

How Women are Adapting to the New Normal

92% of women said they were sheltering in place and only going out for essentials.

Below is a selection of insights from the Meredith Consumer Pulse survey, COVID-19, which captures the impact of the Coronavirus outbreak. From 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.

Positivity is Key

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

33% Higher Priority on Family Time
(37% Meredith Millennials / 31% Meredith Gen X / 27% Meredith Boomers)

33% Higher Priority on Self-care
(34% Meredith Millennials / 32% Meredith Gen X / 31% Meredith Boomers)

28% Improved Family Relationships
(32% Meredith Millennials / 26% Meredith Gen X / 22% Meredith Boomers)

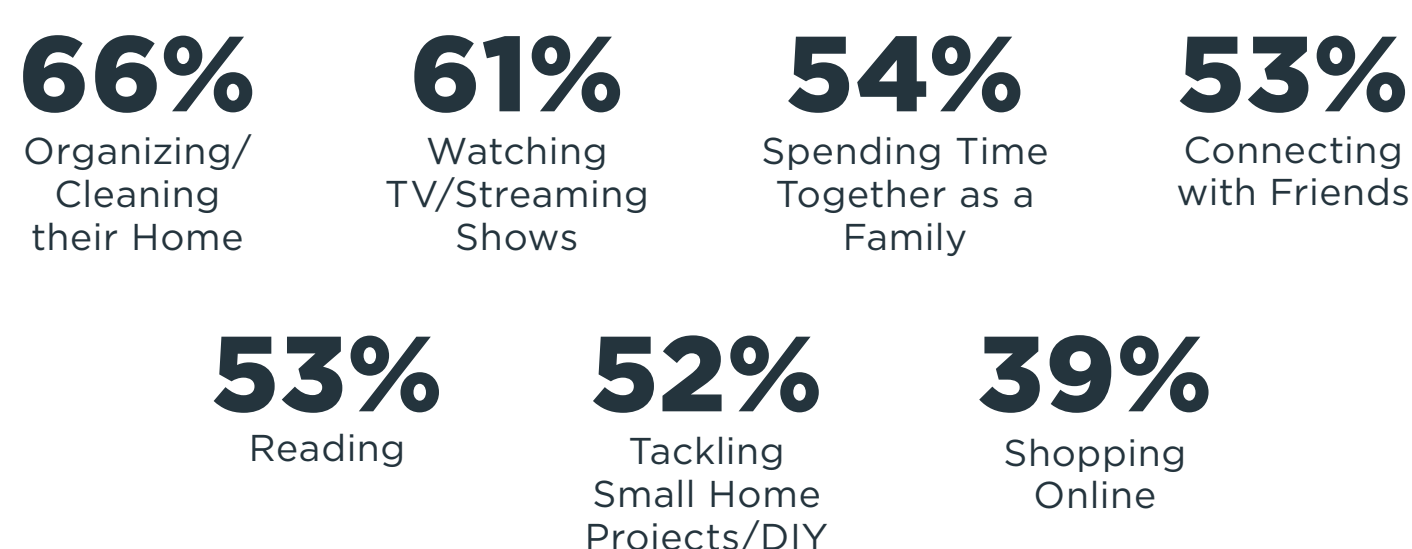
22% More Creativity
(24% Meredith Millennials / 19% Meredith Gen X / 16% Meredith Boomers)

Meredith Millennials are more likely than older generations to **recognize the potential** for the Coronavirus to **improve family dynamics, develop self-care routines, and motivate creativity.**

(Q) After we have gotten past the Coronavirus, what positive influence do you think this time will have had on you or your family?

Modifications to Daily Life

Coronavirus (COVID-19) is **changing our daily lives and creating opportunities** for Meredith women to **complete projects** around the house, **connect with family and friends, unwind** by reading or watching TV and **increase their online shopping** since they are unable to shop in stores.



(Q) How is the Coronavirus impacting your daily life? Which activities are you doing more now than you used to?

Kitchen Duties

Coronavirus isn't just changing our daily lives; it's also **changing how we spend time in the kitchen. 89% of Meredith women** have changed their **eating habits** and are looking for **ways to be creative** with their cooking.

54%
Building more Meals from what's on-hand
(37% Millennials / 31% Gen X / 27% Boomers)

34%
Eating more Leftovers
(36% Millennials / 32% Gen X / 31% Boomers)

30%
Snacking More
(34% Millennials / 27% Gen X / 24% Boomers)

(Q) Has the Coronavirus influenced your household eating habits? Are you...

BRAND OPPORTUNITY: Focus on incorporating leftovers, pantry & freezer staples and healthier snack options.



Mommy's World

As home becomes both school and workplace, **families have a greater chance to connect with each other** with **nearly half (47%) of Meredith moms** predicting that the Coronavirus will have a more **positive impact** on improving family priorities.

Meredith moms are...



(Q) How is the Coronavirus impacting your daily life? Which activities are you doing more now than you used to?

(Q) Now more than ever, we all need to take a break, refocus and catch some dedicated me time. Which of the following topics are of interest to you?

BASE: Moms with Kids <18

BRAND OPPORTUNITY: Offering kid-friendly activities and parenting advice that will help moms navigate these changing times.

Taking Time to Unwind

Meredith women have a **wide variety of "me time" activities and interests**—ones that **align with Meredith's core content** areas—that can **provide them comfort** during the new normal they are adjusting to.

TOP 10 TOPICS OF INTEREST



(Q) Now more than ever, we all need to take a break, refocus and catch some dedicated me time. Which of the following topics are of interest to you?

What Can Leading Brands Do?

Now more than ever, **consumers are looking to brands** for their **honesty** and **empathy** and are responding to those that **understand the current experiences** and **struggles they are facing.**

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

59% I'm looking for truthful, up-to-date facts from the brands I trust most

(Q) Which of the following statements do you agree with?

BRAND OPPORTUNITY: Put more focus on how you are supporting the community, understanding the current climate and letting consumers know you are there for them.