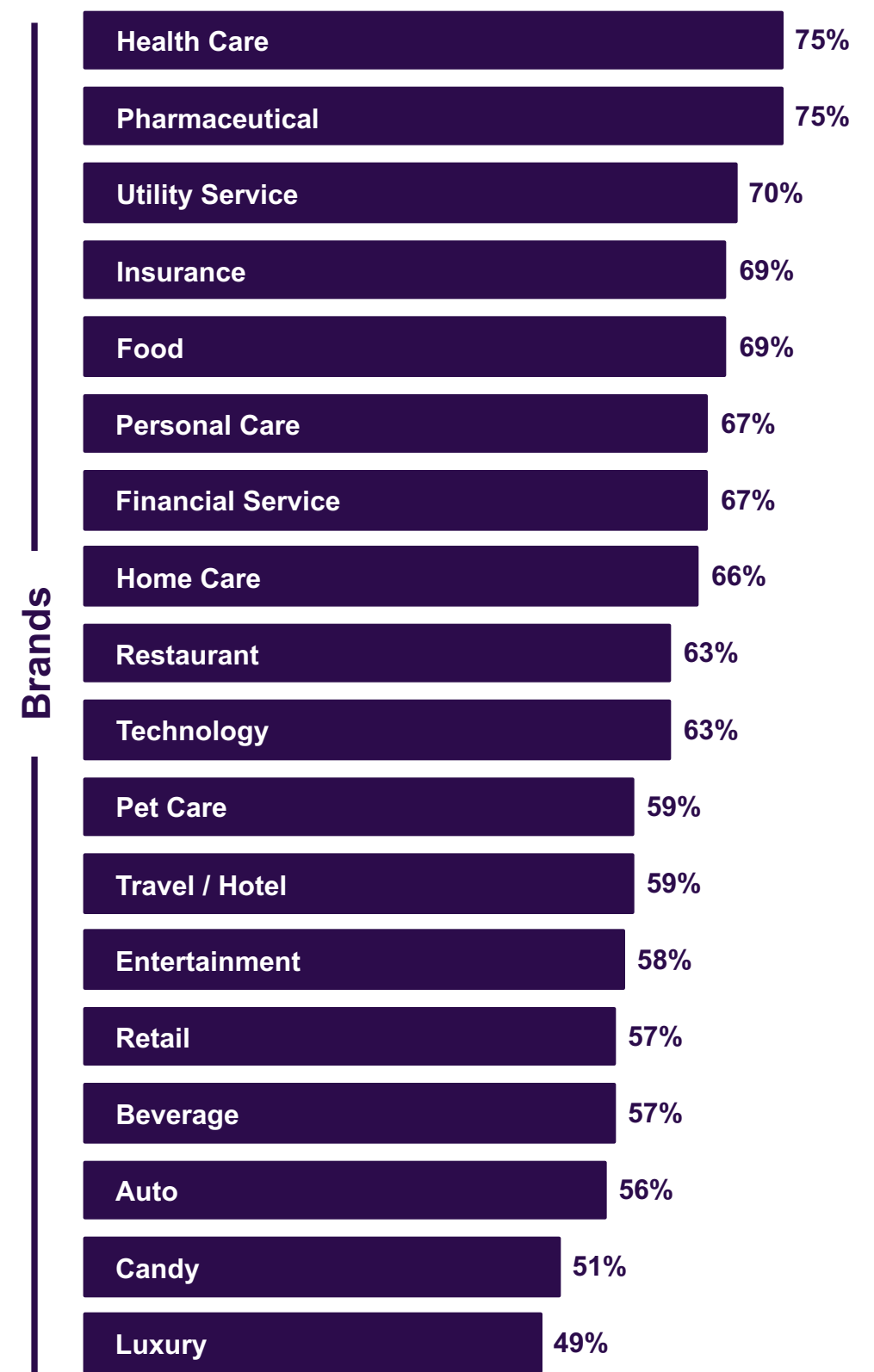
74% of Americans want brands or companies to tell them how they're taking action against COVID-19

- What brands can do to help**
- Donate money or supplies: 61%
 - Advocate for workers affected or sick leave for all workers: 50%
 - Provide basic necessities for needed communities: 43%
 - Provide plans on customer safety and health when/if reopening: 43%
 - Defer payments/waive late fees: 41%
 - Stop false news/misconceptions from spreading: 41%
 - Shift production to produce necessary goods: 38%
 - Advocate for affordable health care: 36%
 - Provide more info about the virus/infectious diseases: 36%
 - Provide more info on product availability: 35%
 - Provide tips on how to reduce stress & practice self-care: 34%
 - Advocate for communities disproportionately impacted by COVID-19: 34%
 - Provide tips on how to be healthy: 33%
 - Provide support for parents with family activities: 32%
 - Advocate for stricter gov't policies to stop virus spread: 29%
 - Provide advice/info on managing personal finances: 28%
 - Create a virtual experience to stay connected: 26%
 - Start a challenge on social media: 26%
 - Create humorous content to watch or read: 24%

85% of Americans live in areas where **stay-at-home restrictions have been lifted**. But in those areas, 52% have continued to stay home if able

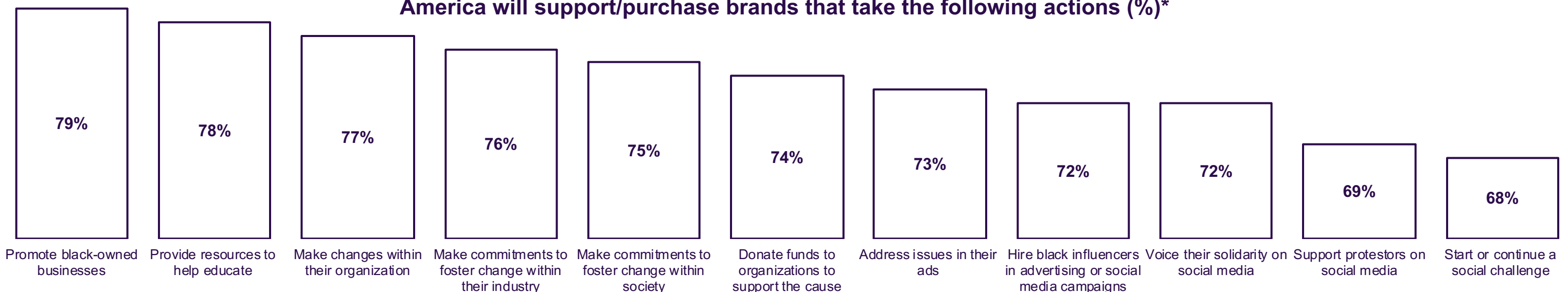
39% of Americans are planning to take a summer vacation. 47% will no longer go on vacation or will postpone it

39% of consumers are aware of brands helping in the COVID-19 crisis (A 2 percentage point increase since Wave 10)



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

America will support/purchase brands that take the following actions (%)*



* More or same likelihood to purchase/support brands who take the following actions around racial inequality and Black Lives Matter

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.