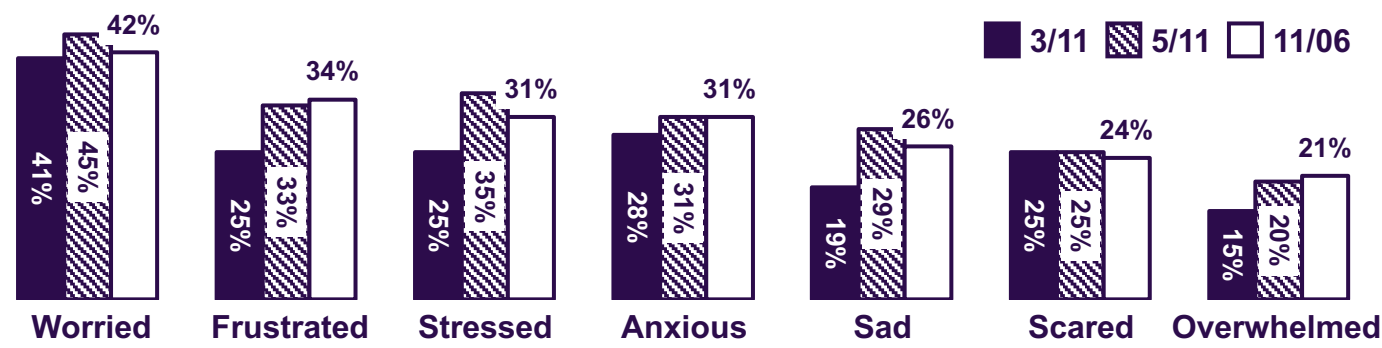


COVID-19 MINDSHARE U.S. INSIGHTS

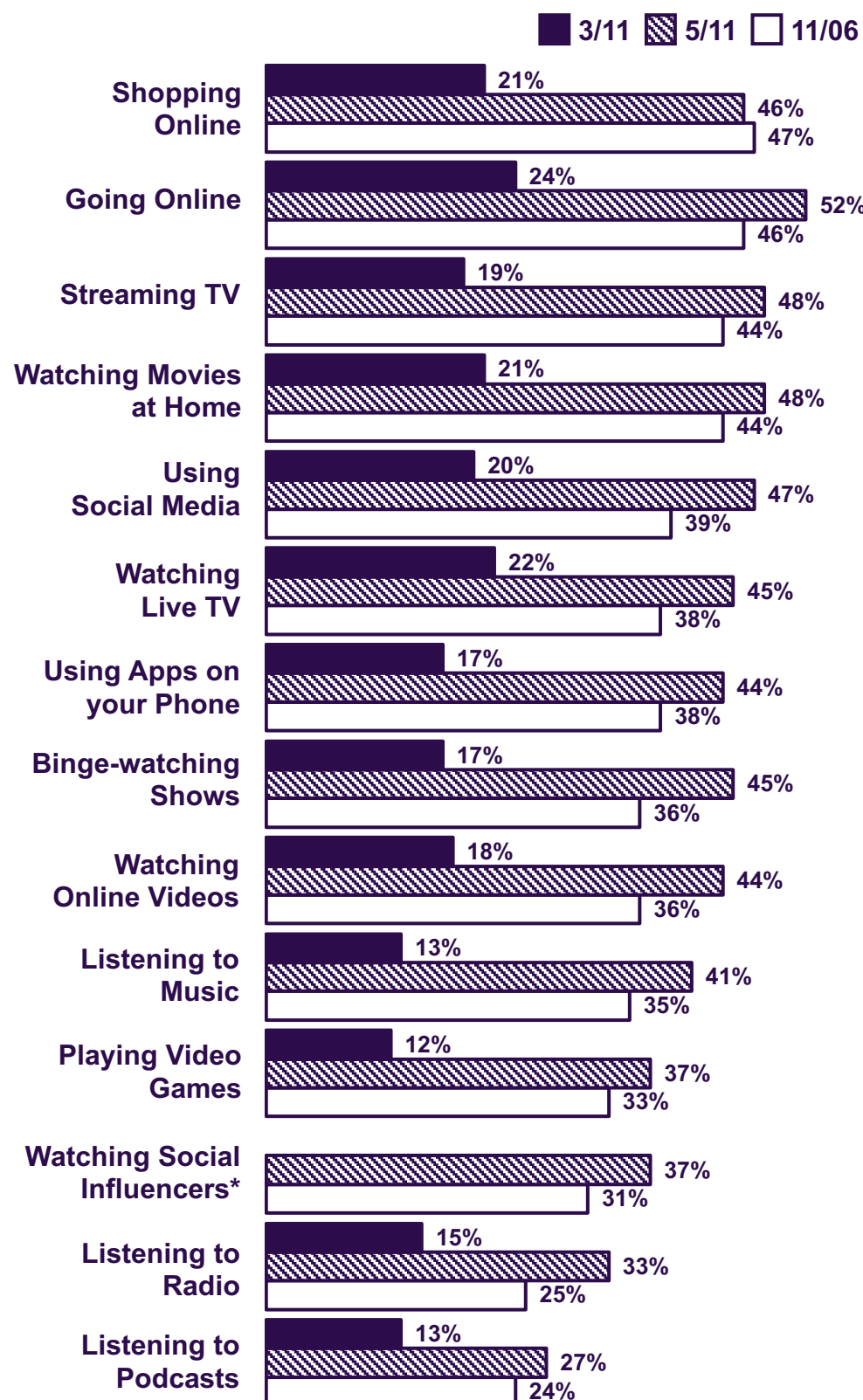
11/13/2020

Americans are feeling less worried, stressed, and sad
Compared to Wave 16, Americans are also feeling less hopeful (a decrease of 5 percentage points)



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

Americans continue to consume election content, with decreases in other topics

47% of Americans say they have run out of things to watch, read, or listen to



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

** Percentage points difference from Wave 16

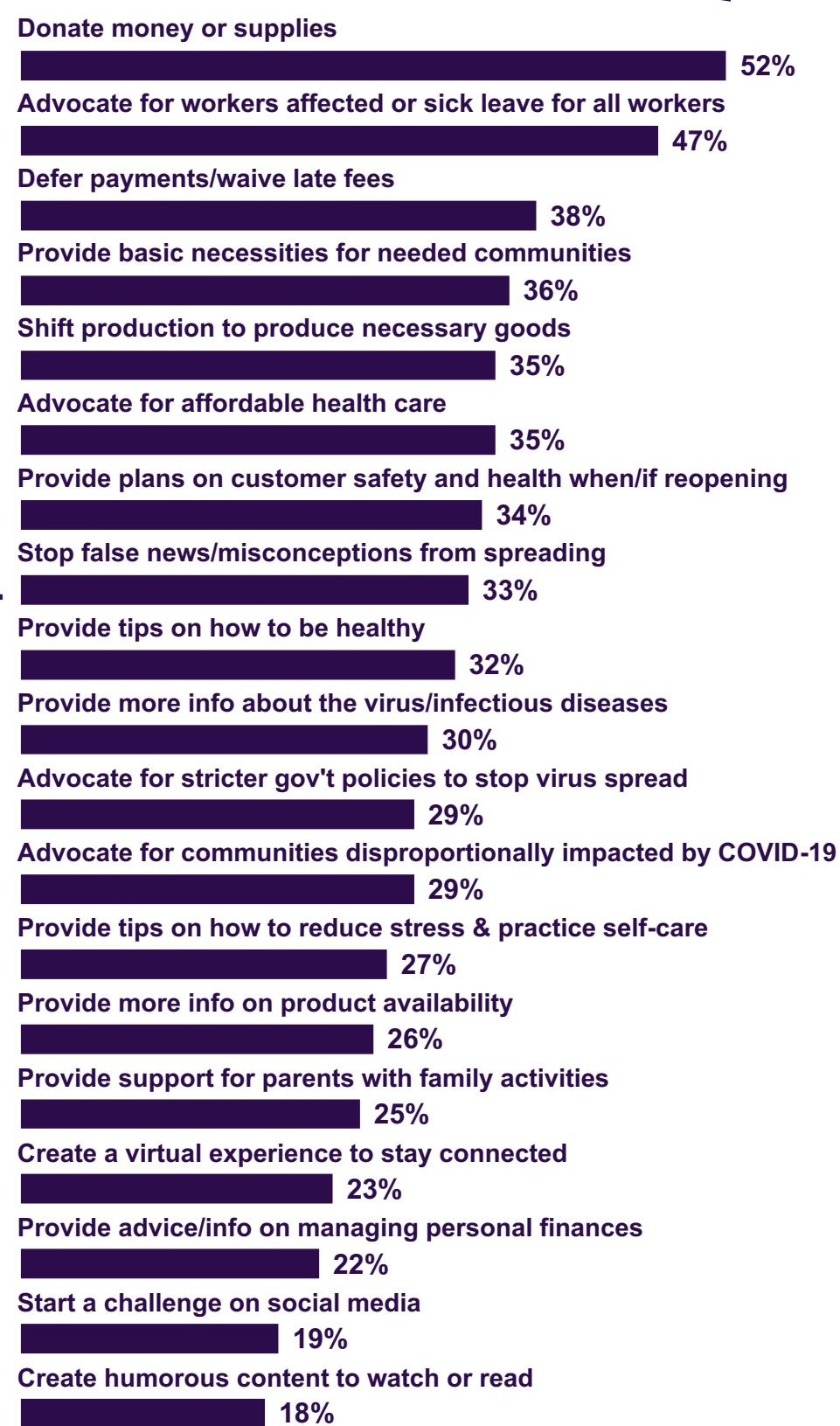
88% of Americans live in areas where **stay-at-home restrictions have been lifted**

And of those, 8% are in areas that have started to close again

39% of Boomers will **no longer host** an in-person gathering during the holiday season (vs. 24% of Americans overall)

44% of Millennials anticipate the state of COVID-19 to be **better in 2021** (vs. 36% of Americans overall)

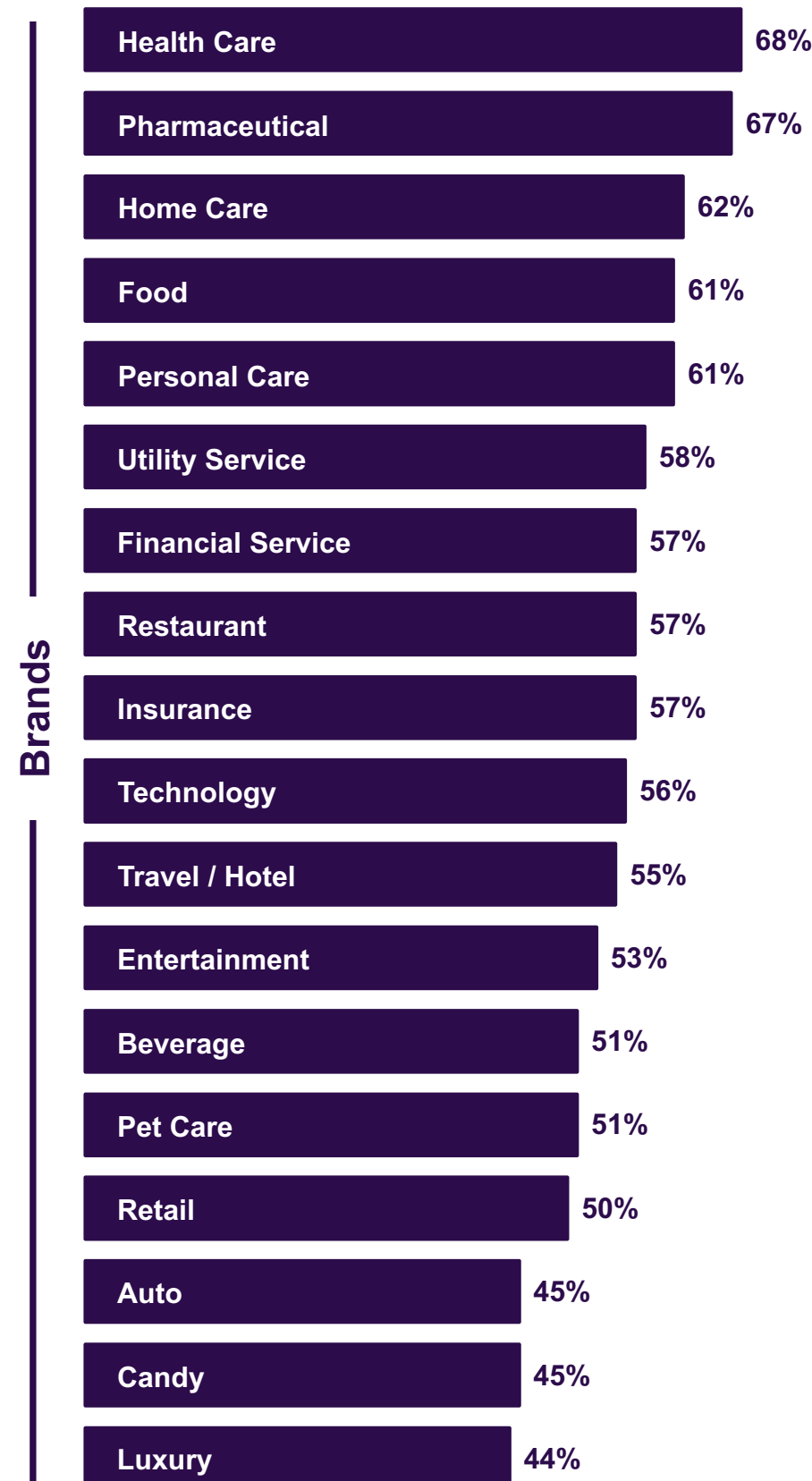
What Brands Can Do To Help In COVID-19



49% of Gen Xers plan on **taking a vacation** during the holiday season (vs. 39% of Americans overall)

42% of Gen Z are **happy** about the upcoming holiday season (vs. 18% of Boomers who are more likely to feel sad)

20% of consumers are aware of brands helping in the crisis (A 6 percentage point decrease since Wave 16)



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

In 2021, Americans anticipate the following to be more of a priority (%)



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.