

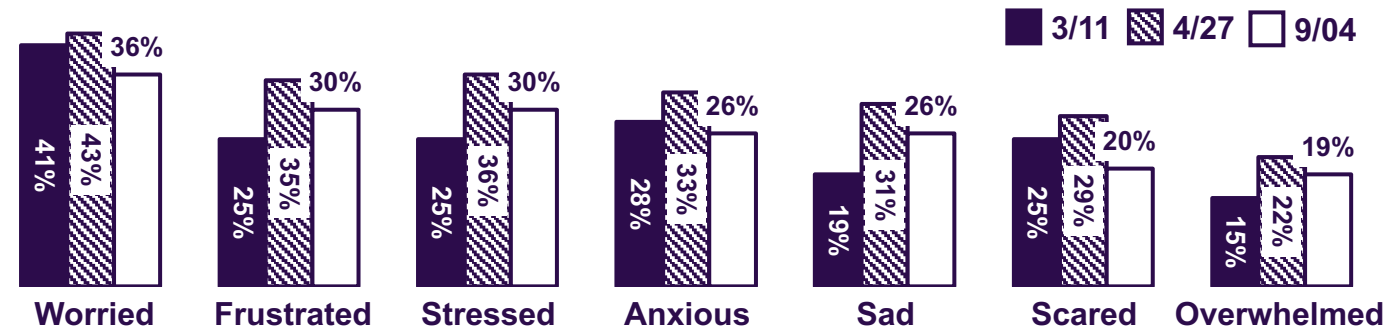
COVID-19

MINDSHARE U.S. INSIGHTS

09/11/2020

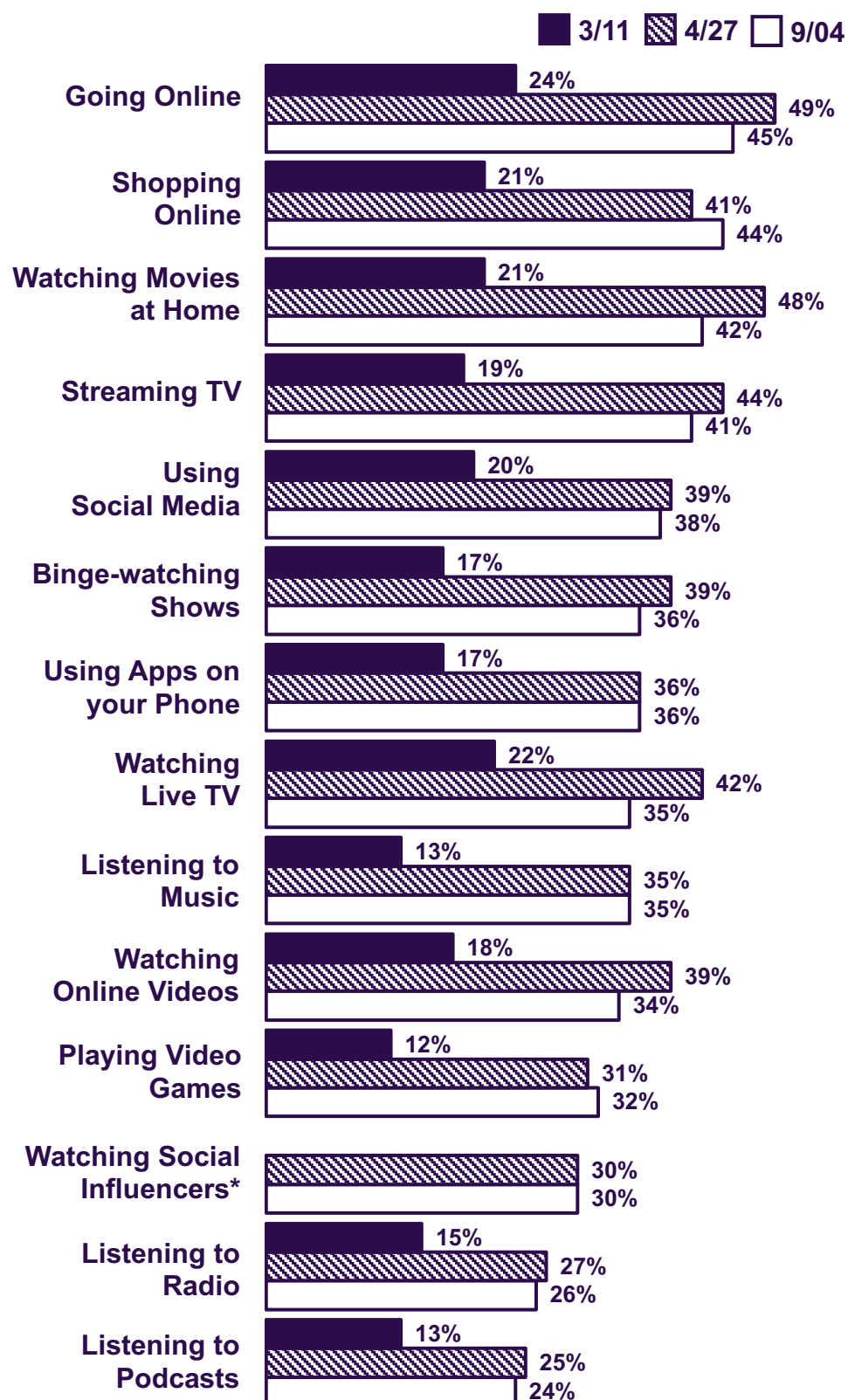
Americans are feeling less worried, anxious, and scared

Compared to Wave 14, Americans are also feeling equally hopeful (an increase of 1 percentage point)



Americans are spending more time with the following Media

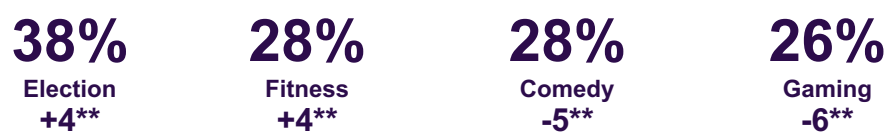
(Compared to how they spent their time prior to the coronavirus outbreak)



*New to Wave 4

Local news & health content decreasing, but Americans still want election news:

50% of Americans say they have run out of things to watch, read, or listen to (vs 43% in Wave 14)



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

** Percentage points difference from Wave 14

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

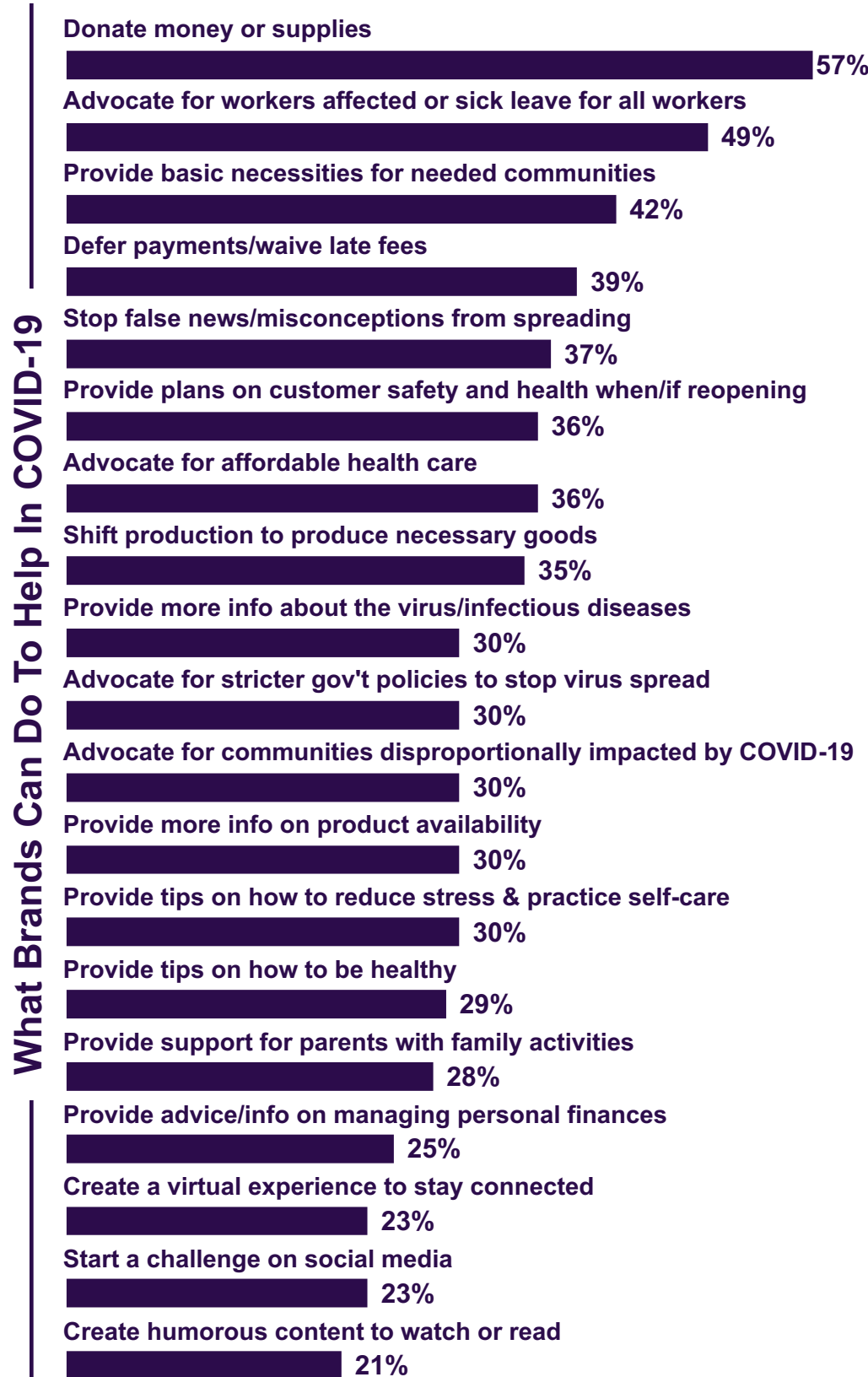
And of those, 5% are in areas that have started to close again

16% of Millennials & 15% of Gen Z have gone to a party or gathering since restrictions have lifted

(vs. 5% of Boomers)

77% of Millennials agree that brands have an important role to play in American politics

(vs. 60% of Americans overall)



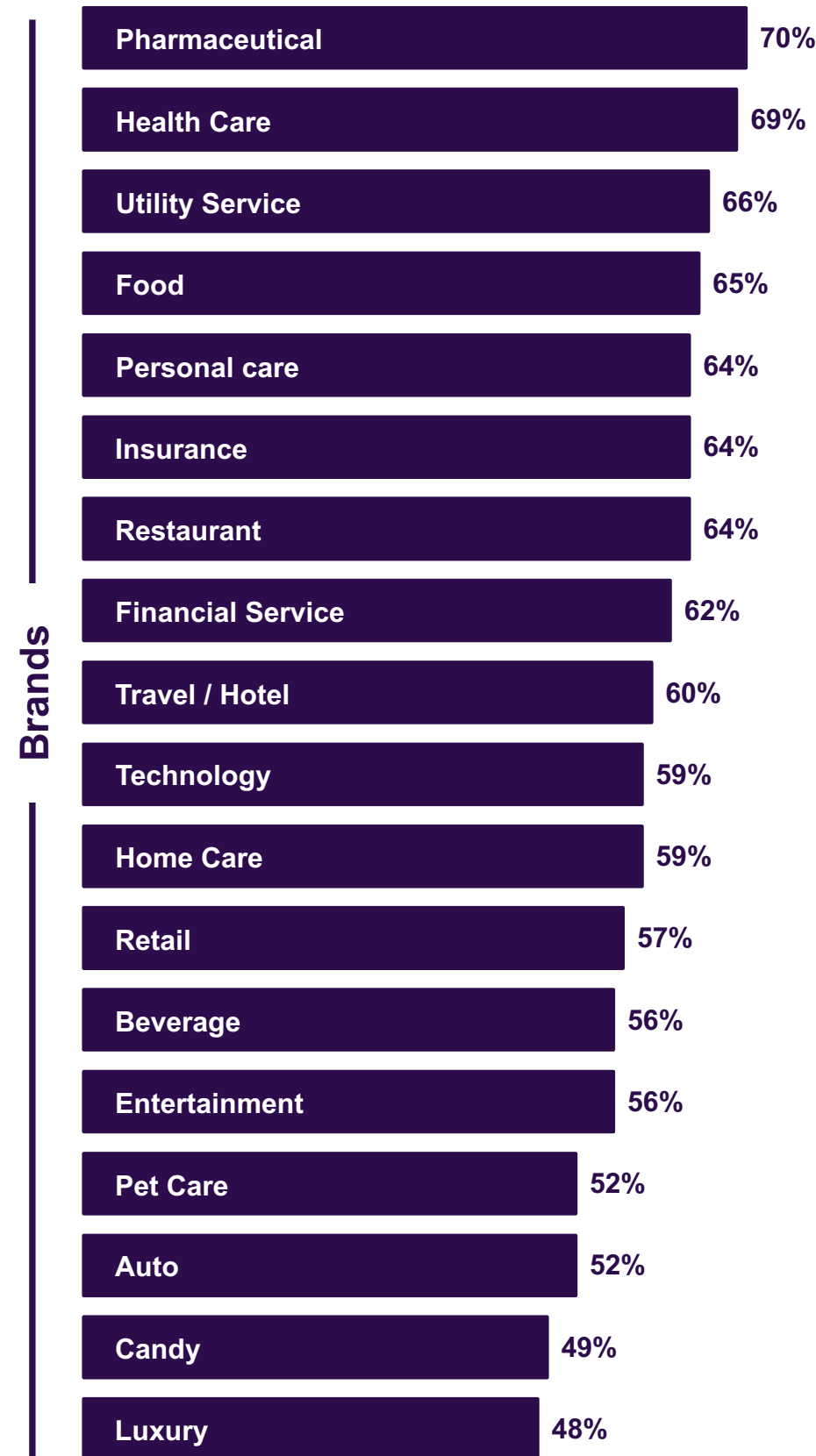
40% of Gen X say they're spending more time outdoors vs pre-COVID

(vs. 27% of Americans overall)

27% of Affluent Americans are more likely to increase spending on streaming video services (e.g. Netflix, Hulu)

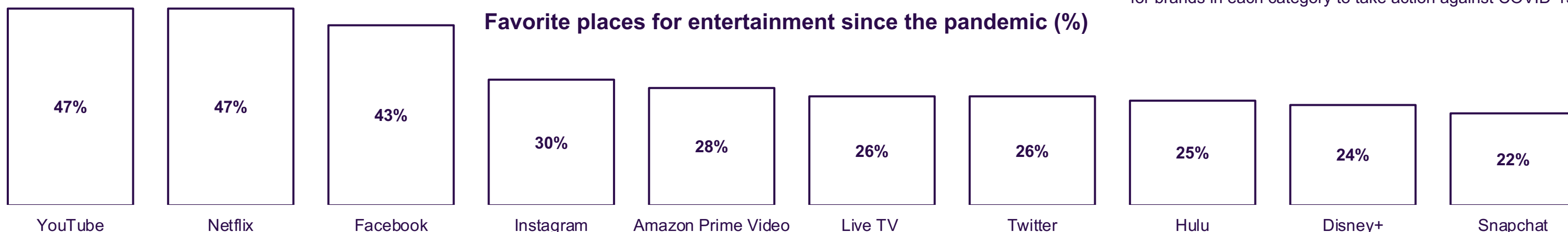
(vs. 22% of Americans overall)

26% of consumers are aware of brands helping in the crisis (A 4 percentage point decrease since Wave 14)



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

Favorite places for entertainment since the pandemic (%)



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.