



MRI | SIMMONS

**Media Planning and Psychographics
in the age of COVID-19**

Wednesday May 20, 2020 @ 2:00PM ET

The COVID-19 pandemic has
drastically changed life for
people and companies

What you'll walk away with today

Understanding consumer attitudes and drivers of behavior in these unprecedented times, to support people and keep businesses going – i.e. ideas for messaging and business strategies that will resonate with people's needs in their "new normal", and give guidance when and how to reach them



About MRI-Simmons

MRI-Simmons is the **essential source of trusted consumer insights**

With unparalleled breadth and depth, our database is the authoritative **consumer truth set** that provides deeper insights into the **“why”** of consumer behavior



He bought Listerine more this year than last



He has a dog; buys Beggin' Strips



He's good about going to the doctor



He values organic products



He enjoys building things as a hobby



He thinks it's important to buy American products



He'd rather be a leader than a follower



He has a son in his household



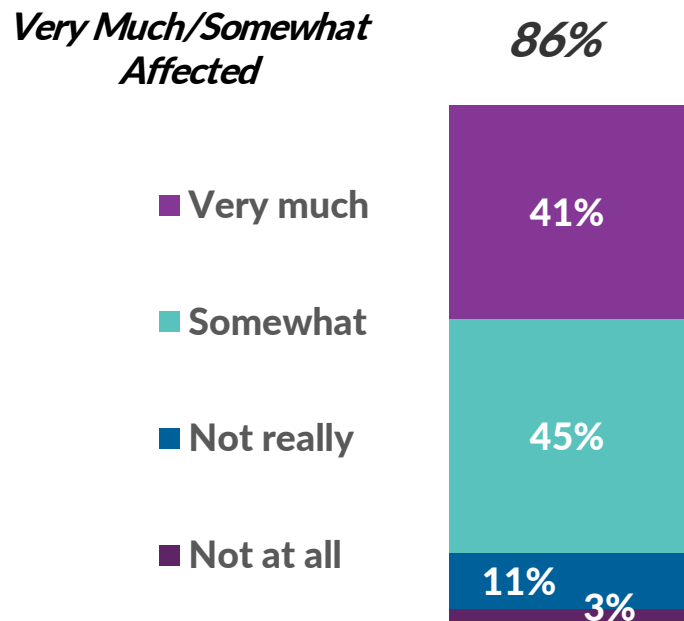
He drives a Jeep Cherokee



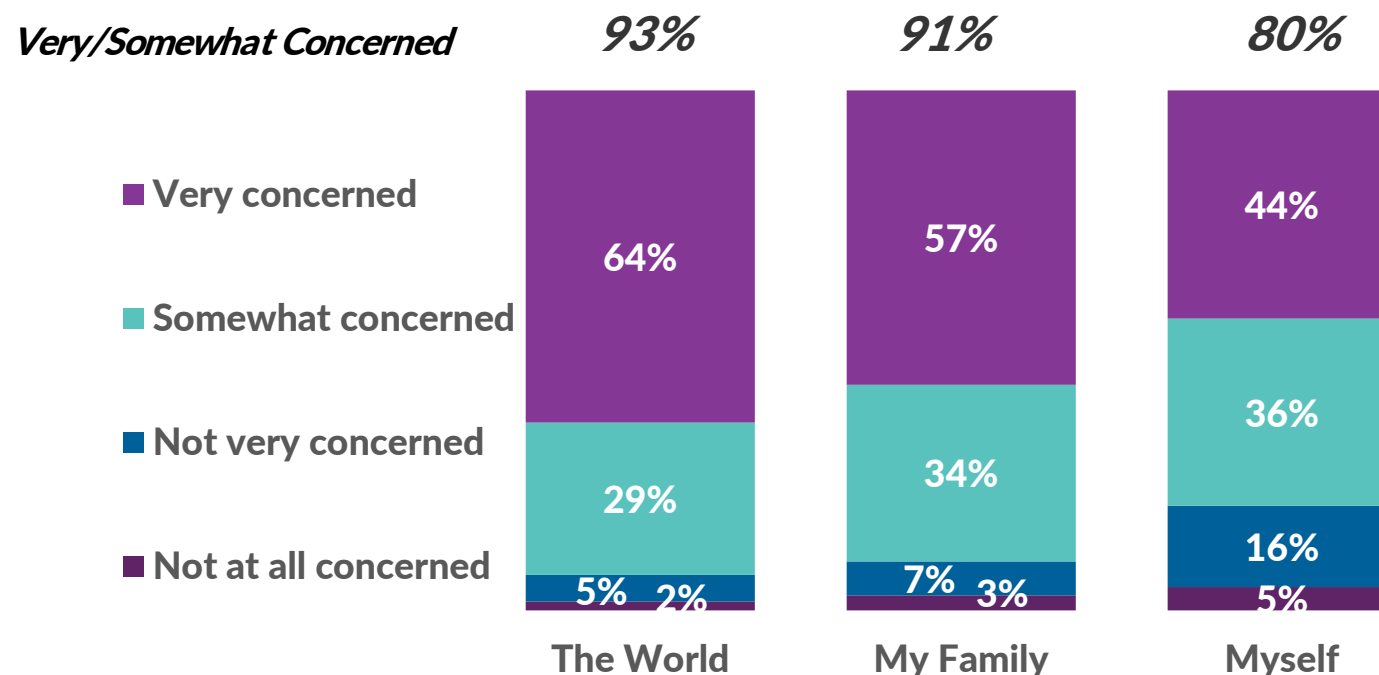
He regularly watches the History Channel

Americans feel the COVID-19 pandemic has personally affected them; 93% are concerned for the world at large

Amount COVID-19 Pandemic has Personally Affected my Life



Concerned with Impact of COVID-19 on...

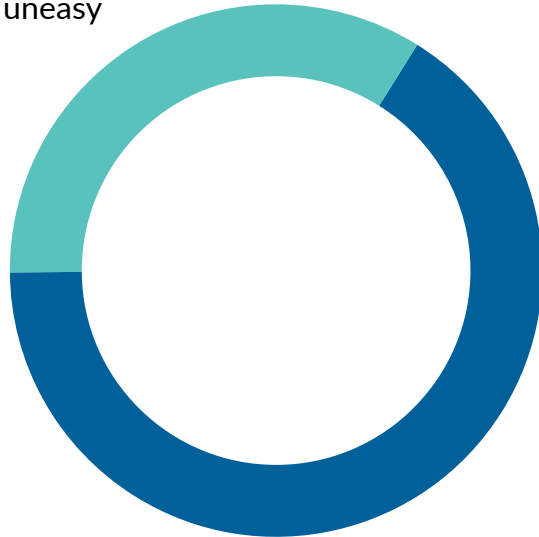


Q1: How concerned are you with the impact of COVID-19 on each of the following?
 Q2: How much has the COVID-19 pandemic personally affected your life?

One-third of Americans are *Nervous* feeling the world is forever altered, while two-thirds are *Accepting* believing “what will be, will be”

Personality Attitude most likely to Identify with after COVID-19 Passes

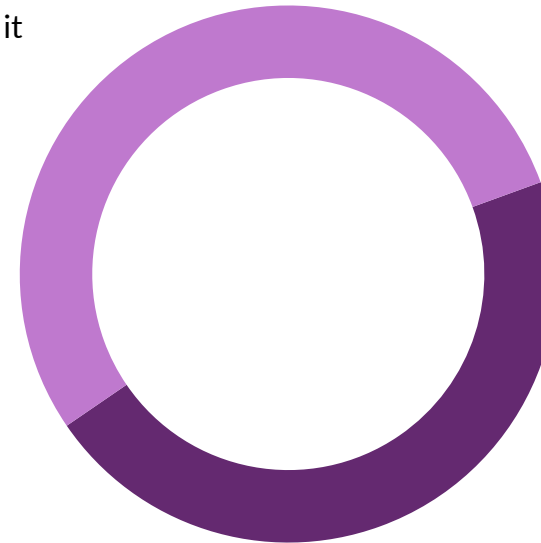
Nervous – My world is forever altered and I feel uneasy
34%



Accepting – I believe in fate; whatever is meant to be will be
66%

Behavior most likely to Identify with after COVID-19 Passes

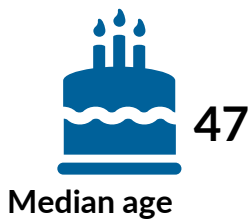
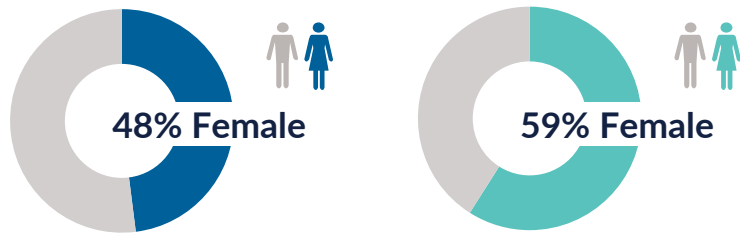
Live and learn – I will be a lot more cautious in what I do and how I do it
54%



Bounce-back - I will go right back to living the way I did
46%

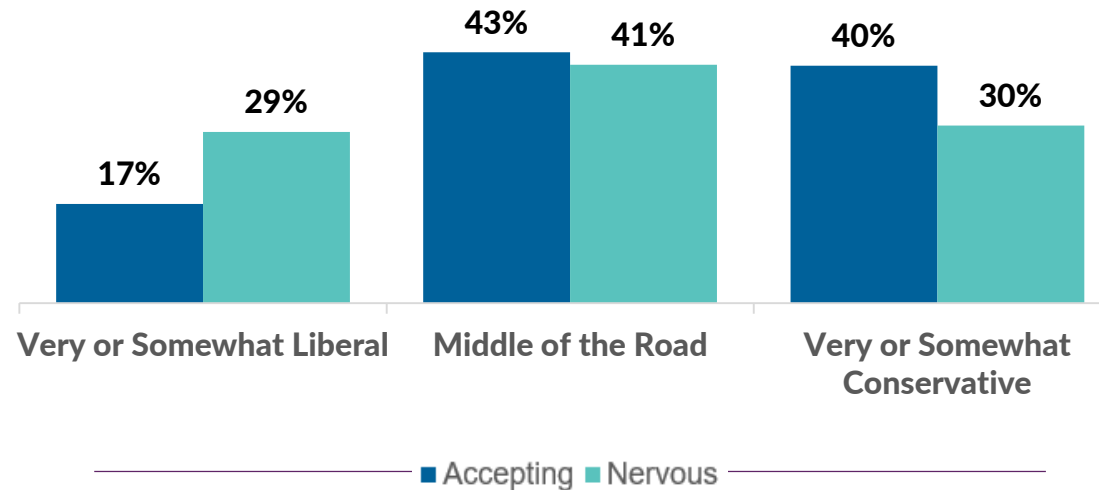
The Nervous group skews female, and more politically liberal

Demographics

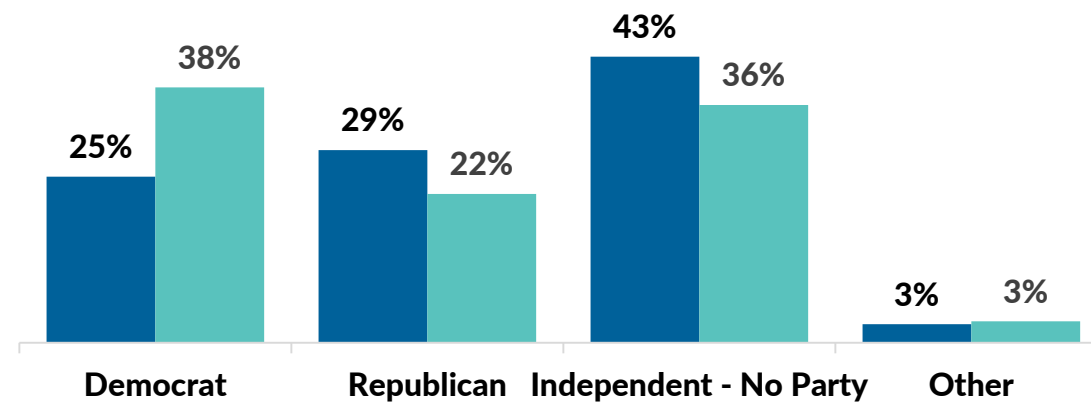


■ Accepting ■ Nervous

Political Outlook



Political Party



Leisure Activities

Accepting
Look like America

- Tropical fish pets
- Church board
- Classical music
- Trading cards

Nervous

- Baking
- Sewing/knitting
- Charitable group
- Country music
- Board/word games

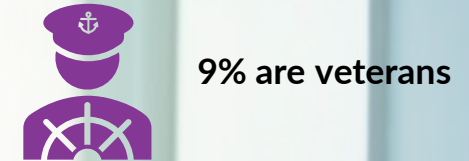
Q8: Thinking of your political outlook, which of the following best describes how you usually think of yourself? (Please select only one.)

Q9: Which of these political parties do you affiliate with? (Please select only one)

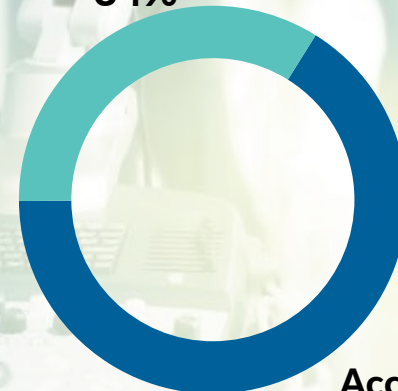
Introducing the COVID-19 “At-Risk” health segment

The “At-Risk” segment is defined by the CDC as those adults with any of the following:

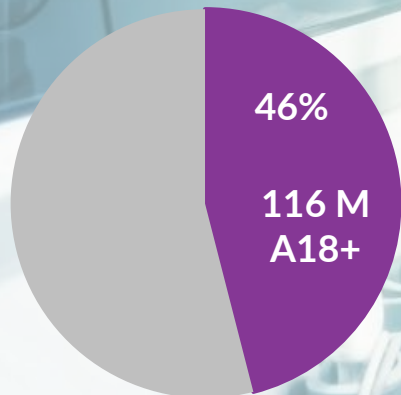
- Chronic bronchitis
- Asthma
- Heart disease
- Cancer
- Obesity
- Diabetes
- Kidney ailments
- Arthritis
- Emphysema
- Smoking



Nervous – My world is forever altered and I feel uneasy
34%



Accepting – I believe in fate; whatever is meant to be will be
66%

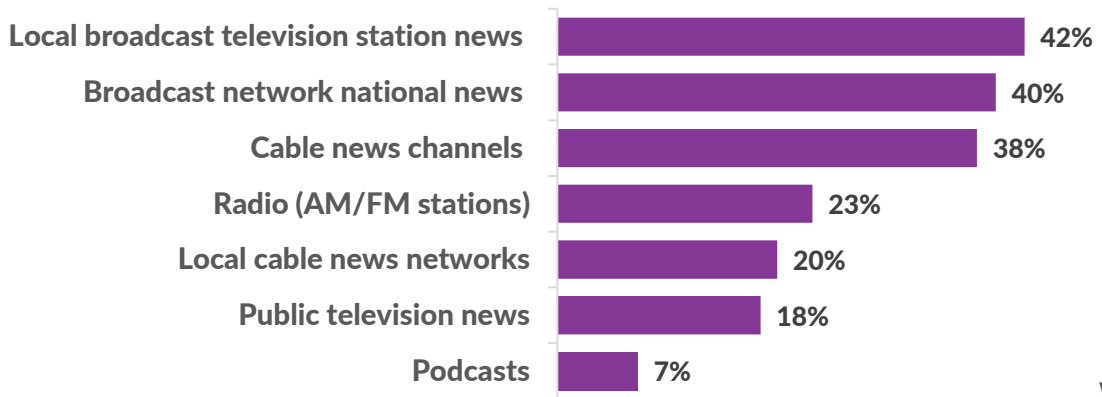


Broadcast and cable news are top sources for COVID-19 info

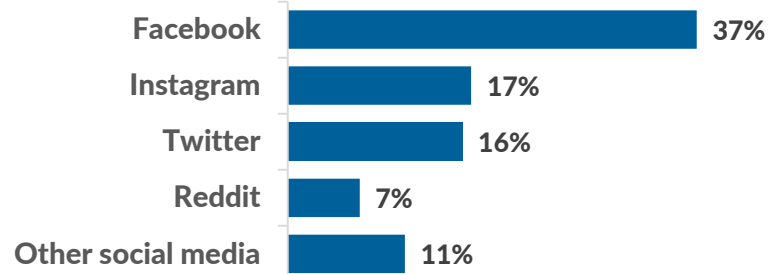
How Currently Accessing News / Updates About the COVID-19 Situation

Americans aged 50+ are more likely to access local TV news (52%) and local papers (29%)

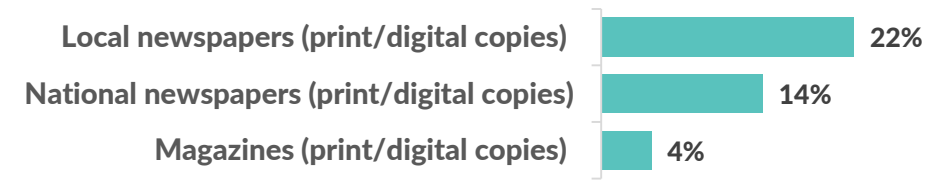
Broadcast Media



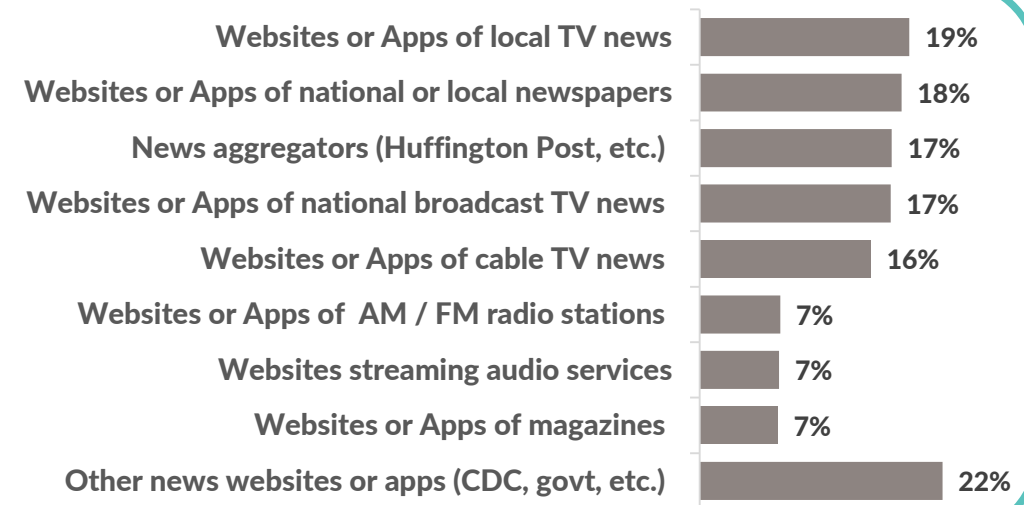
Social Media



Newspapers / Magazines



Websites / Apps



People in the Nervous group turn to websites/apps for local TV news, national and local papers, and non-news sites 1.3x more than the average American

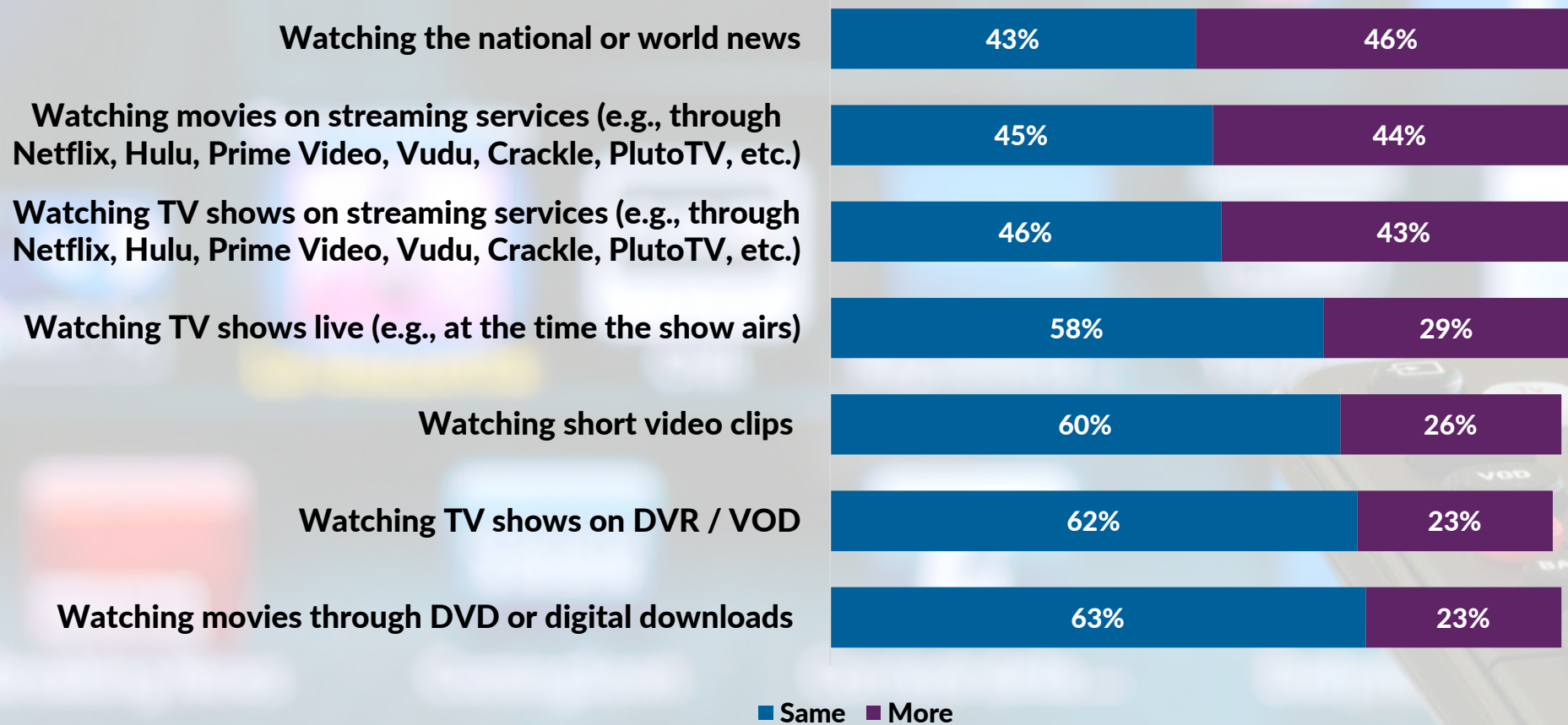
Personalities and their media choices

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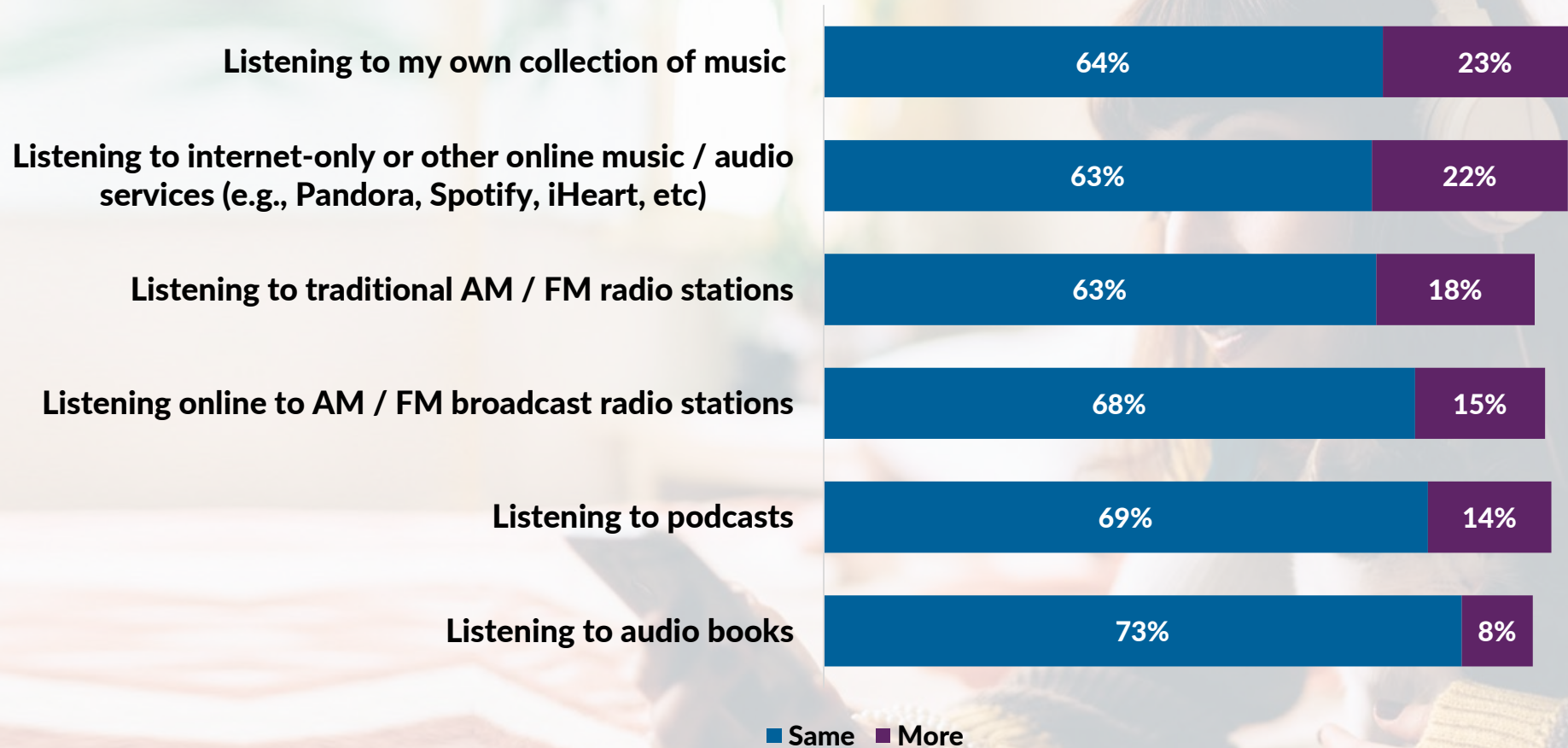
In light of the pandemic, Americans are watching much video

Video Content



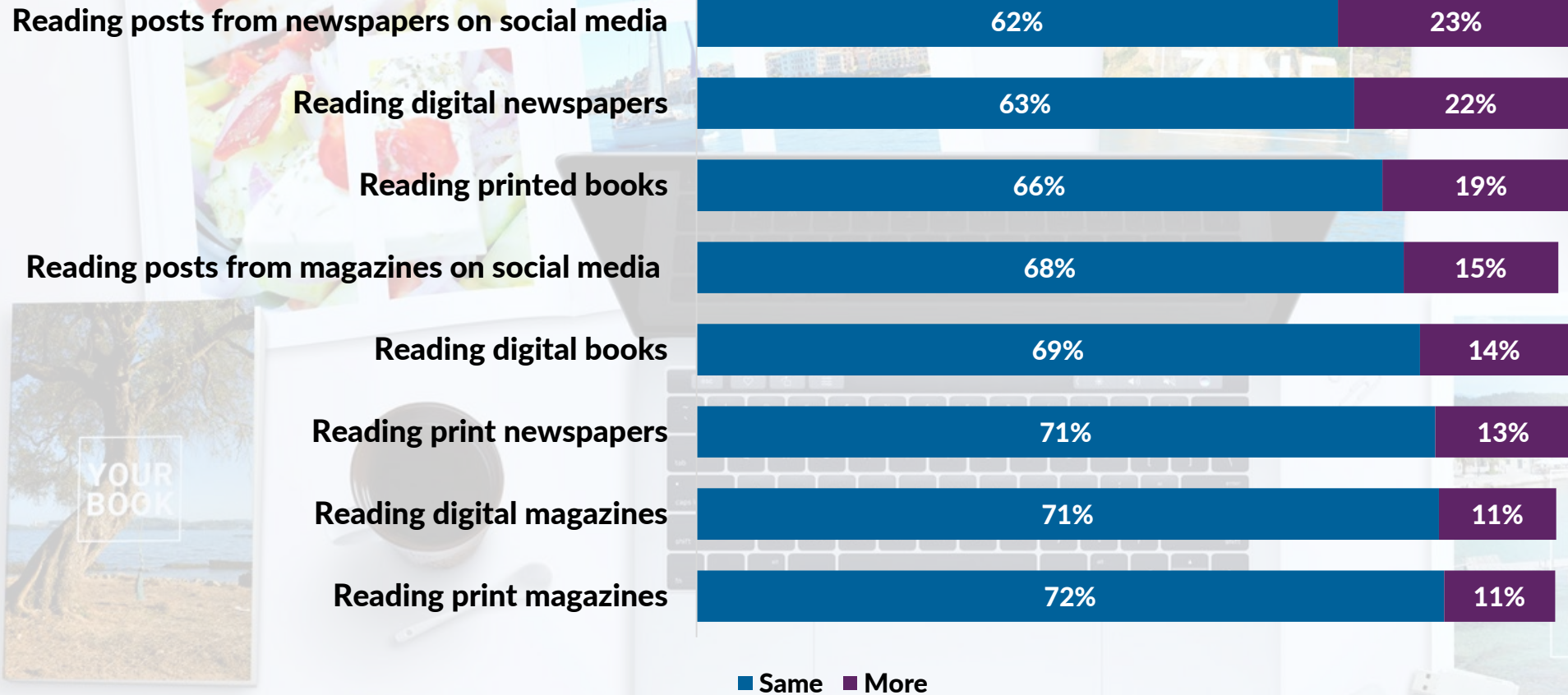
Americans are spending more time listening...

Audio Content



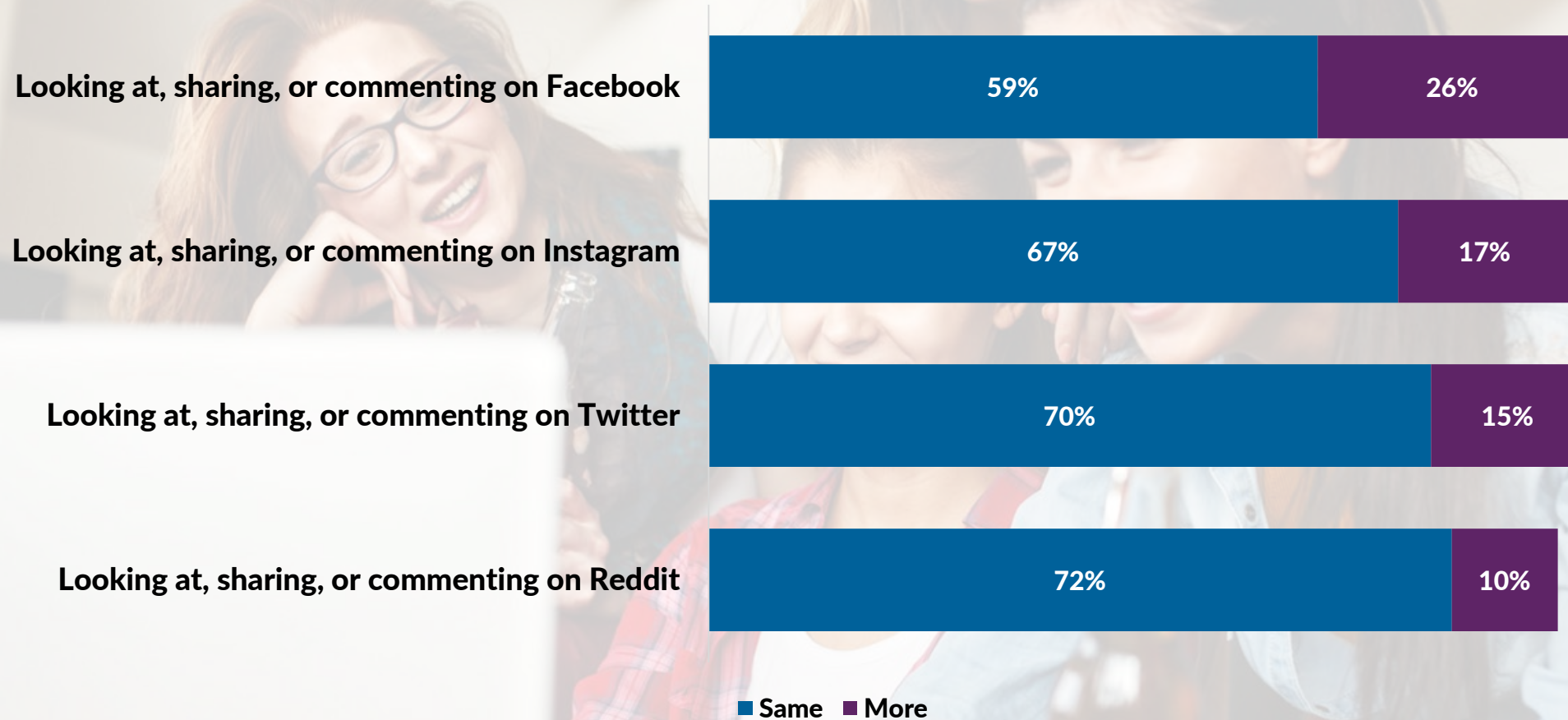
Americans are spending more time reading...

Print/Digital Content



Americans are on social media...

Social Content



The “more” of media

Magazines

Newspapers

Books
(audio/digital)

Podcasts

Classic Sports

Live TV

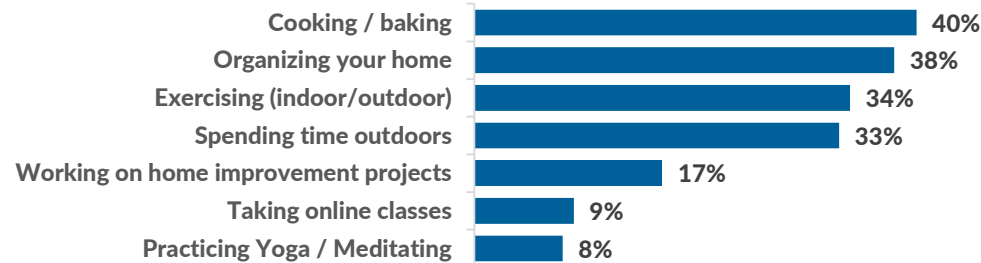
Streaming

Twitter/Reddit

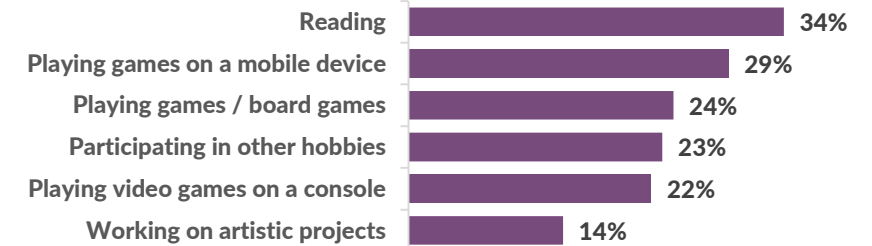
Facebook

While at home, Americans are occupying themselves with...

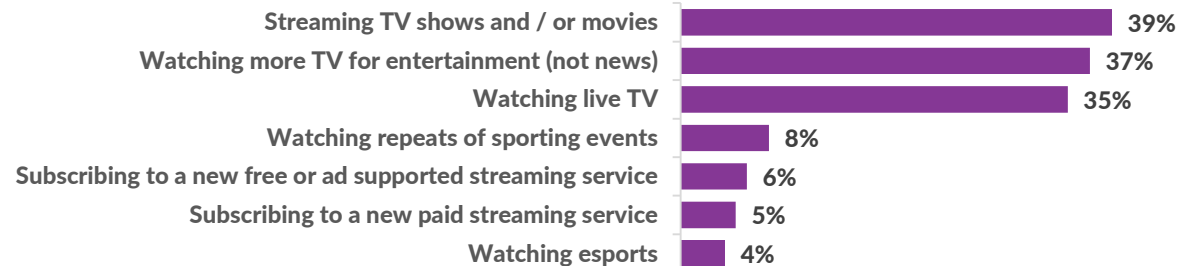
Self / Home Care



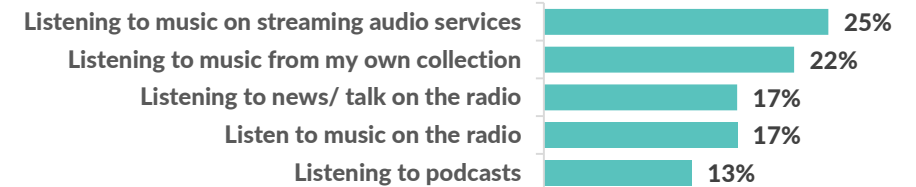
Hobbies / Leisure



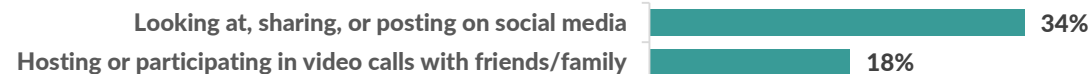
Viewing Activities



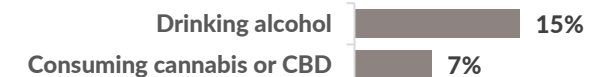
Listening Activities



Social / Communicating



Miscellaneous

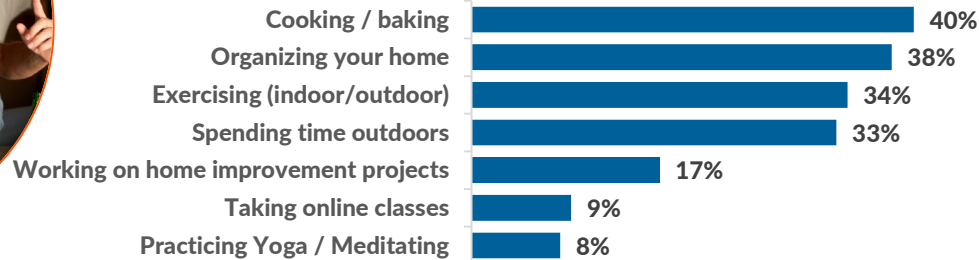


Q10: In some places people are staying home more, some are in quarantine, and some cities have closed non-essential businesses. If you're spending more time at home which of the following, if any, are / have you been doing to fill your time?

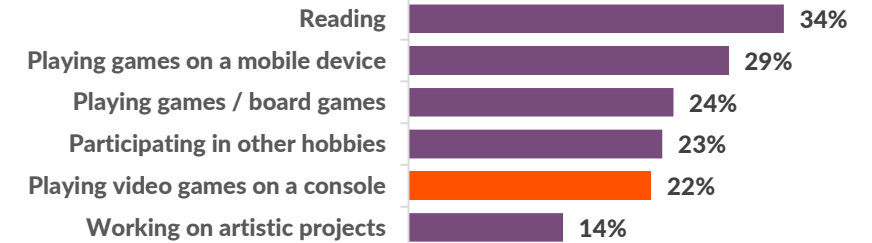
While at home, men skew towards video games and radio



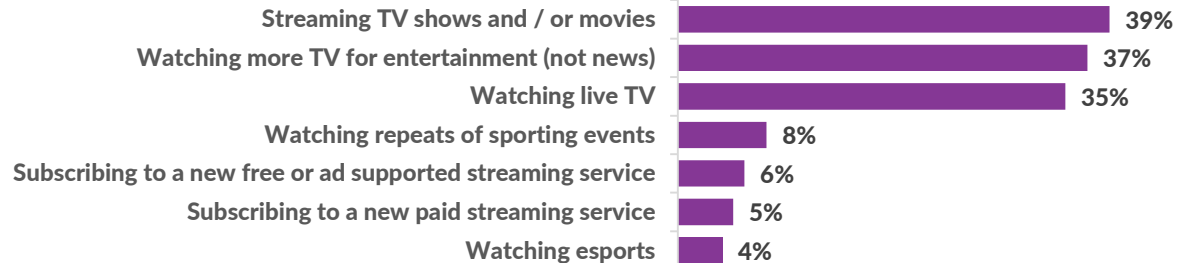
Self / Home Care



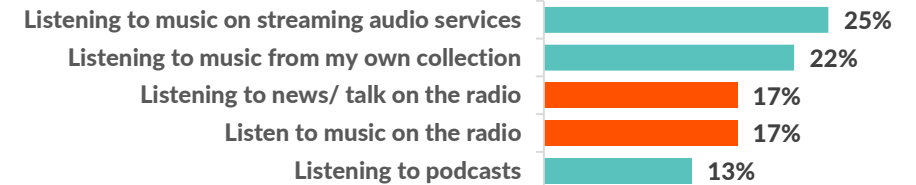
Hobbies / Leisure



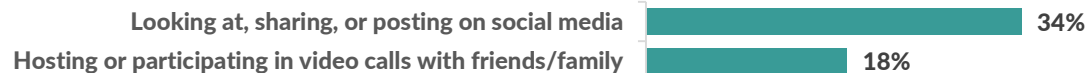
Viewing Activities



Listening Activities



Social / Communicating



Miscellaneous

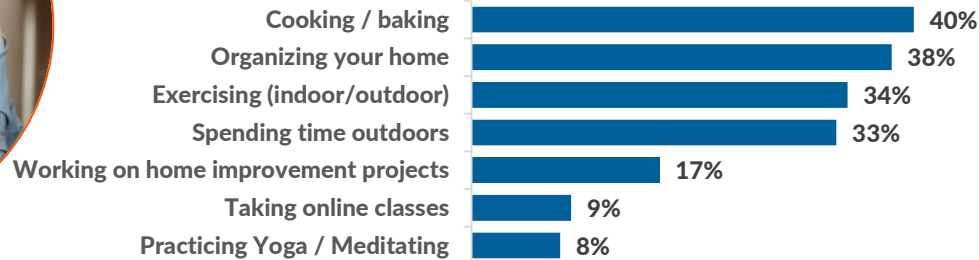


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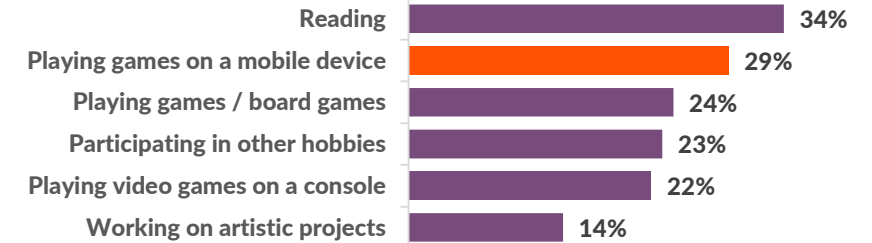
Women over-index for social media and mobile gaming



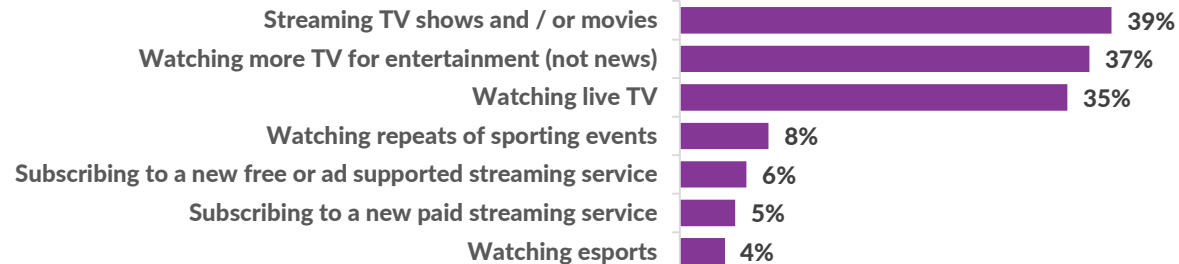
Self / Home Care



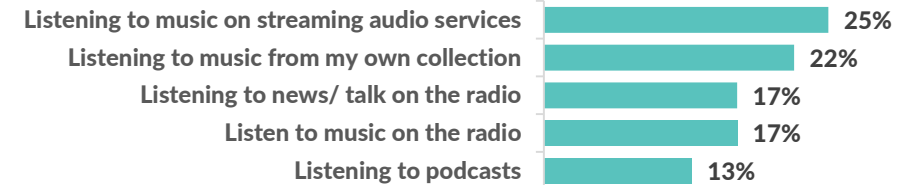
Hobbies / Leisure



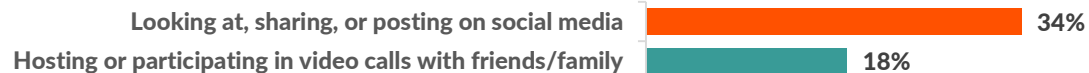
Viewing Activities



Listening Activities



Social / Communicating



Miscellaneous

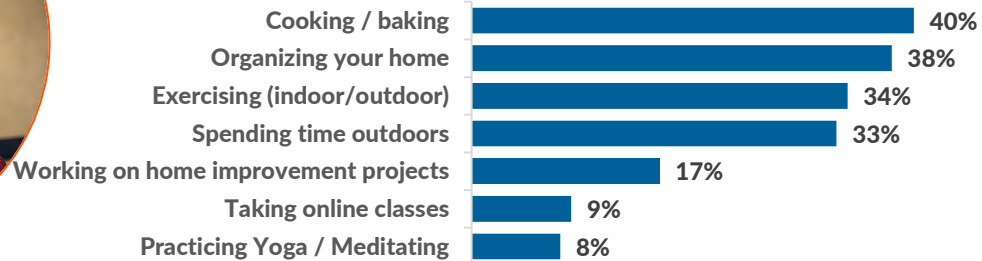


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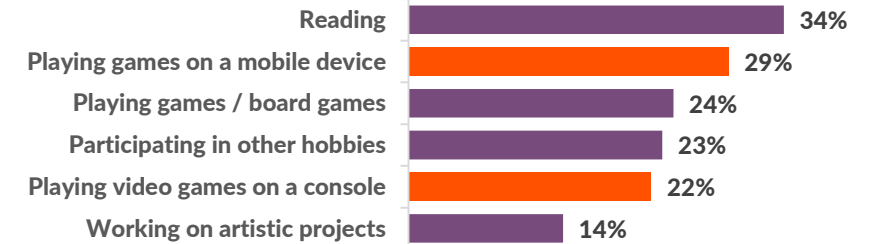
Young adults find a lot of ways to occupy their time...



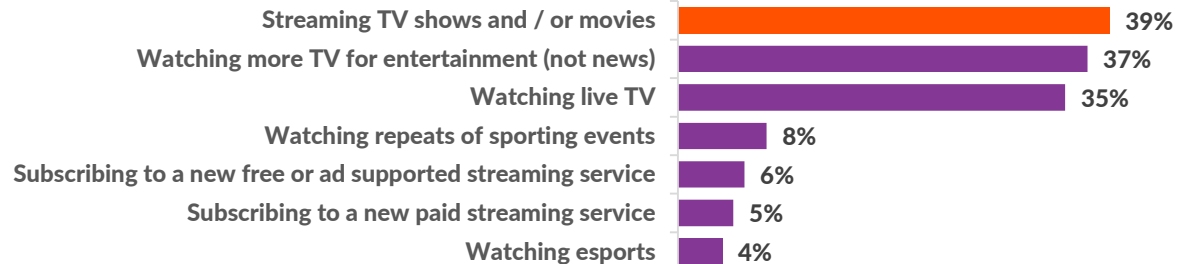
Self / Home Care



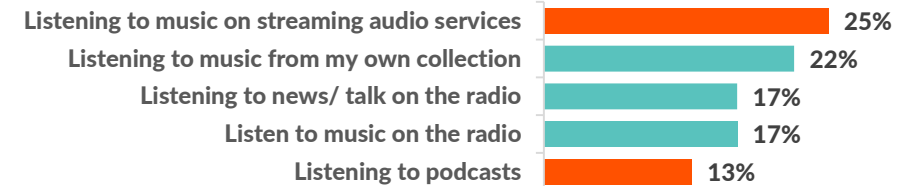
Hobbies / Leisure



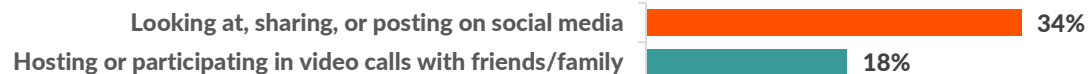
Viewing Activities



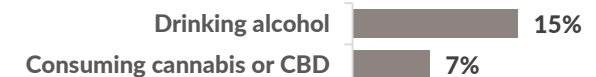
Listening Activities



Social / Communicating



Miscellaneous

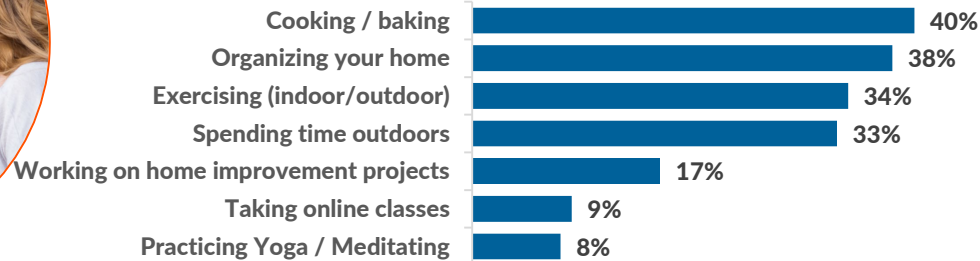


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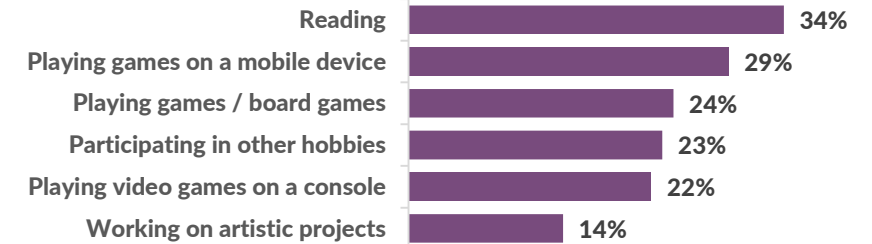
Music on the radio pops for adults 35-54 years old



Self / Home Care



Hobbies / Leisure



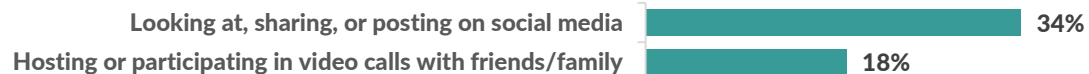
Viewing Activities



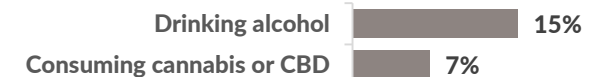
Listening Activities



Social / Communicating



Miscellaneous

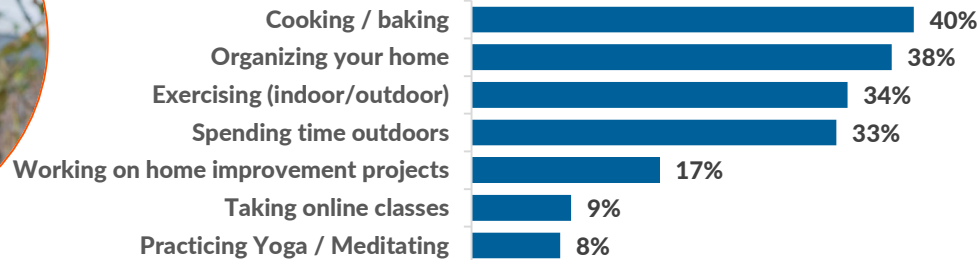


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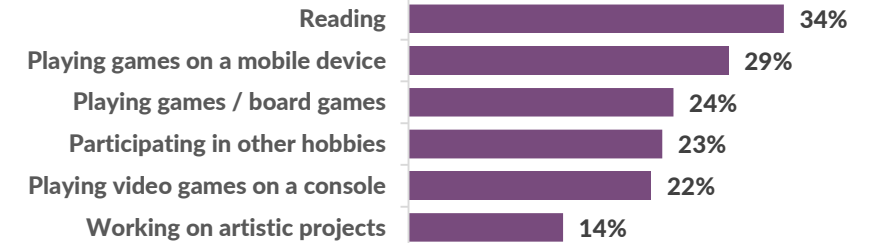
Adults 55+ over-index for Live TV viewing



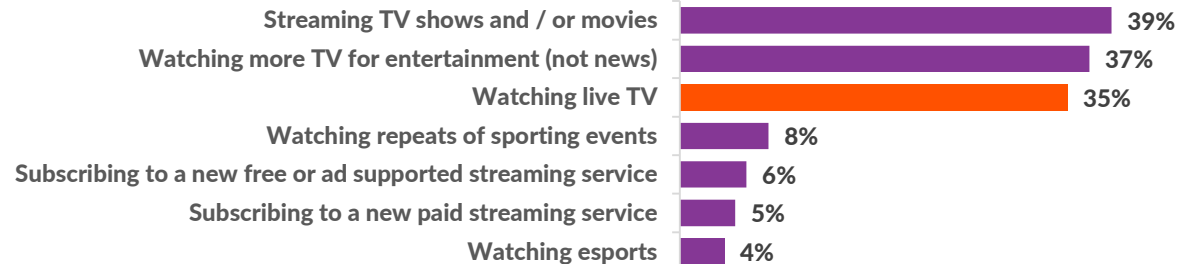
Self / Home Care



Hobbies / Leisure



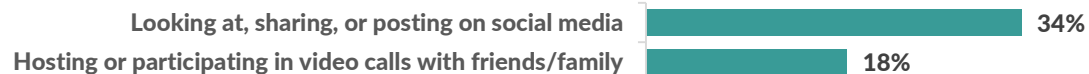
Viewing Activities



Listening Activities



Social / Communicating



Miscellaneous

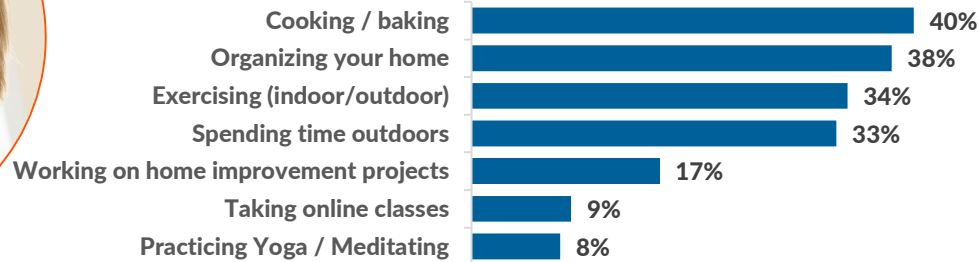


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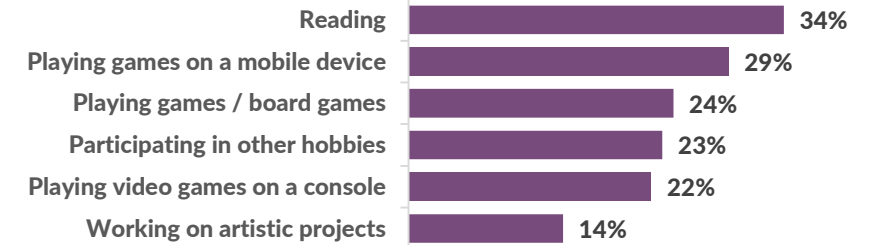
Higher income adults over-index for radio and streaming TV



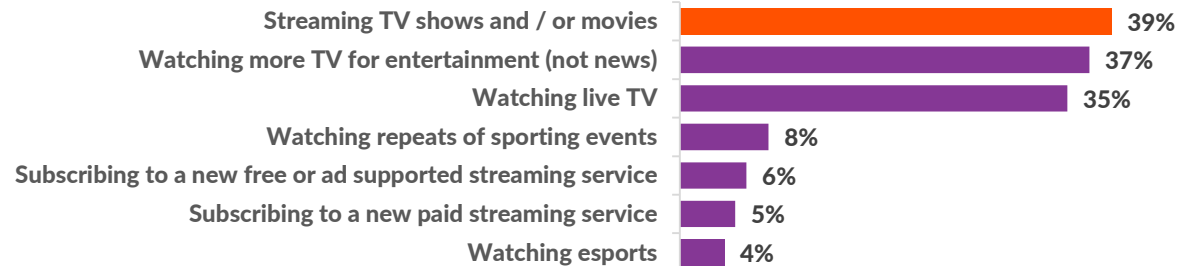
Self / Home Care



Hobbies / Leisure



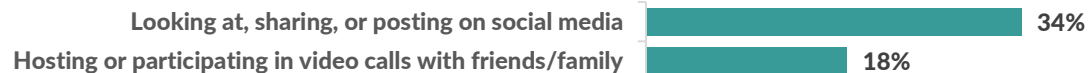
Viewing Activities



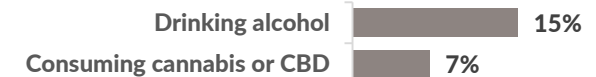
Listening Activities



Social / Communicating



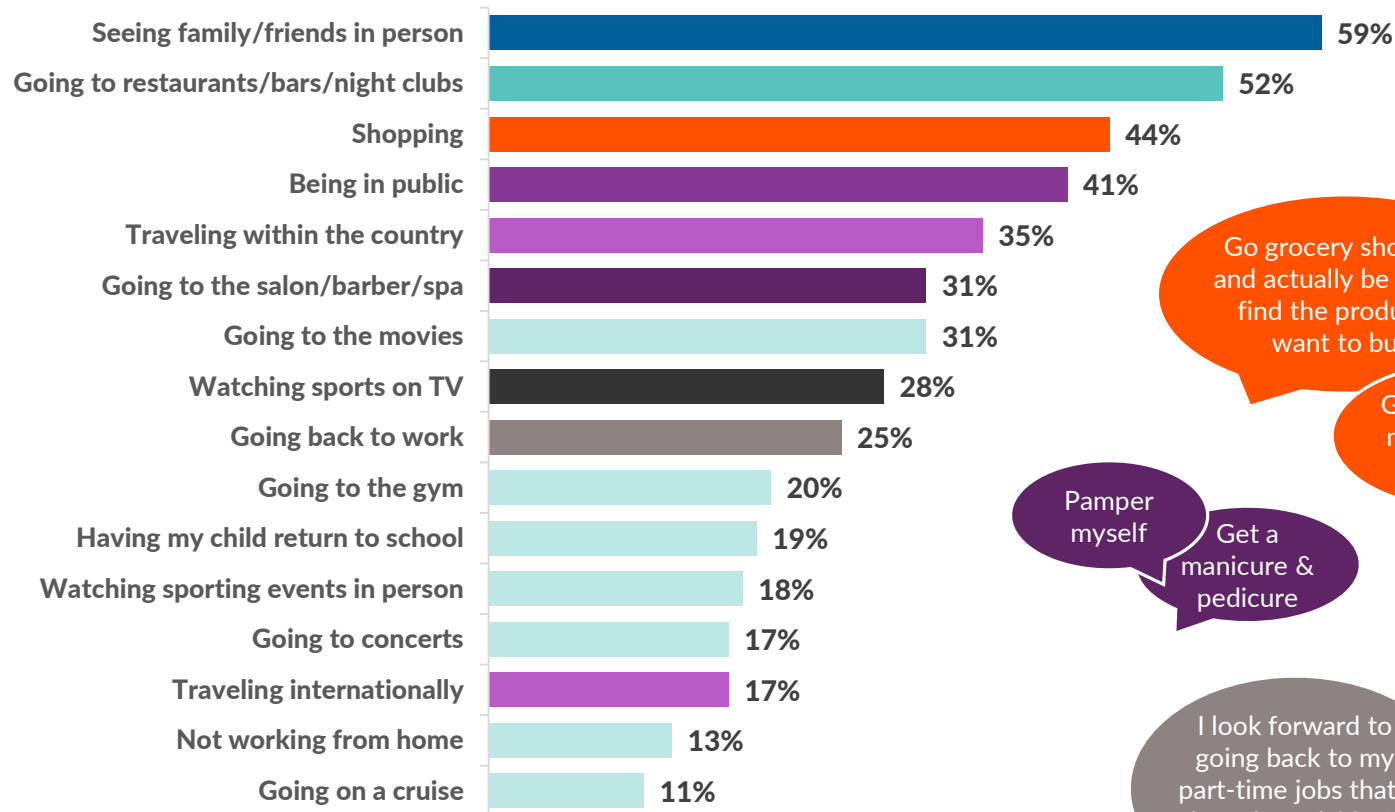
Miscellaneous



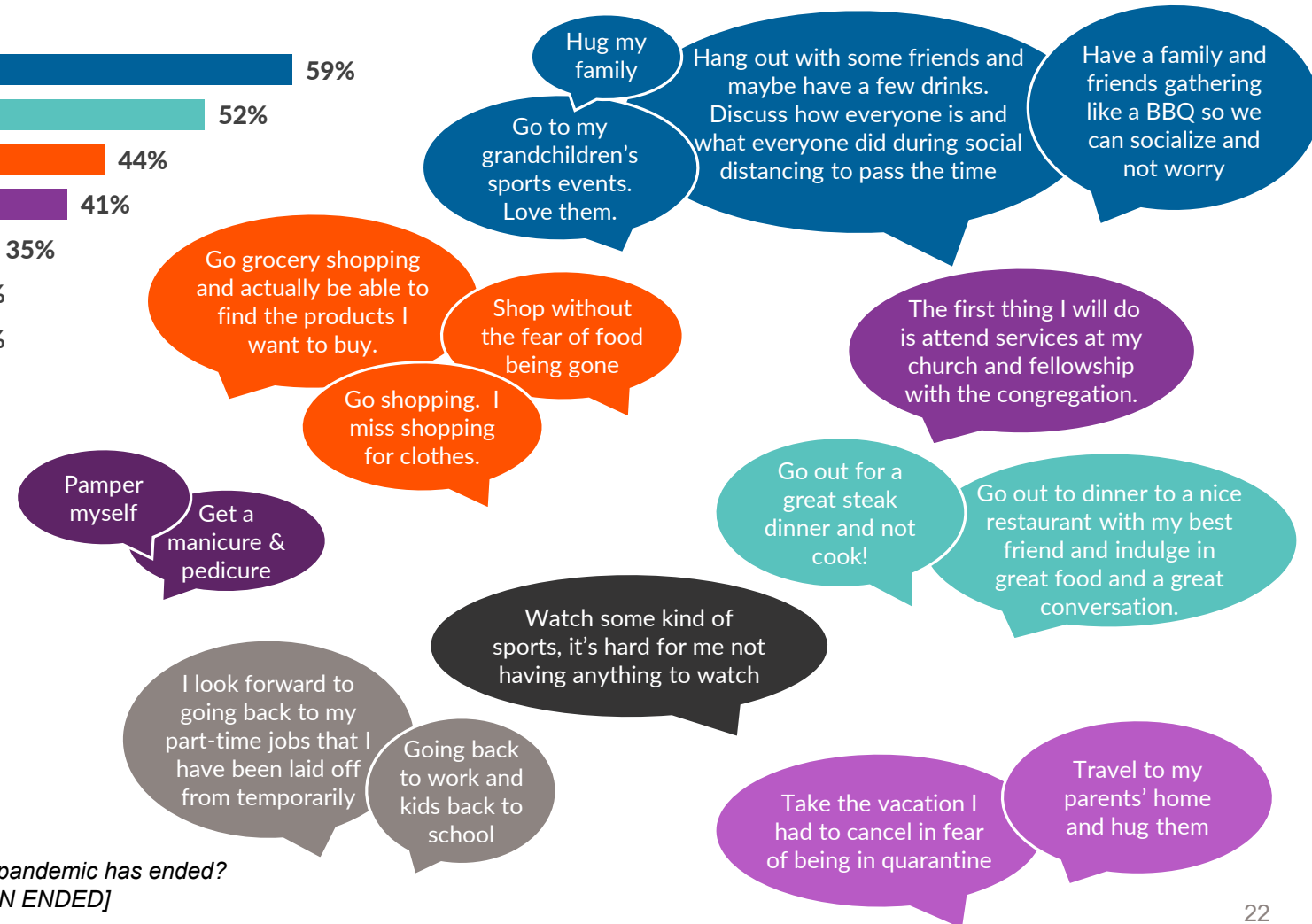
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Americans are craving social interactions and the ability to shop and travel without fear or restrictions

Looking Forward to After COVID-19



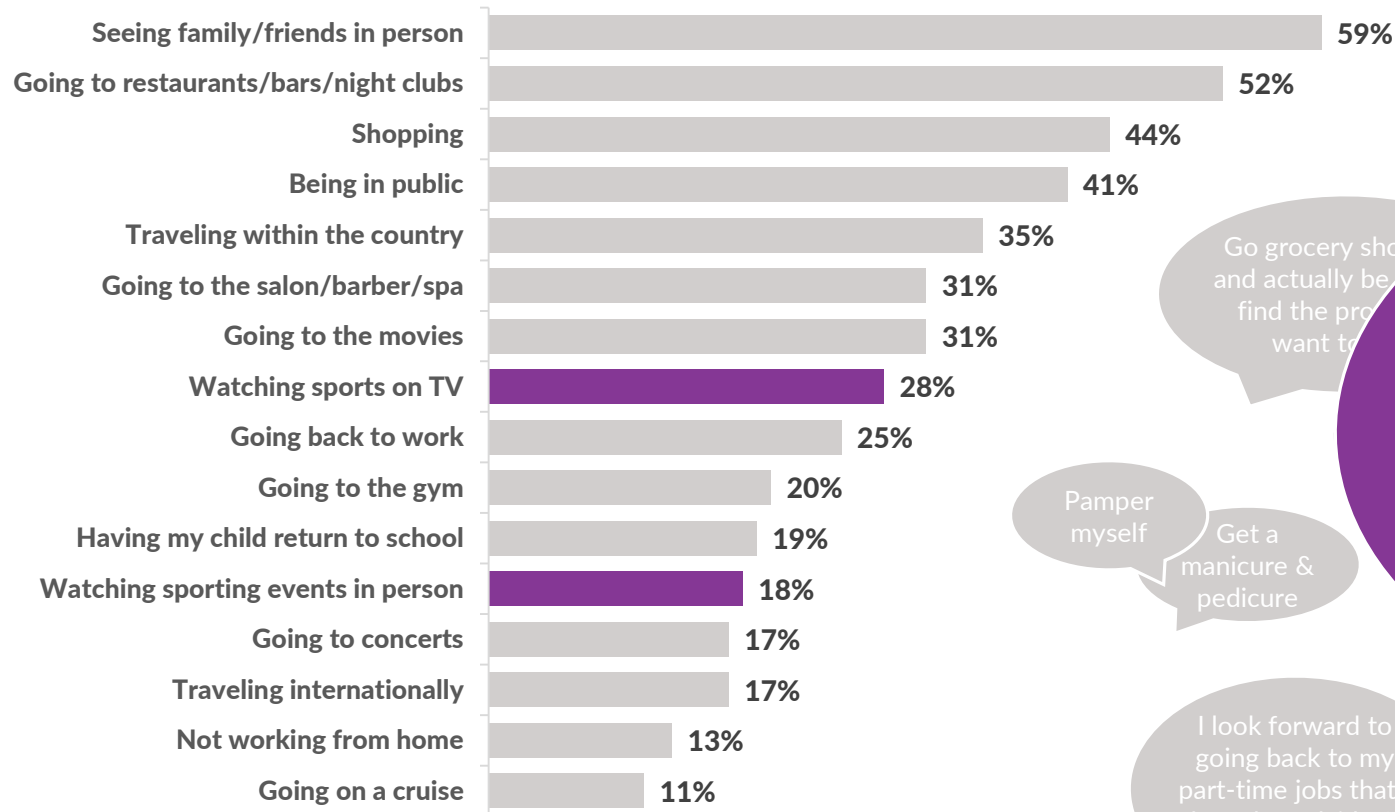
“When things get back to normal, I will...”



Q11: Which of the following are you looking forward to doing after the COVID-19 pandemic has ended?
 Q12: What is the first thing you want to do when things get back to normal? [OPEN ENDED]

Sports is in the top 10 -- more than 1 in 4 want to watch on TV

Looking Forward to After COVID-19



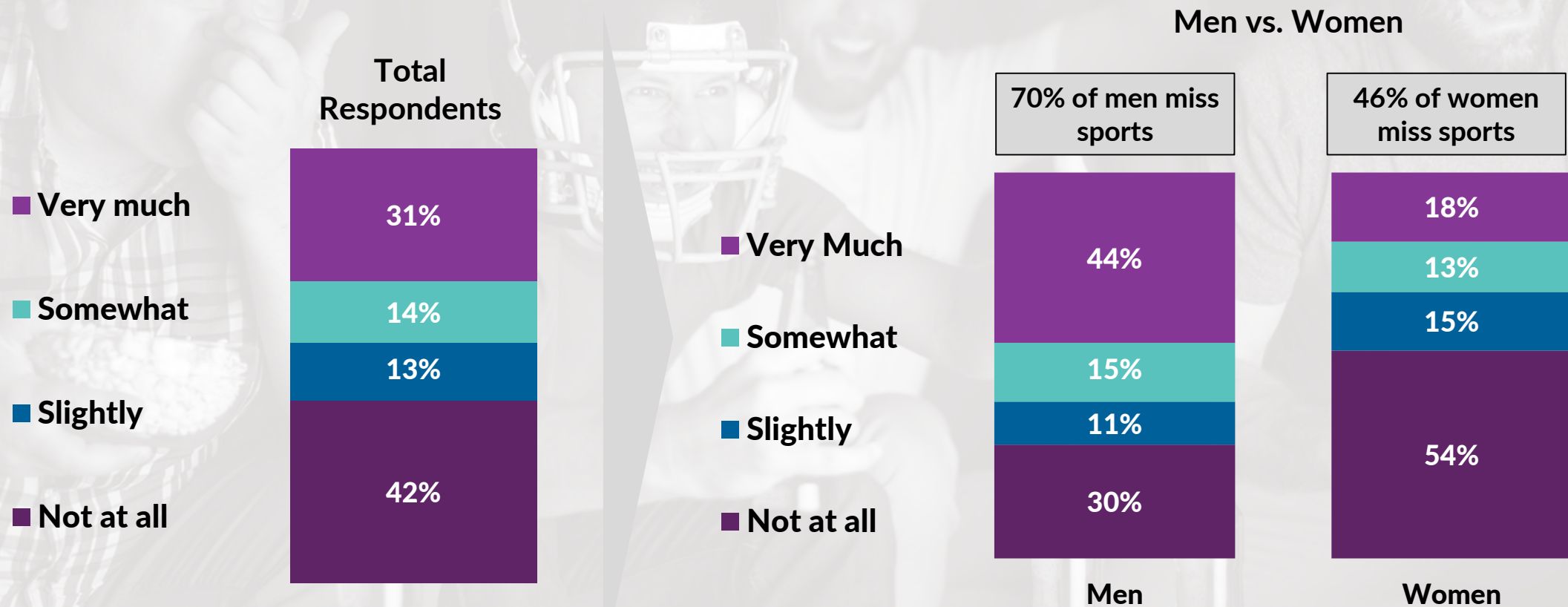
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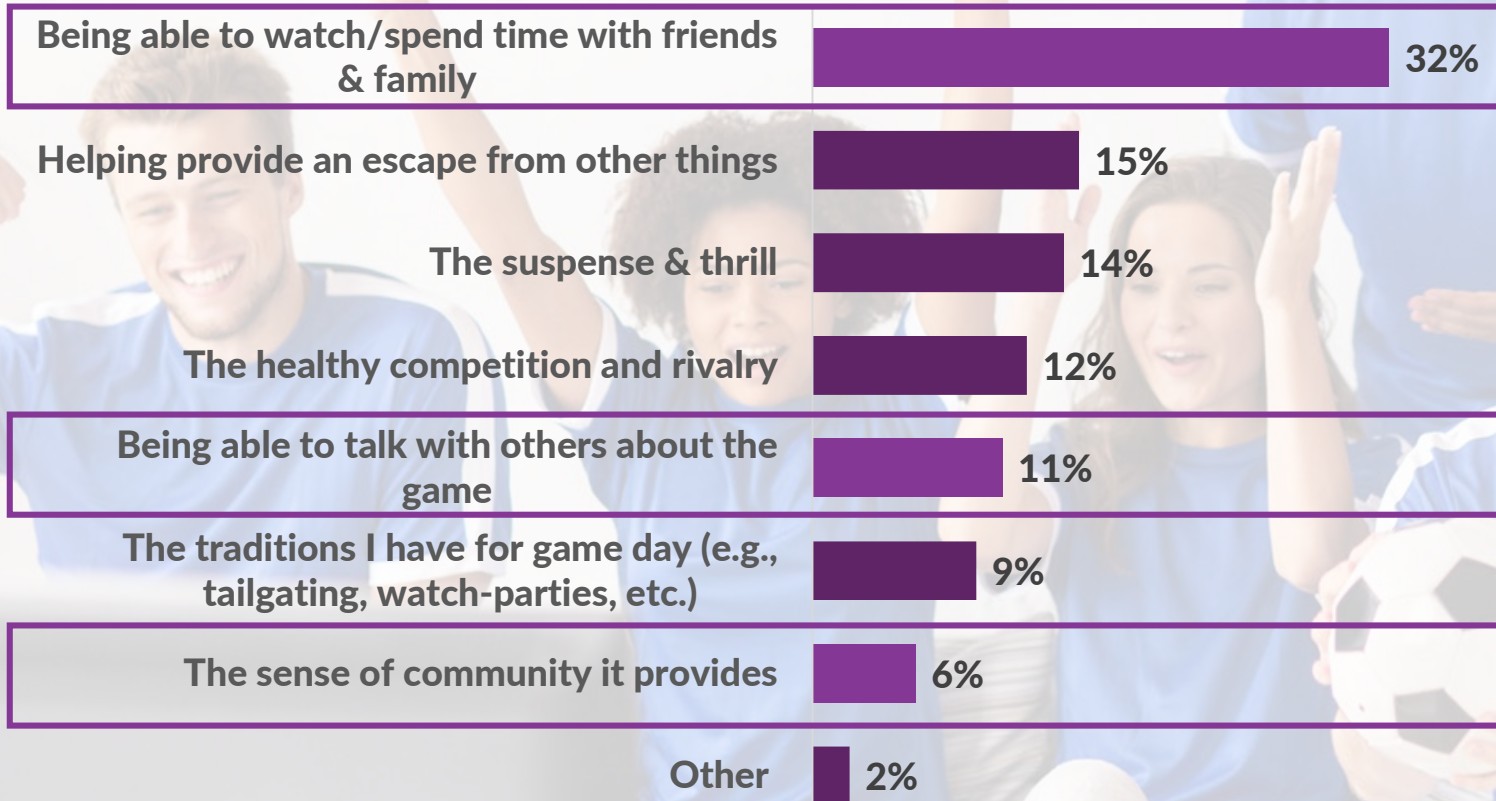
Almost 6 in 10 Americans miss sports -- men feel it most strongly

Since COVID-19 has cancelled/postponed live sporting events & games, how much would you say you miss sports?



Bonding is what is missed most

What do you miss the most about live sporting events and games?



Men 18-34 miss...

- The conversation sports creates
- Competition & rivalry
- Sense of community

Men 35-54 miss...

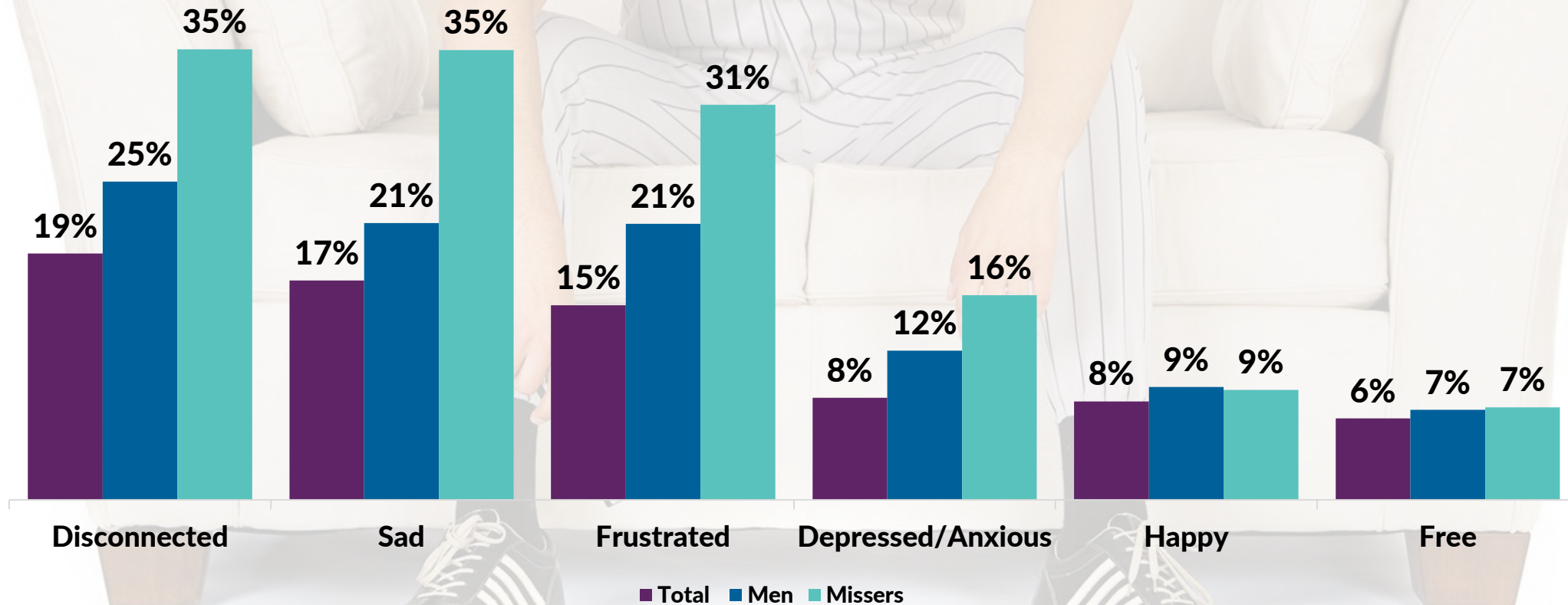
- The suspense and thrill of sports

Men 55+ miss...

- Spending time with their family and friends during sports events
- The escape sports offers

Lack of live sports adds to disconnection among Americans

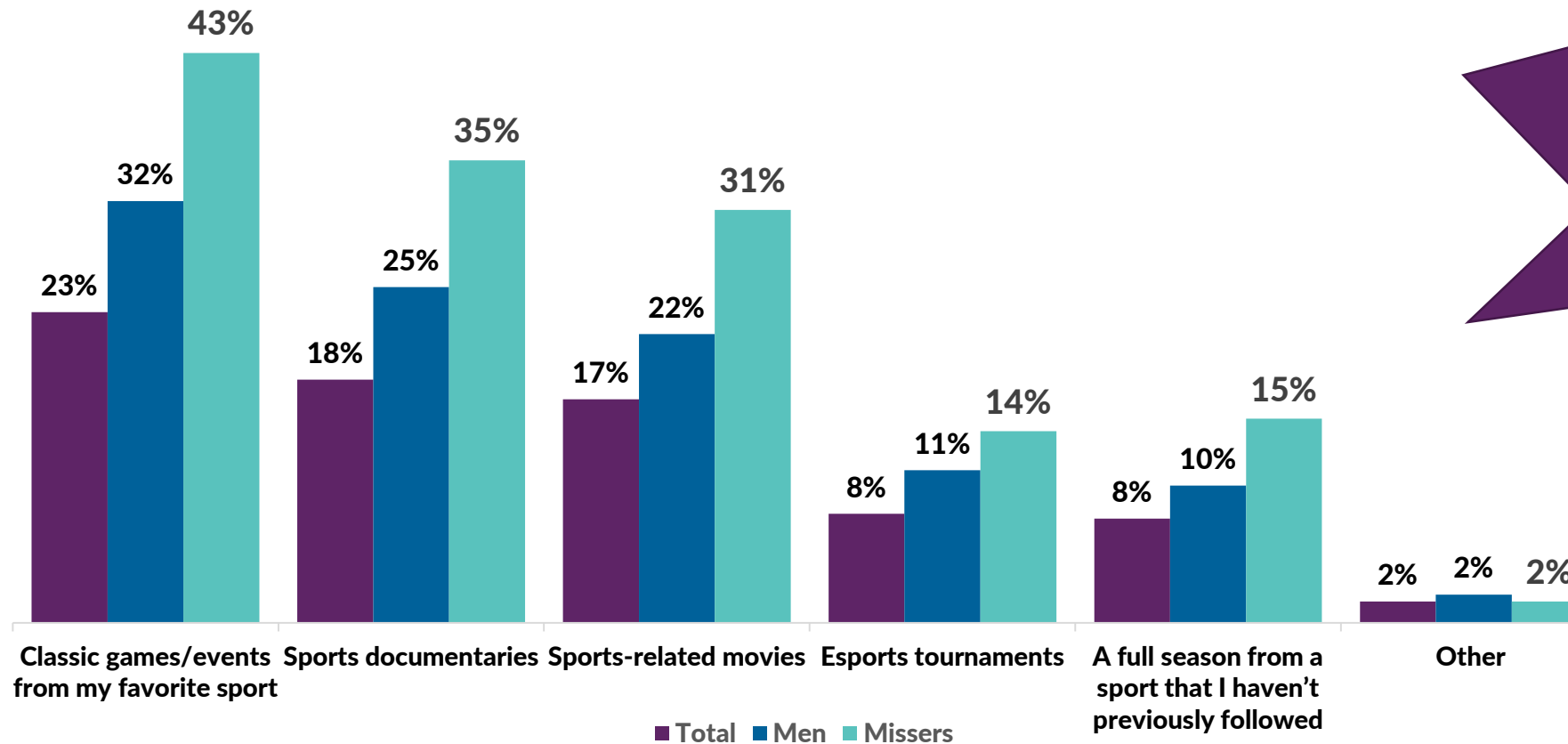
Which of the following best describes how you feel without live sporting events and games?



Watching classics, docs, and sports movies are most popular

Men 18-54 are readily consuming a variety of sports-related TV content, especially esports and past seasons of sports that they haven't previously followed

Which of the following types of sports content are you interested in watching while live sports are paused/currently off the air?

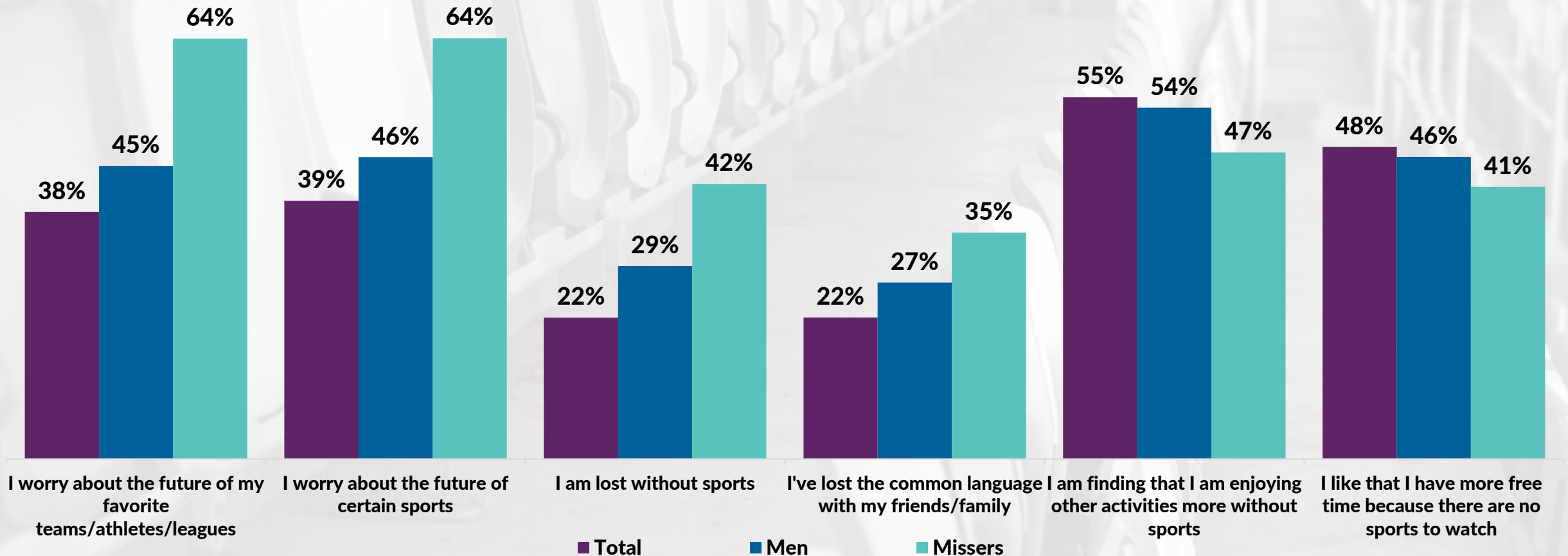


Men 18-34 are almost 3 times more likely to watch esports tournaments (23% vs 8%)



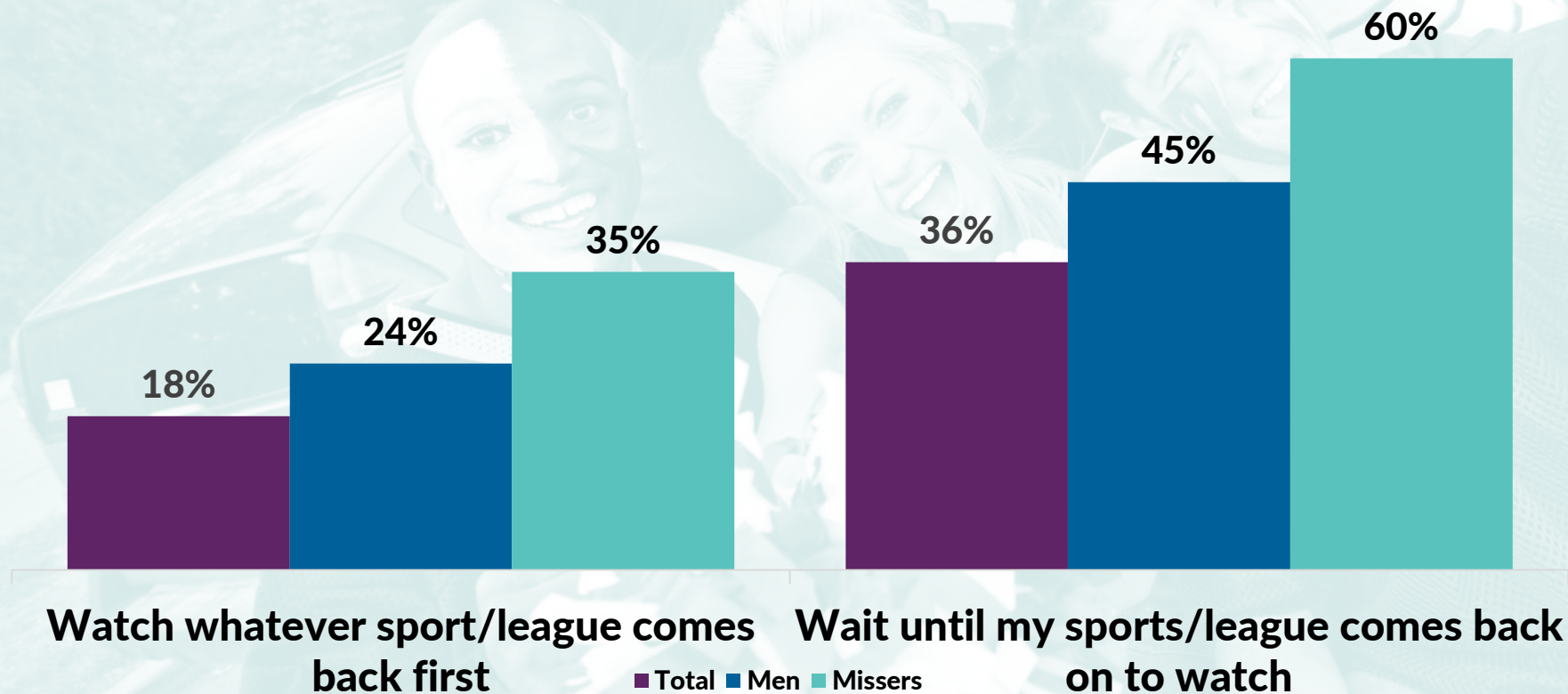
1 in 5 Americans feels lost without sports
 1 in 3 worry about the future of their favorites

The Effects of COVID-19 on Sports Fans



When the pandemic finally passes, over one-third of Americans who miss sports will watch whatever sport comes back first

After the COVID-19 pandemic has passed, which of the following do you plan to do?



Men 18-34
• 37% Wait
• 31% Watch

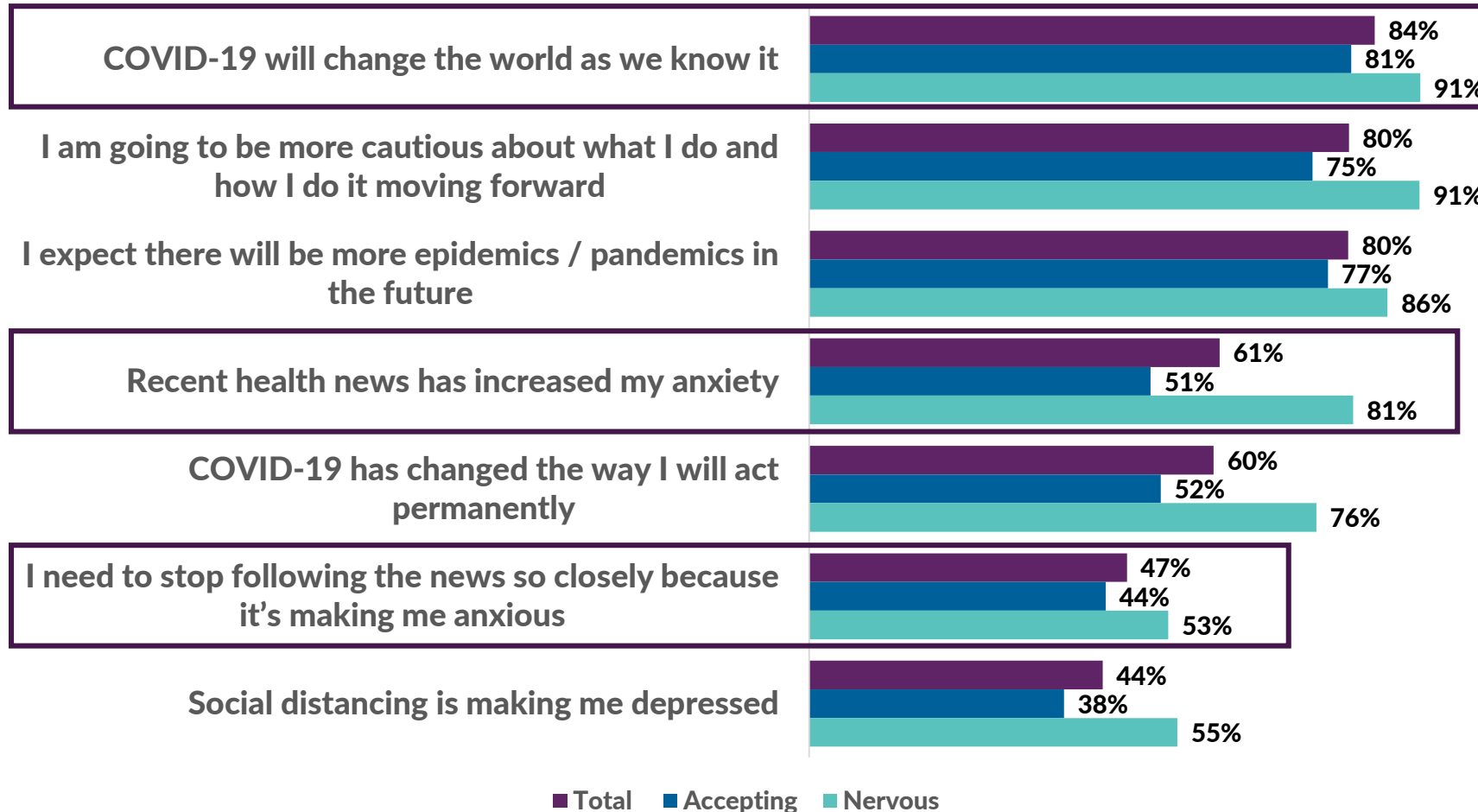
Men 35-54
• 43% Wait
• 29% Watch

Men 55+
• 52% Wait
• 16% Watch

8 in 10 Americans feel COVID-19 will change the world

Feelings around Anxiety & Change

(% agree completely/somewhat)

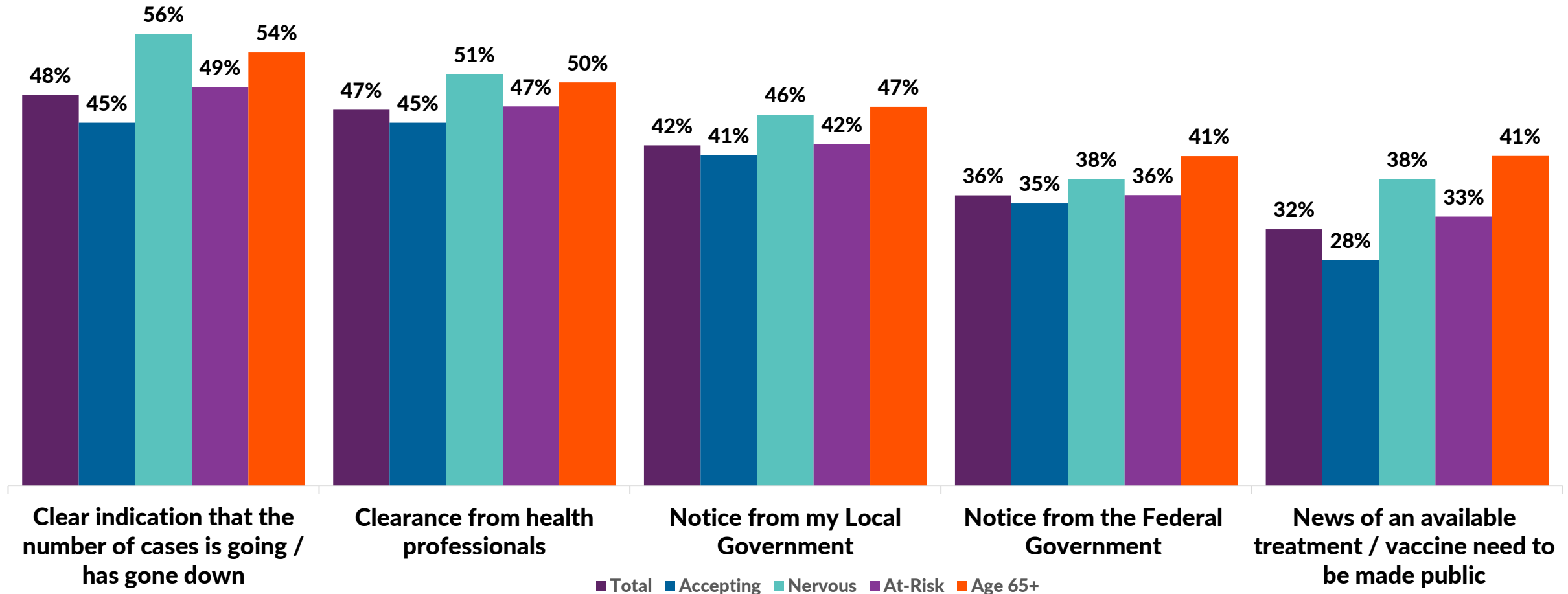


Compared to total adults, the Nervous segment is at least **1.2x more likely** to feel that recent health news increased anxiety, social distancing is depressing, and COVID-19 will change their behaviors permanently.

Q14: How much do you agree or disagree with the following statements about how you might feel during this crisis and after?

Americans need the number of COVID-19 cases to go down

Need to Happen to Resume Activities Stopped Doing as a Result of COVID-19 Pandemic



Q13: What do you need to have happen in order to do some of the things you've stopped doing as a result of the COVID-19 pandemic? (Please select all that apply.)



Questions?

Thank you

For more information, email us at
Info.ms@mrisimmons.com

