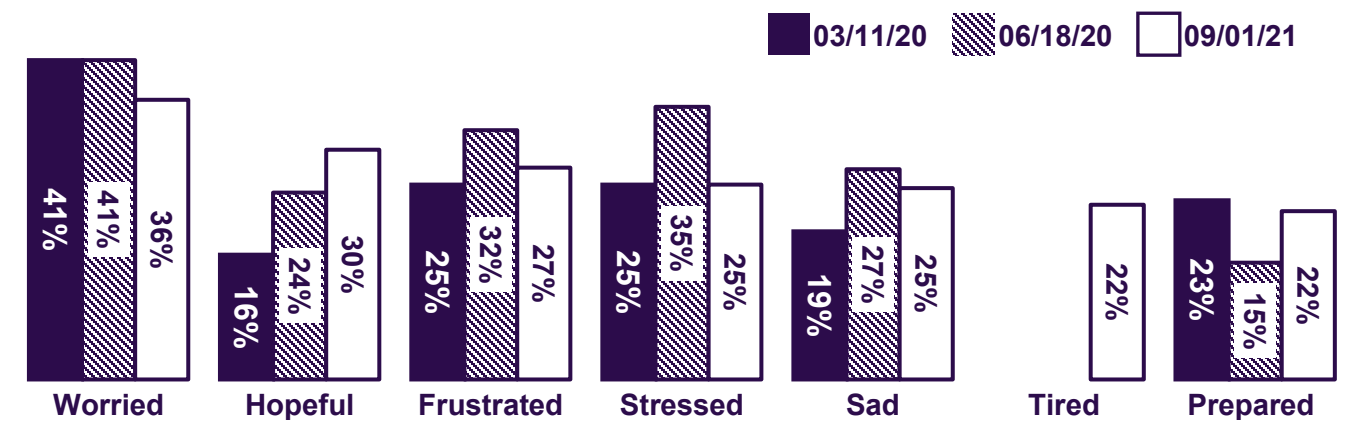


09/14/2021

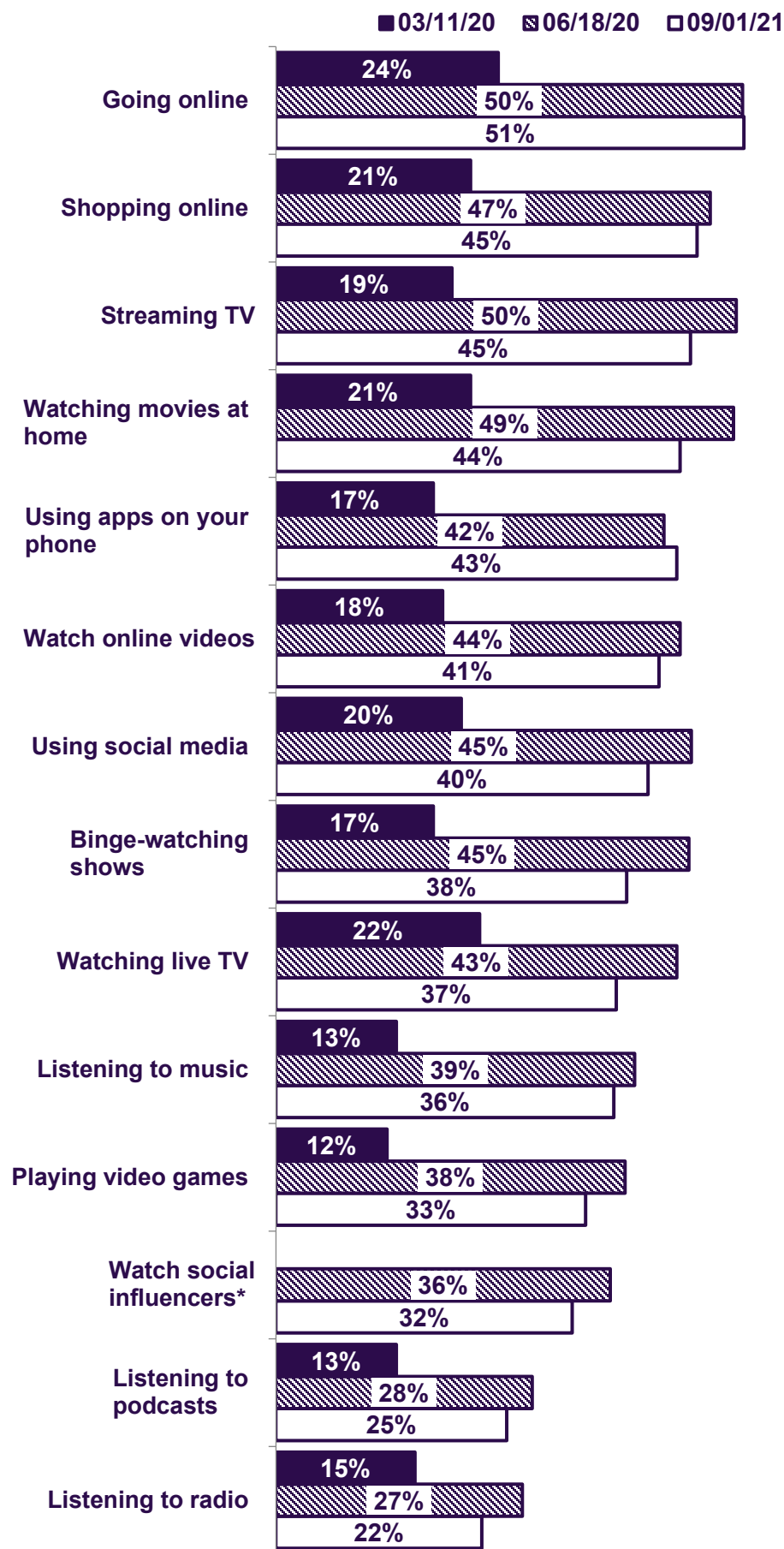
Americans are feeling more negative but prepared

Compared to Wave 20, Americans are also feeling more scared (an increase 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 are spending more time with content compared to Wave 20

48% 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 20

71% of Americans are concerned about the impact of variants (e.g. Delta)

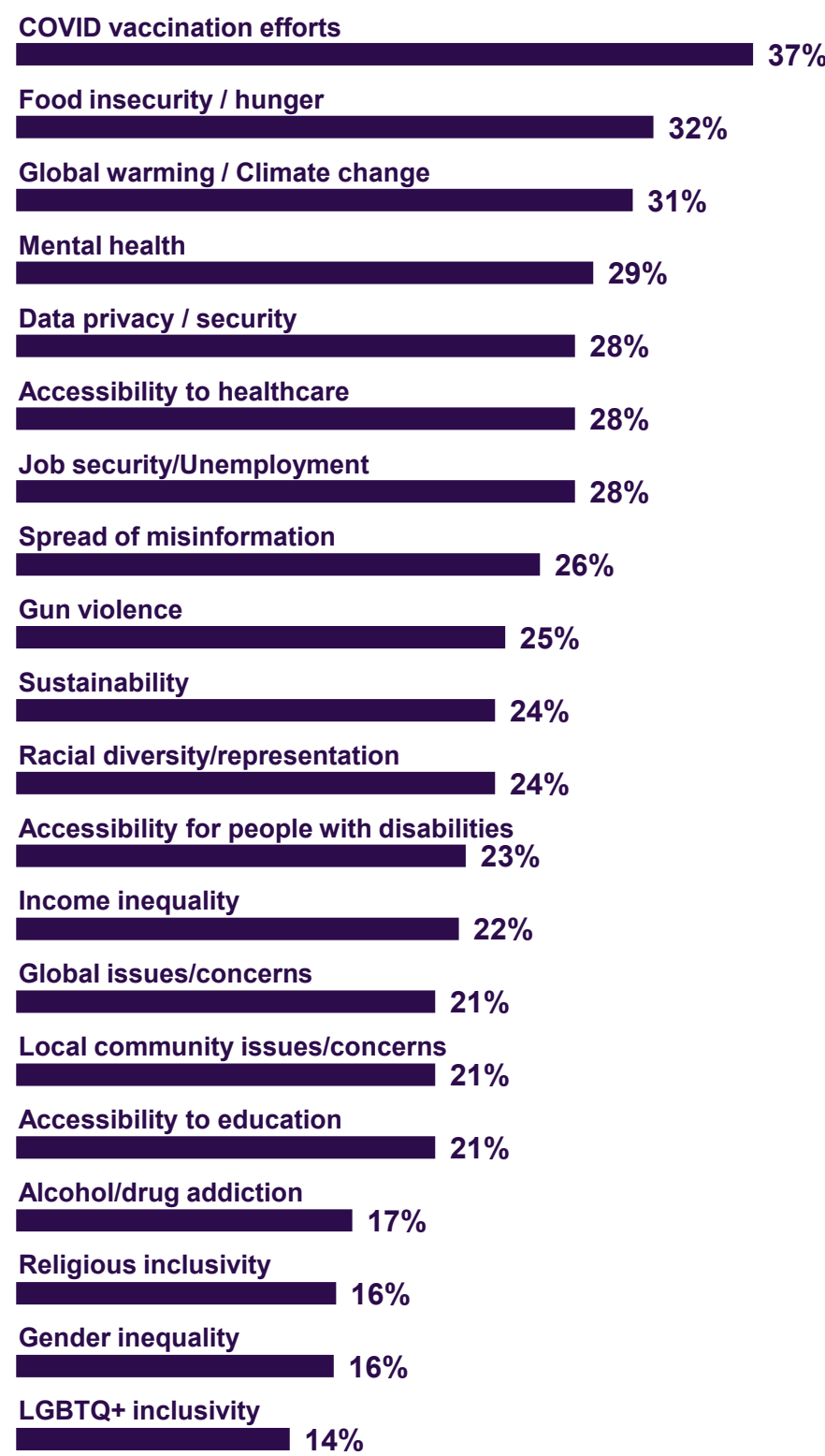
75% still plan to wear masks when out in public (up 2 percentage points from Wave 20)

82% of Gen Xers are thankful to spend more time at home with family due to COVID

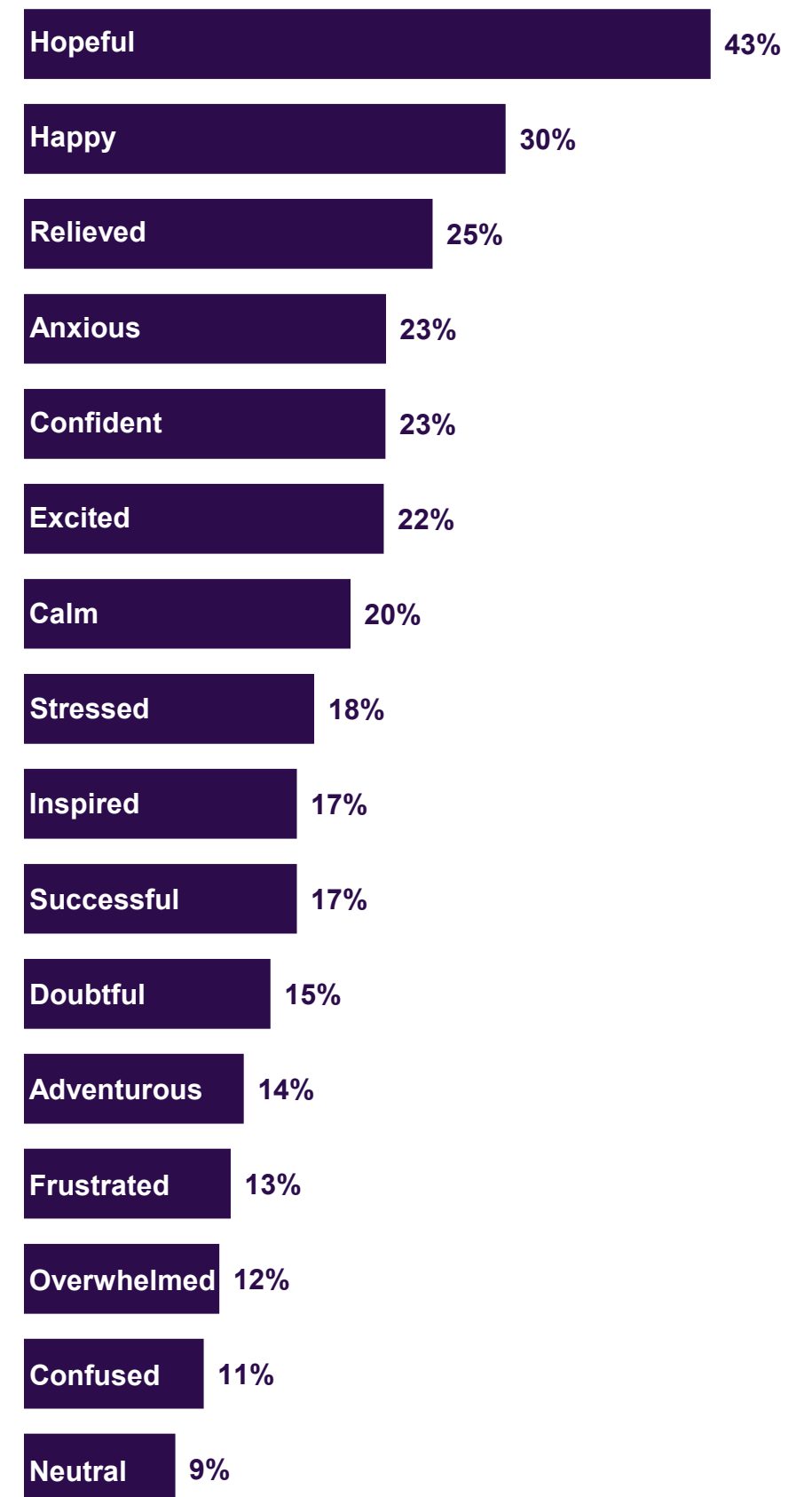
(vs. 64% Americans overall)

29% of Millennials have cooked elaborate recipes more since the pandemic (vs. 20% Americans overall)

What Consumers Say Brands Should Address



How Americans feel about returning to a post-pandemic world



Done more of 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.