

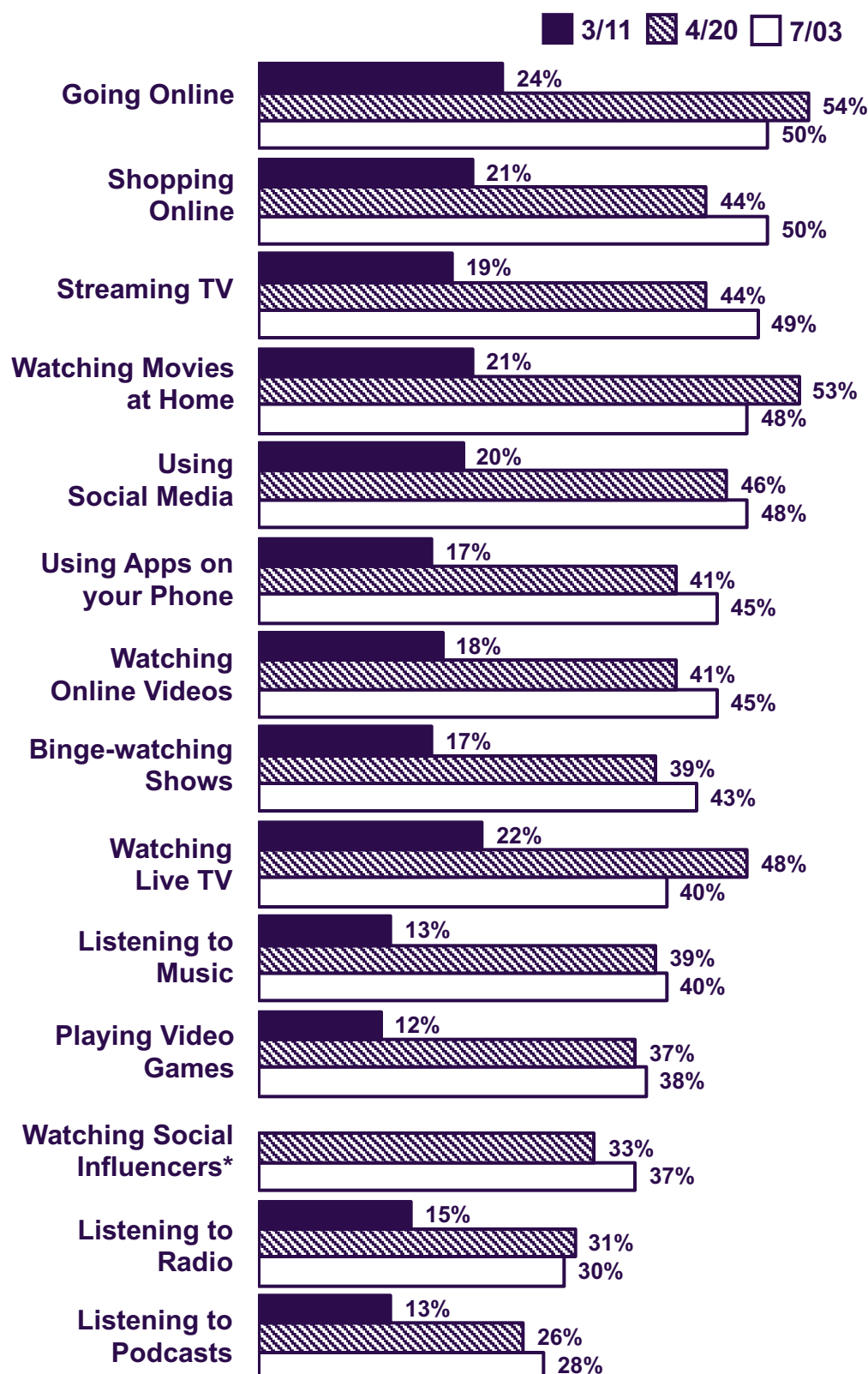
COVID-19

MINDSHARE U.S. INSIGHTS

07/10/2020

Americans are spending **more time** with the following Media

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



Local news & health content consumption increasing, but **Americans still want new entertainment:**

50% of Americans say they have run out of things to watch, read, or listen to (vs 51% in Wave 12)

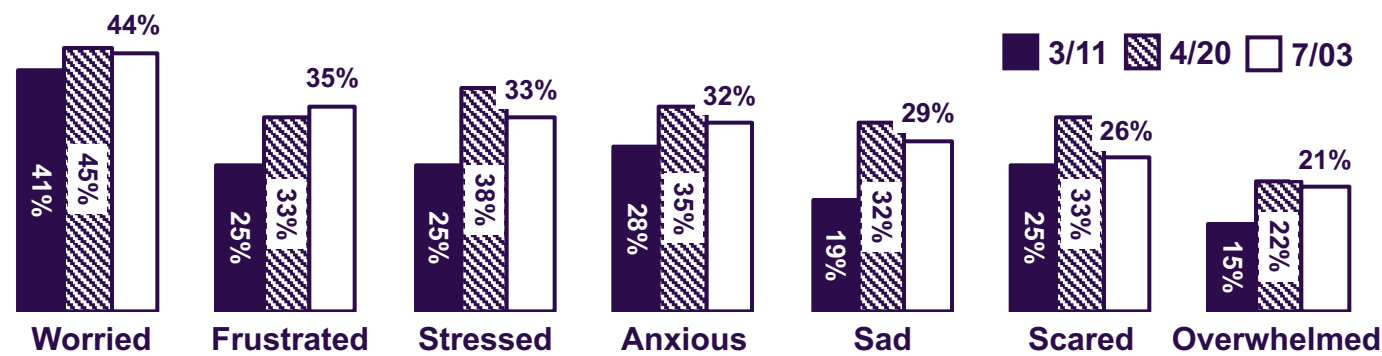


*Percent of Americans who are watching/reading/listening to the content more than before COVID-19

** Percentage points difference from Wave 12

Americans are feeling worried and more frustrated

Compared to Wave 12, Americans are feeling less hopeful (a decrease of 4 percentage points)



92% of Americans live in areas where **stay-at-home restrictions have been lifted**

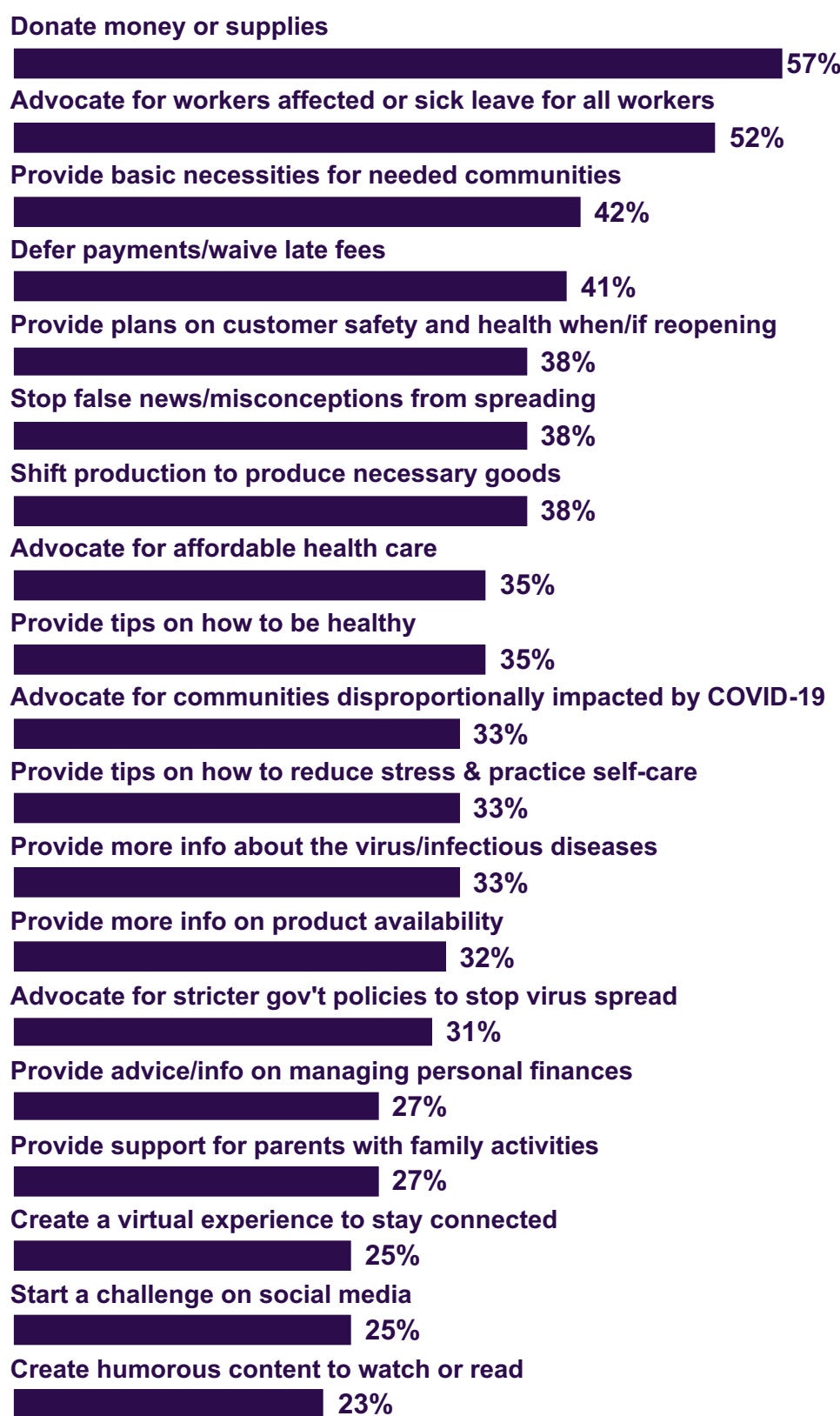
And of those, 16% are in areas that have started to close again

76% of Americans say they are more/same likely to **support or purchase** from brands who take action on racial justice issues

(vs. 14% who are less likely)

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



48% of Americans planned to **stay at home** over the July 4th holiday

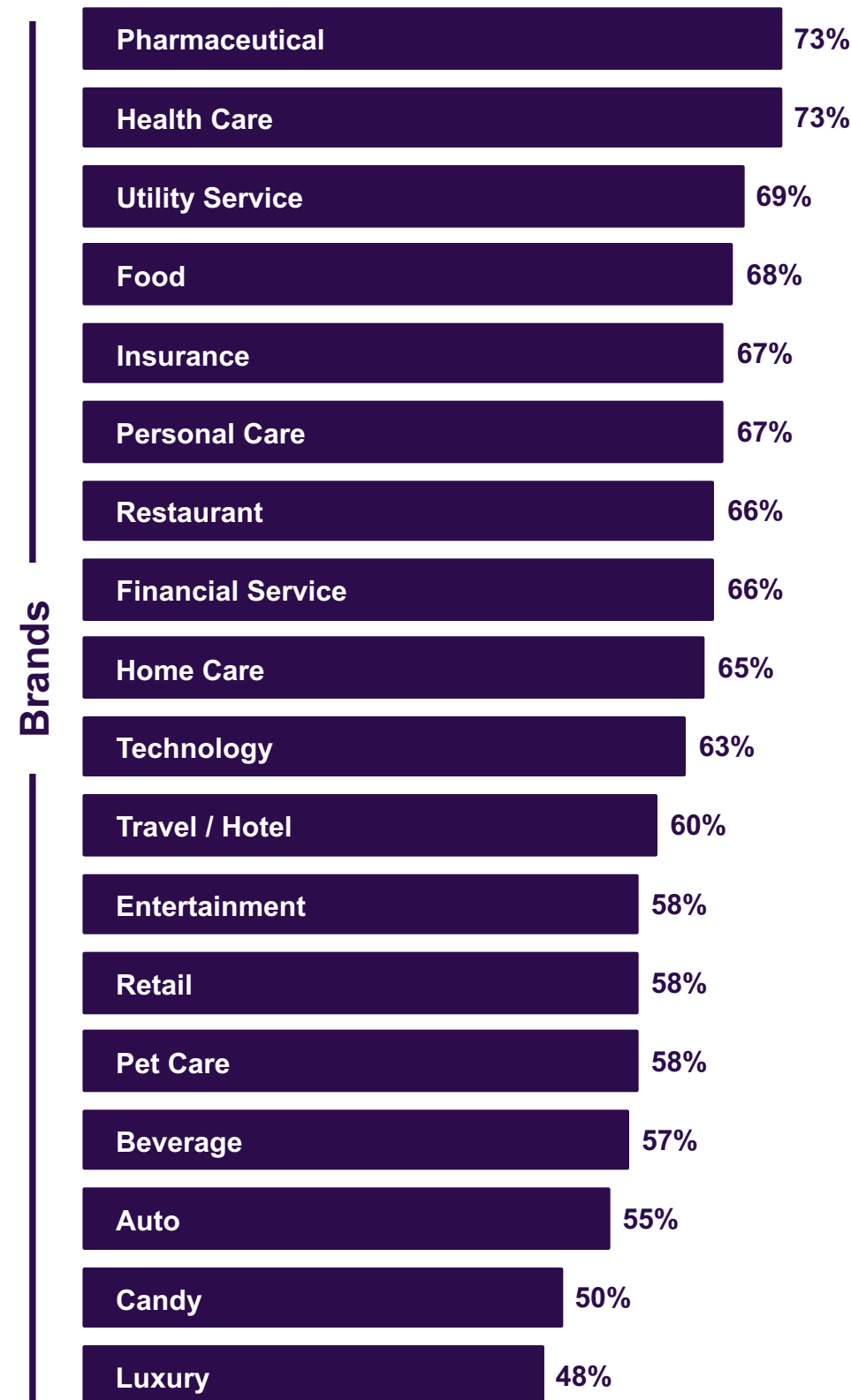
And 35% planned to cook/grill at home (both driven by Boomers & Gen X)

86% of Affluent Americans are trying to stay healthy while at home (e.g. working out) (vs. 73% of Americans overall)

83% of Black Americans agree protests for BLM will **incite policy-level change** for police brutality & racial inequality (vs. 69% of Americans overall)

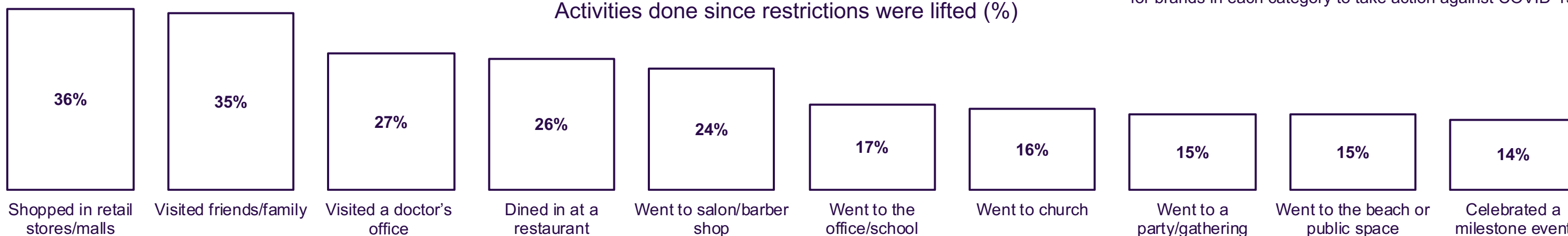
32% of consumers are aware of brands helping in the **COVID-19** crisis

(4 percentage point decrease from Wave 12)



*Percent of Americans who believe it's appropriate or very appropriate for brands in each category to take action against COVID-19

Activities done since restrictions were lifted (%)



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.