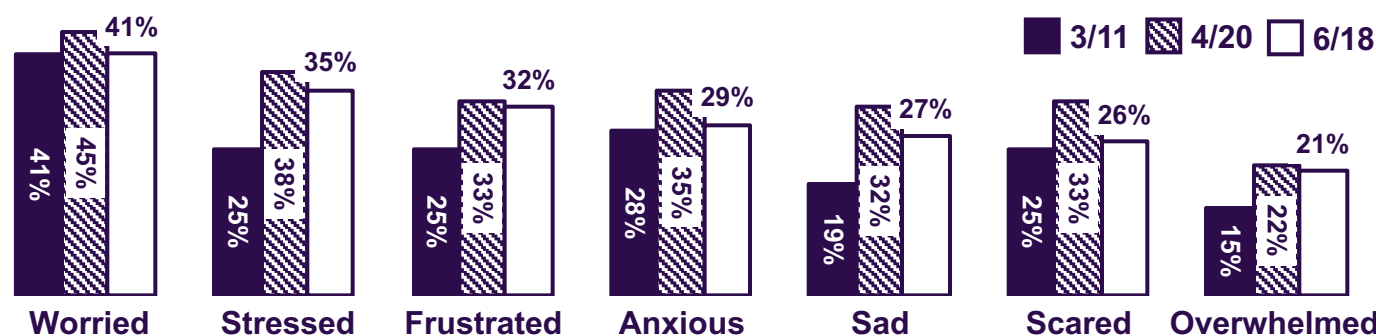


COVID-19 MINDSHARE U.S. INSIGHTS

06/26/2020

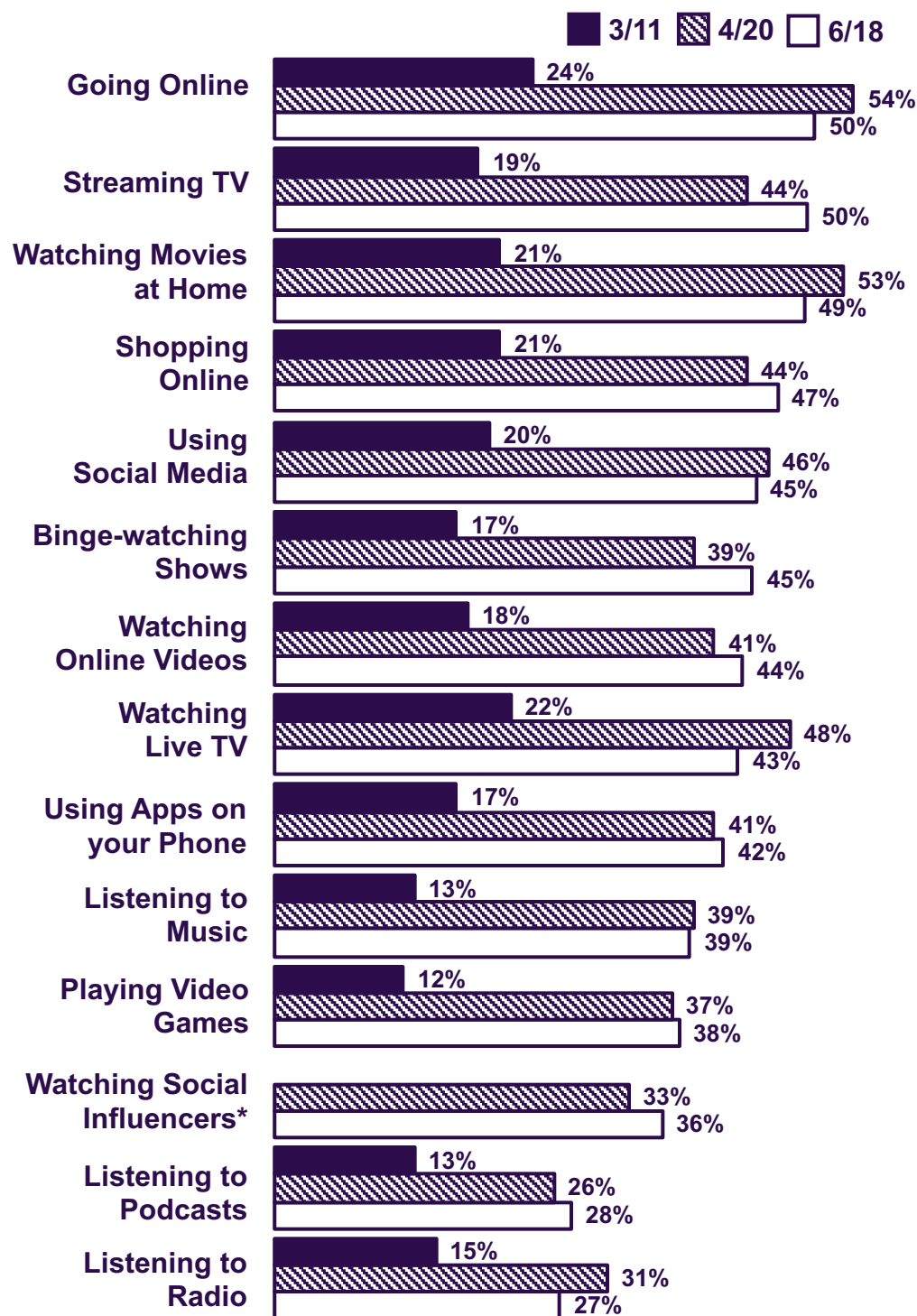
Americans continue to feel less negative overall

Compared to Wave 11, Americans are feeling slightly more hopeful and bored (an increase of 2 percentage points each)



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

Health content decreasing while election content increasing, but Americans still want new entertainment:

51% of Americans say they have run out of things to watch, read, or listen to (vs 50% in Wave 11)



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

** Percentage points difference from Wave 11

35% of Gen Z are spending more time outdoors than before COVID-19

34% of have increased their time spent with friends/family in the last week

89% of Americans live in areas where stay-at-home restrictions have been lifted

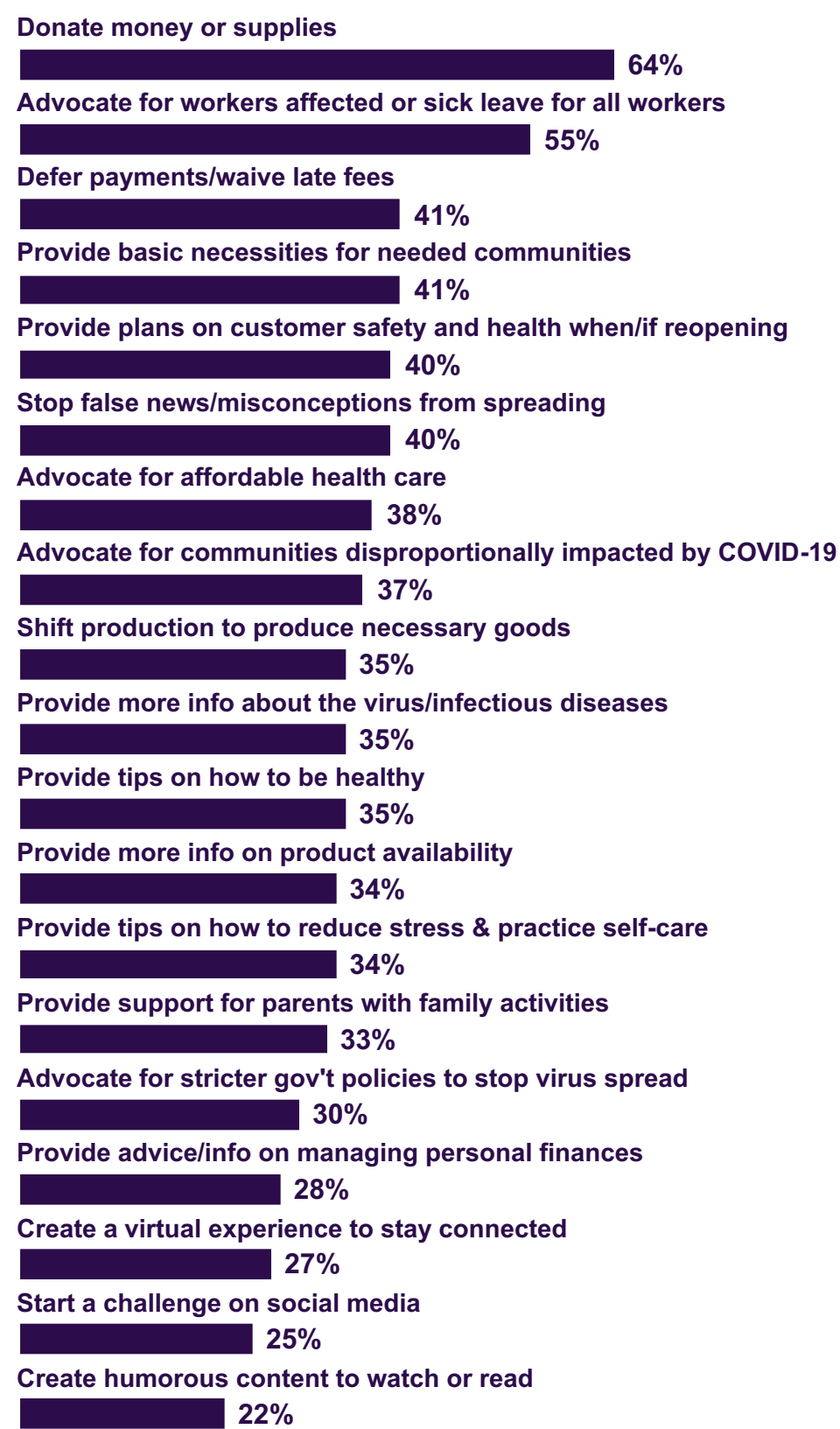
From that group, 54% have gone out to businesses/places that have re-opened

74% of Millennials are more conscious of spending their money to support more black-owned businesses & creators

They're also more likely to support brands who take meaningful action around racial inequality & Black Lives Matter rather than making posts (74%)

67% of Americans agree brands have an important role to play to speak out against racial inequality & injustice

What Brands Can Do To Help in COVID-19



77% of Americans are concerned/very concerned about a second wave of COVID-19 in the U.S.

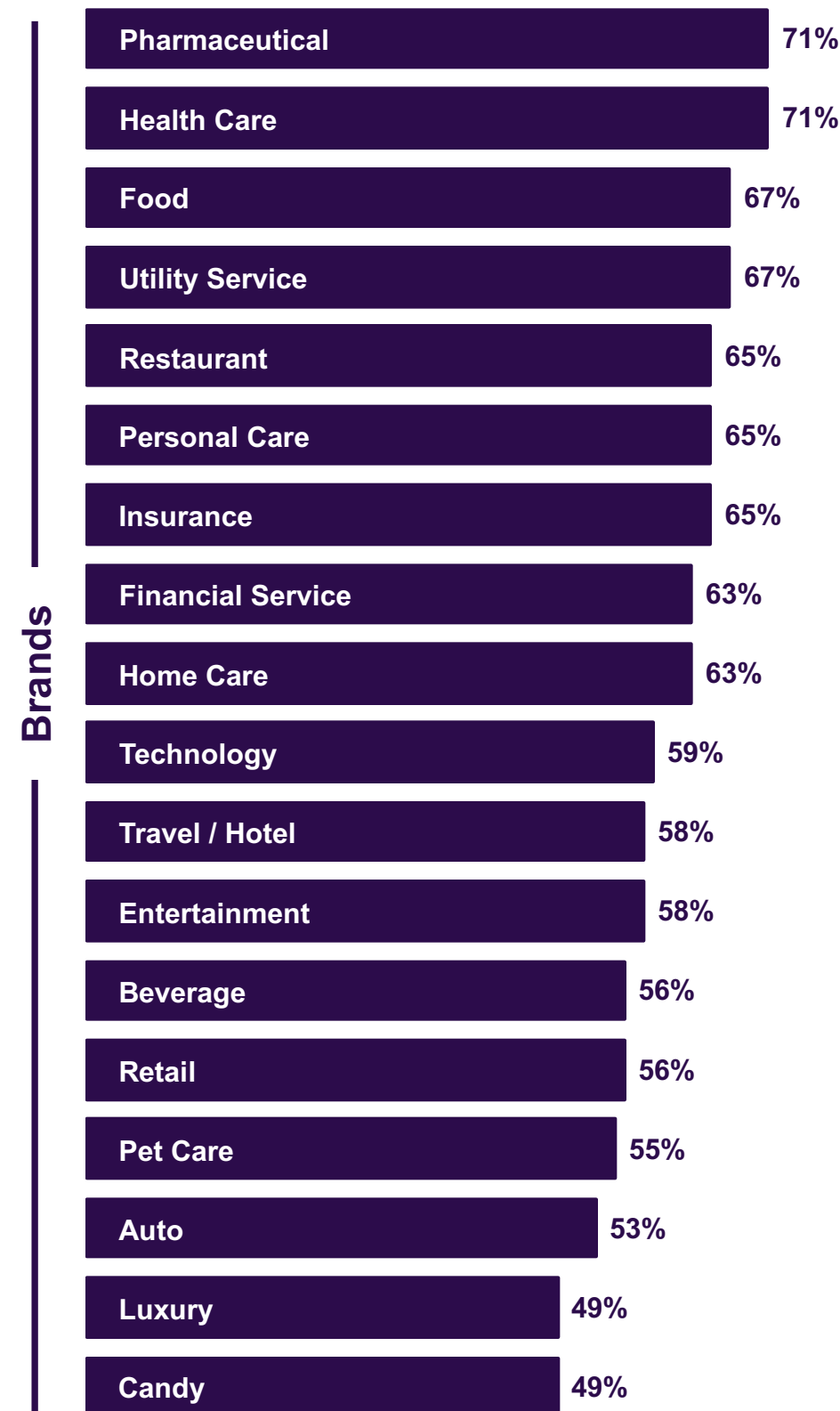
65% are concerned/very concerned that restrictions are being lifted too soon

45% of Americans are planning to road trip this summer

Traveling by car feels zero to low risk (56%) vs traveling by plane feels medium to high risk (69%)

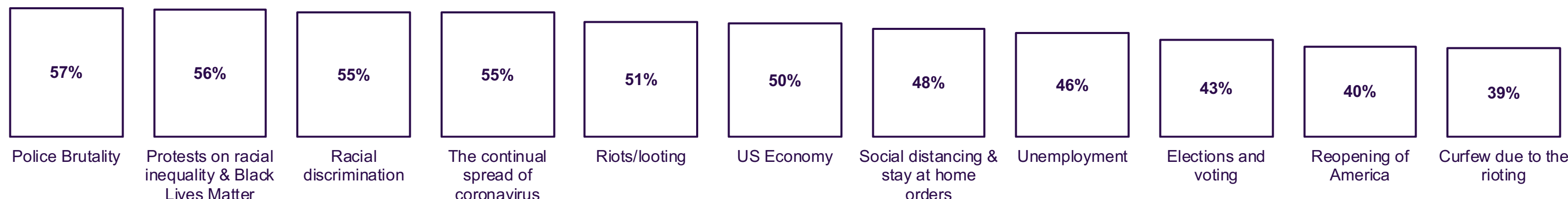
36% of consumers are aware of brands helping in the COVID-19 crisis

(A 3 percentage point decrease since Wave 11)



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

Issues concerning Americans that are More Urgent this week compared to last (%)



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.