

Americans are feeling worried and more frustrated

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

Donate money or supplies

Defer payments/waive late fees



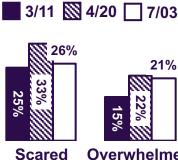


57%







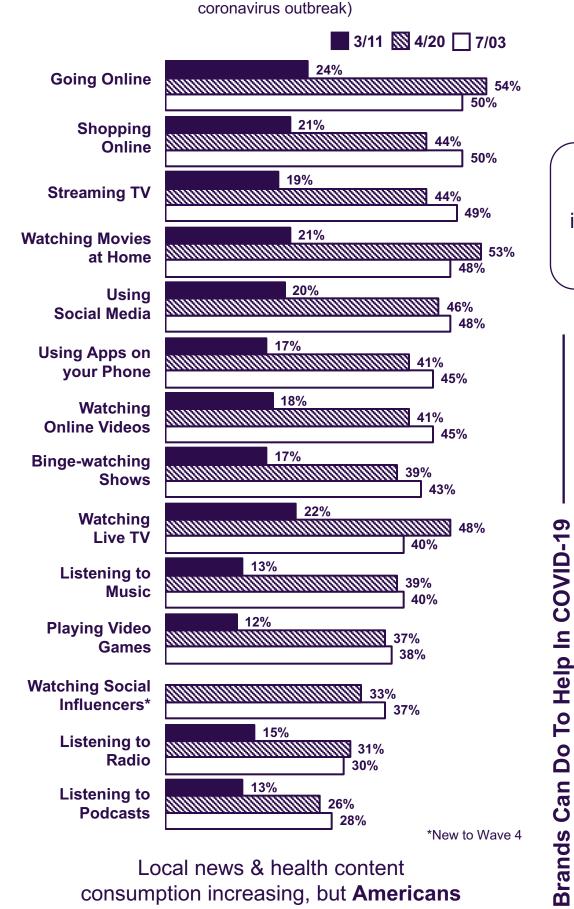


Overwhelmed

(Compared to how they spent their time prior to the

Americans are spending more time

with the following Media



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)

43% **Local News** 41% Health

Home

34% Gaming

What

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

** Percentage points difference from Wave 12



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

Advocate for workers affected or sick leave for all workers

Provide plans on customer safety and health when/if reopening

Advocate for communities disproportionally impacted by COVID-19

Provide tips on how to reduce stress & practice self-care

Provide more info about the virus/infectious diseases

Advocate for stricter gov't policies to stop virus spread

Provide advice/info on managing personal finances

Provide support for parents with family activities

Create a virtual experience to stay connected

Create humorous content to watch or read

Start a challenge on social media

Provide more info on product availability

38%

35%

33%

33%

31%

27%

Provide basic necessities for needed communities

Stop false news/misconceptions from spreading

Shift production to produce necessary goods

Advocate for affordable health care

Provide tips on how to be healthy



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

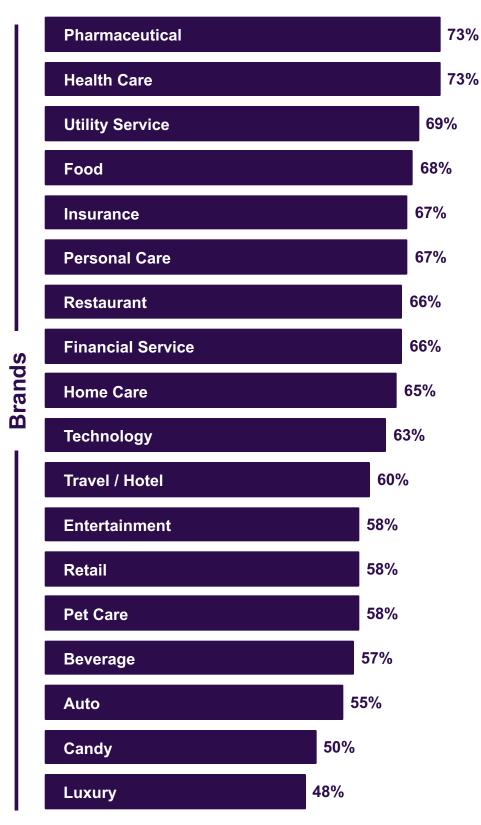
(vs. 73% of Americans overall)

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)

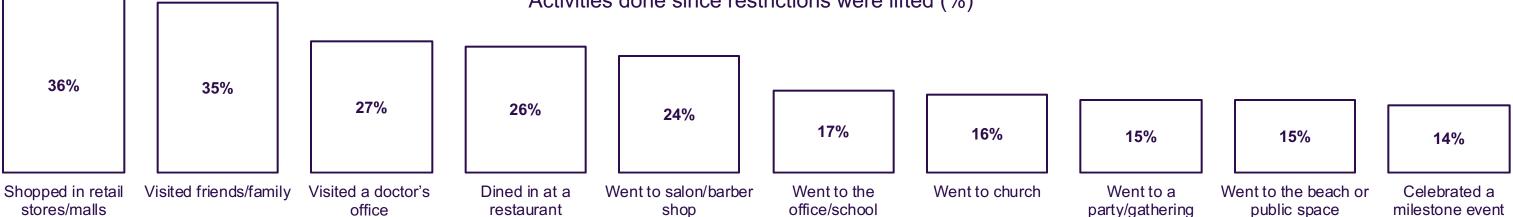


*Percent of Americans who believe it's appropriate or very appropriate for brands in each category to take action against COVID-19

Activities done since restrictions were lifted (%)

25%

23%



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.

