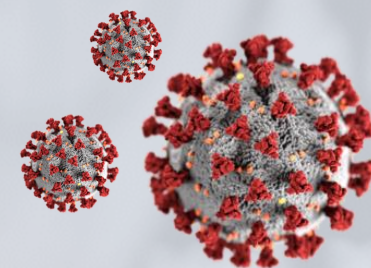


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# Covid-19 & the News Media

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RESEARCH  
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This research aims at understanding consumer sentiment and perceptions towards the News Media in context of the Covid-19 crisis so far. Specifically, we will aim to answer:

1. How have news consumption patterns changed since the start of Covid-19?
2. Do consumers perceive the news media to have played a positive role in the context of Covid-19?
3. Do consumers trust what they see/read/hear in the news about Covid-19?
4. How has the news media made consumers feel during the Covid-19 crisis?

# Research Context & Methodology

## Sample

**n=1000**  
Online  
interviews  
conducted in the  
U.S.

## Gender

**Male** **Female**  
**50%** **50%**

## Age

<b>18-34</b>	<b>18%</b>
<b>25-34</b>	<b>22%</b>
<b>35-44</b>	<b>26%</b>
<b>45-54</b>	<b>23%</b>
<b>55+</b>	<b>11%</b>

## Impact of Covid-19 on Media Consumption

Media Consumption has increased as a result of the Covid-19 crisis, more so among males and younger Americans.

# 65%



of Americans claim that they are consuming news **more often** than they did before the start of the Covid-19 crisis.

*"I watch/read/hear the news **more often** than I did before the Covid-19 crisis."*





## Usage of Media channels

Internet is the most used source of news, particularly among younger Americans. Conversely, traditional TV maintains strong usage among older age groups.

**51%**

consume news via the **internet** most often



61%



18-34

48%



35-44

34%



55+



**39%**

consume news via **traditional TV** most often



29%



18-34

45%



35-44

51%



55+

## Perceived role of the News Media in daily life

2 in 3 Americans believe that the news media has played a positive role in their lives amidst the Covid-19 crisis. Males and TV watchers in particular, have a more positive opinion vs. females and internet users.

65%

of Americans believe that the news media has had a **positive impact** on their life during the Covid-19 crisis



Males

71%



Females

60%



Those who consume most of their news via **TV**

71%



Those who consume most of their news via **the internet**

59%



## Trust in the News Media

Trust levels in what people see in the news are generally strong, and similar across sub-groups.





74%

of Americans **trust** what they see in the media, either 'somewhat' or 'completely'



*'Trust somewhat/completely'*

Gender  76%  72%

Age 18-34 71% 35-54 76% 55+ 74%

Media used most often



71%



78%

## Attitudes towards the News Media (1/2)

Most Americans believe that the news media has done a good job at keeping them informed on Covid-19, while a third think that it helps them stay safe. Only 16% feel that it enables them to feel 'at ease' about Covid-19, with this endorsement declining with age and among females vs. males.

### Watching/reading/hearing the news...

...helps me **stay informed and up-to-date** on Covid-19

67%

...helps me and my family **stay safe** from Covid-19

27%

...helps me **feel at ease** about Covid-19 and the future

16%

### **"feel at ease"**

Gender



20%



12%

Age 18-34

22%

35-54 14%

55+ 7%



## Attitudes towards the News Media (2/2)

1 in 3 Americans believe that the news media makes them anxious and fearful of Covid-19, while 17% think it makes them feel uncertain. Anxiety and uncertainty are higher among females vs. males while fear appears to be more intense among younger Americans.

### Watching/reading/hearing the news...

...makes me **feel anxious** about Covid-19 and the future



...helps me **feel uncertain** about Covid-19 and the future



...makes me **feel fearful** of Covid-19 and the future



# Key Takeaways

The news media is generally perceived to have **played a positive role** through the Covid-19 crisis so far, more so among males vs. females and those who consume news via TV vs. the internet.

**Internet is the most used source** of news consumption, especially among younger Americans. That said, older individuals (55+) still prefer TV to stay informed and up to date.

**Media consumption is on the rise** in the U.S. since the start of the Covid-19 crisis.

67% of Americans believe that the news media **helps them stay informed**. A third believe that it enables them to **stay safe**, but the same proportion thinks it spreads **anxiety** and **fear**.

**Trust** in the news media remains **notably strong** across the board.

01

02

03

04

05





—Thank You—

*Questions?*



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