How Women Are Adapting to the New Normal

of women are changing their daily lives and creating opportunities to connect with family and friends, and are responding to those that empower and are looking for truthful, up-to-date facts from the brands I trust most and can provide them comfort during the new normal they are adjusting to.

Positivity is Key

Even though the current environment is still uncertain, ultimately 94% of Meredith women are hopeful and that this will have a positive impact on themselves and their families.

BRAND OPPORTUNITY:
Focus on incorporating leftovers, pantry & measuring current consumer sentiment to assessing influence on behaviors and activities, this survey will provide a weekly bird’s eye view on changing consumption habits and how consumers are modifying their daily lives.

Modifications to Daily Life

Coronavirus (COVID-19) is changing our daily lives and creating a special environment to spend time with family and friends, united by making or watching TV and spending more time shopping online as they are unable to stop doing so.

66% Cleaning/Disinfecting
61% TV/movie/entertainment
54% Tackling Projects (DIY)
53% Spending more Meals with Friends
39% Showering Twice

Kitchen Duties

Kitchen duties have increased for Meredith women as 89% of Meredith women are cooking more and are looking for ways to be creative in their cooking.

65% Food/Cooking
46% Design Ideas
36% Med/Med
35% Concerts/Performances
53% Working from Home

Mommy’s World

As home has become both school and workplace, Meredith women have a greater chance to connect with each other and workplace to the New Normal.

76% Building more Meals from what’s on-hand
30% Higher Priority on Family Time
37% Higher Priority on Self-care
34% Improved Family Relationships
33% Higher Preference for Healthy Eating
92% of women said they were sheltering in place.

Tackling Projects

Meredith women are looking for more guidance on managing self-care, and are responding to those that understand the current climate and letting them know you are there for them.

70% Watching TV/Streaming
52% Entertainment News & What’s New
47% TV/movie/entertainment
50% Health/Wellness
46% Projects
43% Tackling Projects (DIY)

What Can Leading Brands Do?

Today’s consumers know you are there for them. As home has become both school and workplace, Meredith women have a greater chance to connect with each other and workplace.

78% I appreciate brands that are giving back to local communities at this much needed time.
70% I appreciate brands that are honest and empathize with what their customers are going through in this time of uncertainty.
59% I’m looking for truthful, up-to-date facts from the brands I trust most.

BRAND OPPORTUNITY: Follow health-related activities and consumer sentiment that will help inform companies’ changing time.

TOP TO TOPICS OF INTEREST

65% Media/DVD/Books
55% DIY/Projects
53% Entertainment News & What’s New
47% TV/movie/entertainment
46% Projects
44% TV/movie/entertainment
36% Entertainment News & What’s New
35% Concerts/Performances
33% Working from Home
50% Health/Wellness
46% Projects
44% TV/movie/entertainment
36% Med/Med
35% Concerts/Performances
33% Working from Home

Source: 1,500 Female Meredith Consumers W18-64, Fielded Online on March 24, 2020