

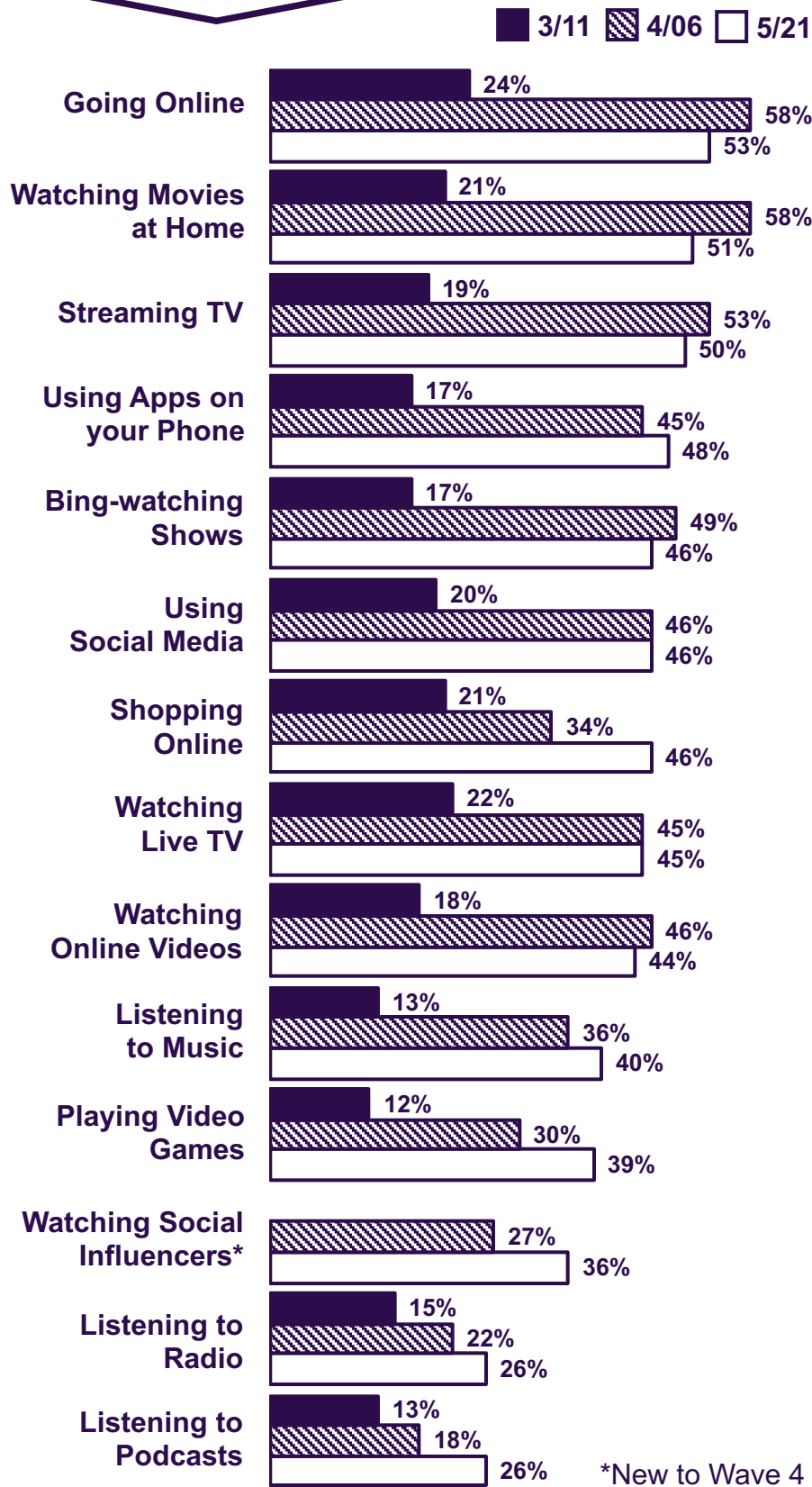
# COVID-19 MINDSHARE U.S. INSIGHTS

05/29/2020



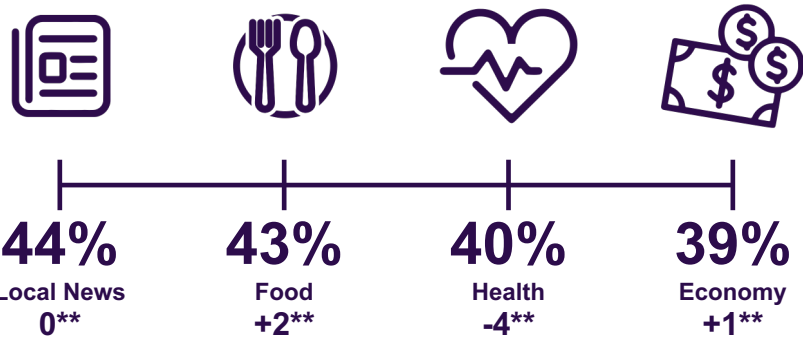
## Americans are spending more time with the following Media

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



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

52% of Americans have limited their time on media because they didn't want to see more news about COVID-19 (vs 53% in Wave 9)



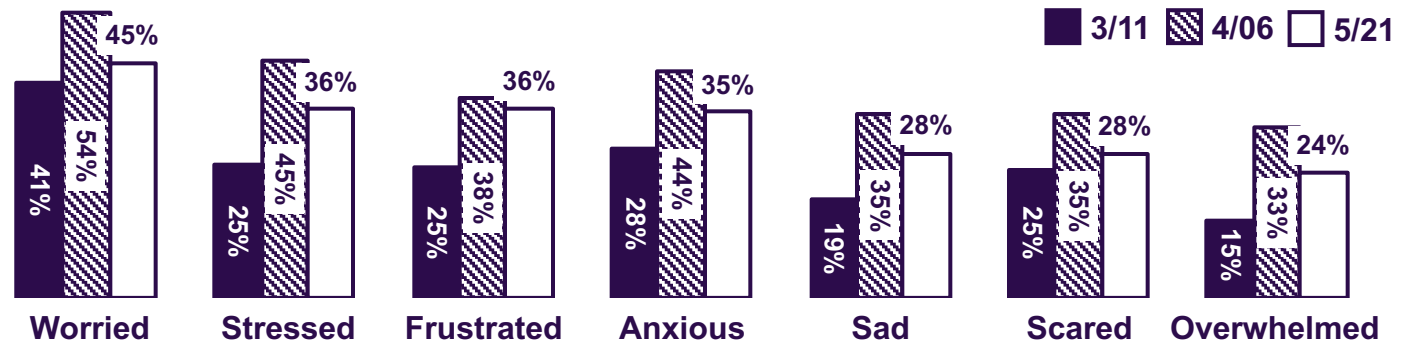
\*Percent of Americans who are watching/reading/listening to the content more than before COVID-19  
\*\* Percentage points difference from Wave 9

## 65% of Millennials say that they are concerned about spending too much time on media

(vs. 49% of Americans overall)

## Americans continue to feel less negative overall

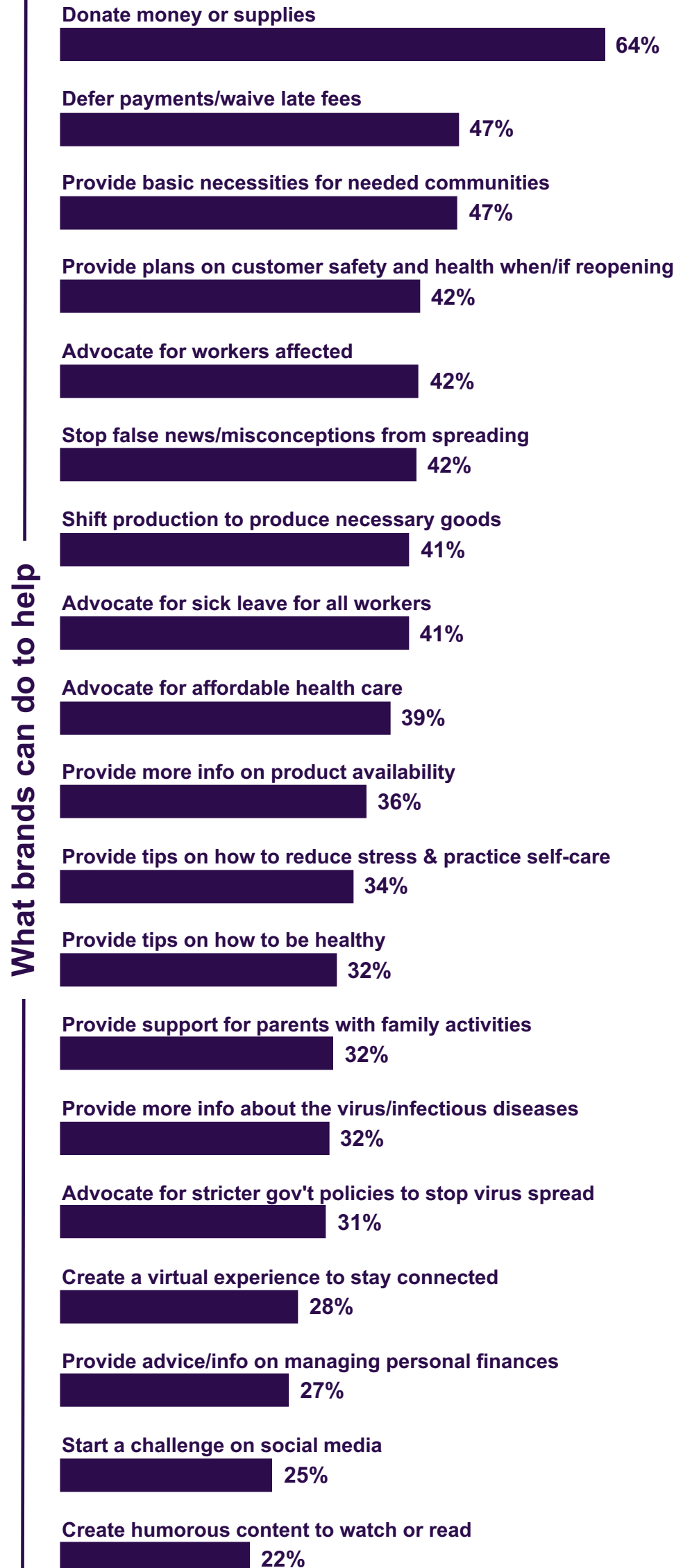
Compared to Wave 9 though, Americans are feeling slightly more frustrated and anxious (an increase of 3 and 5 percentage points)



43% of Americans have had their jobs impacted as a result of COVID-19 (e.g. job loss, furlough, reduced hours/pay, or started a new position)

35% of Millennials have been getting less sleep as a result of COVID-19 (vs. 23% of Americans overall)

67% of Americans agree that ads about what brands are doing to help during COVID-19 have positively impacted how they view them

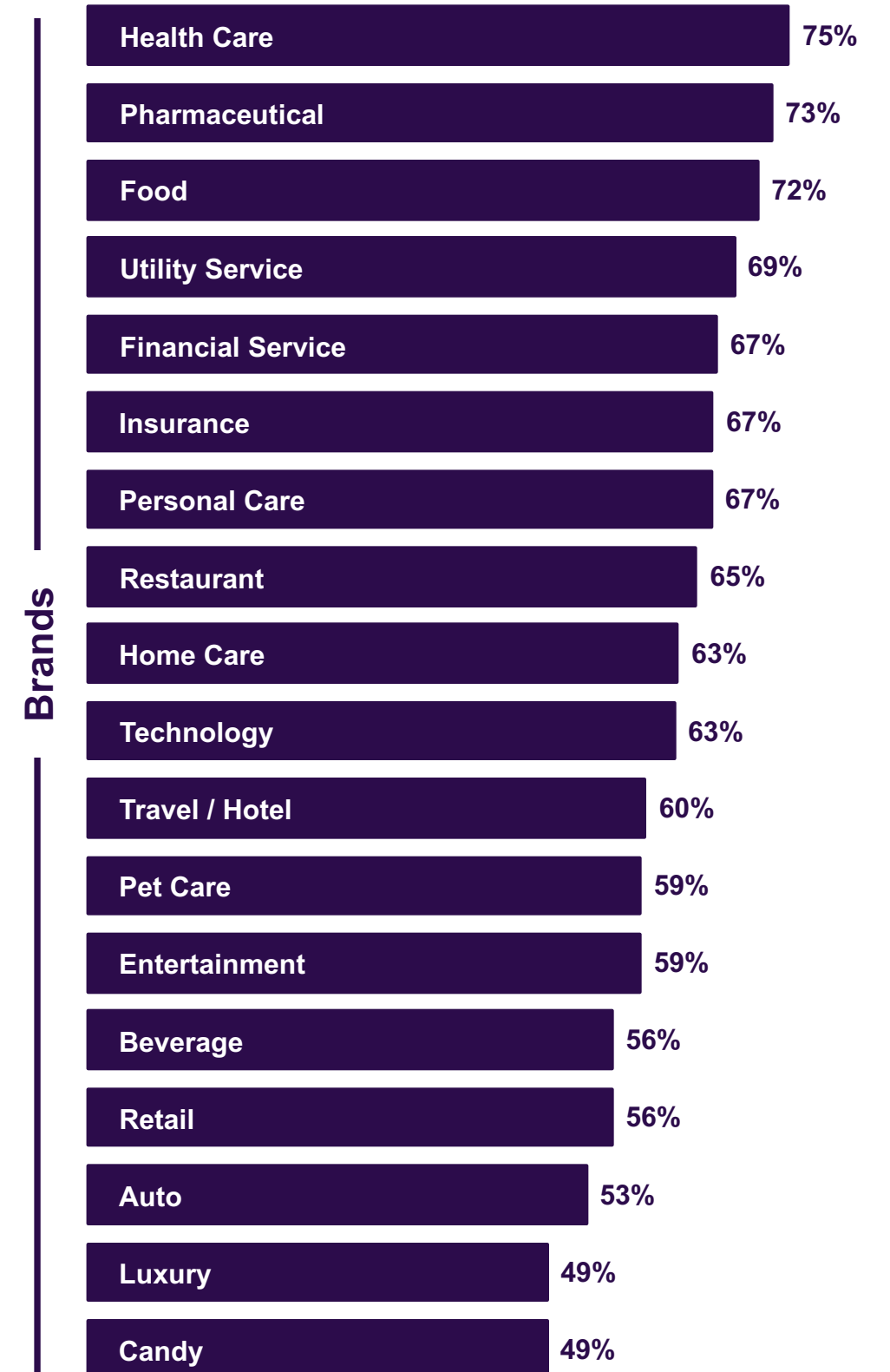


33% of Gen X are using this time at home to exercise more as a result of COVID-19

But Millennials are more likely to have used a fitness app or streamed a workout class (66%)

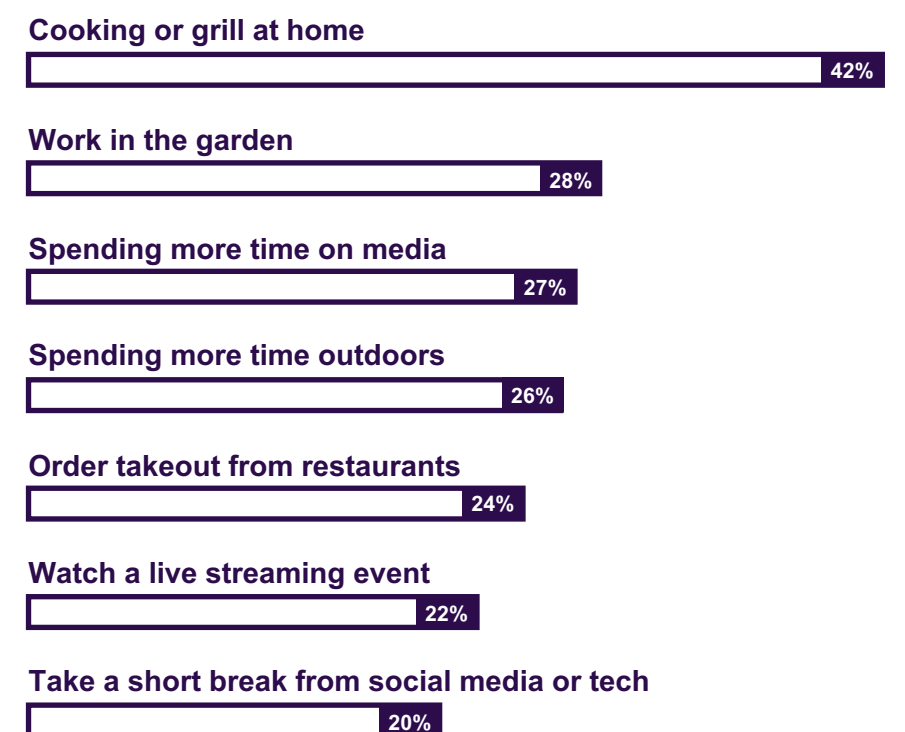
63% of Men have ordered groceries online since COVID-19 outbreak (vs. 52% of Women)

37% of consumers are aware of brands helping in the crisis (No percentage point change since Wave 9)



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

## Expected plans Americans had for Memorial Day Weekend (%)



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.