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COVID-19 • Meredith Tracking Study (*Fielded Online April 7, 2020*)
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How Women Are Embracing Their New Normal

71% of women are interested in Food/Cooking Ideas & Recipes.
(+6 points from March 24, 2020)

Below is a selection of insights from Wave 3 of the Meredith Consumer Pulse: COVID-19 tracking study, which captures the impact of the coronavirus outbreak. This study provides a regular view of how consumers are changing their behaviors, activities and consumption habits, and how they are modifying their daily lives.

Good Vibes

While still navigating these uncertain times, **94% of Meredith women remain hopeful** that this experience will have a **positive effect on themselves and their families.**

37% Higher Priority on Family Time
(38% Meredith Millennials / 40% Meredith Gen X / 29% Meredith Boomers)

35% Higher Priority on Self-Care
(37% Meredith Millennials / 36% Meredith Gen X / 30% Meredith Boomers)

31% Improved Family Relationships
(30% Meredith Millennials / 34% Meredith Gen X / 28% Meredith Boomers)

23% New Interests/Hobbies
(27% Meredith Millennials / 16% Meredith Gen X / 16% Meredith Boomers)

22% Improved Friendships

(23% Meredith Millennials / 19% Meredith Gen X / 21% Meredith Boomers)

Meredith Millennials recognize the potential to **develop new self-care routines, discover new interests or hobbies** and **improve dynamics with family and friends** as a result of the coronavirus outbreak.

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

BRAND OPPORTUNITY: Provide advice and ideas on how to continue these trends into their post-coronavirus lives.

Take a Moment

Meredith women have a **wide variety of “me time” activities and interests** ones that **align with Meredith’s core content** areas—which **allows them to press pause** and take a break.

TOP 10 TOPICS OF INTEREST



71% Food/Cooking
Ideas & Recipes

↑ 6 points from March 24, 2020



54% Home
Organization



53% Wellness
& Healthy Living



53% Healthy Eating



48% Exercise/Fitness



47% DIY
Projects



46% Home Decorating/
Design Ideas



40% Beauty



38% Entertainment News &
What's New in Movies,
TV, Music and Books



35% Mindfulness

(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?

Stay Home and Shop Online

Whether it's for groceries, cleaning supplies, beauty products or apparel, **online shopping is replacing in-store purchases** as the country is sheltering in place. With **retailers encouraging us to browse their websites, 2 in 3 Meredith women (66%)** have **increased their online shopping**.

32%

Food

22%

Cleaning
Supplies/
Disinfectants

18%

Beauty
Products

17%

Clothing

(Q) Has the coronavirus influenced your ONLINE shopping habits? Are you shopping for any of the following products online more than you did before the outbreak?

BRAND OPPORTUNITY: Offer online deals, stay connected on social media and direct shoppers to your website.

SuperMOM

Even though school, work and home have become the same place, **families continue to connect with each other** with **81% of Meredith moms** (+5 points from March 24, 2020) saying they are **spending more time together as a family**. They are also **focused on keeping their kids healthy, happy and emotionally secure**.



Meredith moms are looking for ideas and advice on:

47%

entertaining
kids at home

45%

supporting their
child's emotional
well-being

40%

physical activities
for kids

37%

supporting their
child's social needs

35%

kid-friendly
recipes

(Q) How is the coronavirus impacting your daily life? Which activities are you doing more now than you used to?
(Q) With many schools closed and families staying at home, what type of information or advice do you need?

BASE: Moms with kids <18

BRAND OPPORTUNITY: Support moms' needs with in-home entertainment, physical activities and ways to help children virtually connect with friends.

Messaging That Resonates

It's important for brands to **remain compassionate and empathetic** to the realities of the coronavirus. Communications should feature **positive and uplifting** messages and provide **value-driven offers**.

Brand messaging should be...

58%

Positive

52%

Uplifting

44%

Compassionate

44%

Value-Driven
(coupons,
discounts, etc.)

43%

Trustworthy

42%

Empathetic/
Supportive

(Q) At this moment in time, what tone should advertisers/brands use when communicating with you?

powered by  data studio

Source: 1,500 Female Meredith Consumers W18-64, Fielded Online on April 7, 2020

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