

GWI

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Series 4: Media Consumption and Sport

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Introduction

As the coronavirus outbreak continues, more and more communities, industries, and businesses are feeling its effects. Staying informed at this time is crucial.

At GlobalWebIndex, we're tracking these effects across different sectors through a focused content series. In this whitepaper, we're releasing our fourth series dataset, collected between March 25-30th in the U.S. and UK, dedicated to media, news consumption, and sport.

In this research we explore consumers' media consumption habits during the outbreak of coronavirus. We dig deeper into what media people are consuming more of (and plan to continue after the crisis ends), what sources of information they find most trustworthy generally and on social media, what they want to see more of in news coverage, their willingness to pay for trustworthy information, and what they expect from sports leagues at this time.

We'll be following this with further releases, exploring the impact of Coronavirus on purchase behaviors, economic confidence, work behaviors and practices, and healthcare.

NOTE: All stats in this report are from a GlobalWebIndex March 2020 custom survey among 2,218 (U.S.) and 1,726 (UK) internet users aged 16-64.

Audience Definitions:

Generations:

- **Gen Z** - 16-23 years-old
- **Gen Y** - 24-37 years-old
- **Gen X** - 38-56 years-old
- **Baby boomers** - 57-64 years-old

Income (based on annual household income):

- **Lower income (U.S.)** - \$32,000 or less
- **Higher income (U.S.)** - \$85,000 or more

- **Lower income (UK)** - £24,000 or less
- **Higher income (UK)** - £60,000 or more

Key Insights

68% of consumers say they're searching for coronavirus updates on the internet - making it the biggest online activity

- Coronavirus content currently dominates consumers' time online across markets, income groups, gender and *most* generations - except for Gen Z. Instead, Gen Z are more likely to be listening to music (71%) than searching for coronavirus updates (67%).
- Men (73%) are more inclined to search for coronavirus news than women (62%) - but it still remains the top activity for both genders.
- Aside from coronavirus content, people are consuming a wide variety of entertaining content online during the outbreak, such as listening to music (58%), watching movies/shows (49%), watching funny videos (42%), playing games on mobile (40%), and looking at memes (32%).
- Notably, some of these activities relate to finding humorous content, which at a time like this, is much needed. This tallies with the fact that many are looking for positive stories or non-coronavirus content in the news. Entertaining content is especially important for younger generations - 54% of Gen Z are looking at memes online and 52% are watching funny videos.
- Perhaps unsurprisingly, searching for vacations is not a top activity online for most consumers. However, close to 1 in 5 millennials are currently searching for vacations, suggesting that this generation may be more open to planning travel and may be preparing plans for after the outbreak.

The outbreak is bringing back the "social" aspects of social media

- 49% of U.S. and 39% of UK consumers are reading more news stories on social media as a result of the outbreak - this is the primary motivator to use social media across markets, gender, and income right now.
- We do see some differences by age; baby boomers are using social media more to keep in touch with friends (30%) than to read more news (27%). Conversely, 54% of millennials are turning to social media to read more news.
- 30% of consumers in the U.S. say they're sharing their opinion more on social media as a result of the outbreak compared to just 16% of consumers in the UK. Millennials and Gen X are also more inclined to say they're sharing their opinion more than other generations.
- Gen Z are out in front for listening to more music (53%) and playing more games (45%), emphasizing their love for entertaining content. Millennials are most inclined to say they're sharing more memes than other generations.
- Men are 3 times as likely as women to say they've started following more journalists on social media (25% vs. 8%).

Media consumption is up since the outbreak, and it's primarily video-based

- 87% of U.S. consumers and 80% of UK consumers say they're consuming more content - broadcast TV, online videos, and online TV streaming take the top spots overall for increased media consumption.
- Predictably, younger generations are generally consuming more media than older generations, and we see some notable differences by age. Just over half of Gen Z say they're consuming more online videos like YouTube and TikTok more than other generations, making it their top media to consume right now.
- 42% of boomers are consuming more broadcast TV compared to 24% of Gen Z. Just over 1 in 5 boomers are also spending more time on online TV, this peaks at 41% for millennials.
- Livestreams (30%) and podcasts (20%) are more popular among millennials than other generations.
- Men and those in the higher income bracket are more likely to say they're consuming a variety of content more compared to women and those in the lower income bracket.

Online media is spiking and it's newer forms of media that might have more staying power - especially in the U.S.

- Online videos could have the greatest staying power after the outbreak ends in the U.S. and among Gen Z and millennials especially.
- 76% of U.S. online video watchers say they plan to consume just as much of this content when the outbreak is over compared to 58% in the UK.
- Over 70% of book readers say they intend to keep reading just as much when the crisis ends - this is higher than all other forms of media.
- Gaming could have more staying power for millennials, with 77% of this group saying they expect to continue gaming compared to 57% of Gen Z.
- Women are considerably more likely than men to continue reading and listening to podcasts after the crisis ends, while men are more likely to continue livestreaming and playing video games.
- 68% of millennial podcast listeners say they intend to keep consuming just as much after the outbreak, indicating potential areas of revenue for digital content providers in the aftermath of the crisis.

Apps are key in connecting people at this time - but there's key differences between markets

- In the U.S., Facebook holds to top place to connect with friends and family at this time. 69% of consumers here are using Facebook and 66% say they're using Facebook messenger. While in the UK, WhatsApp is used more than other apps to connect with friends and family.
- WhatsApp continues to take the top spot in the UK across generations, gender, and income - rising to 77% among millennials and those in the highest income bracket.
- As age increases, the gap between using WhatsApp and Facebook Messenger narrows in the UK. For example, 63% of Gen X say they're using WhatsApp to communicate with friends/family and 62% say they're using Facebook messenger. We see a similar pattern among lower income earners in the UK too.
- And in the U.S., Facebook (64%) and Instagram (63%) are most used among Gen Z, while across all other generations and income levels it's Facebook and Facebook Messenger that they're using most.
- Apps like Google Hangouts and Microsoft teams are being used more by consumers in the U.S. than the UK, and among men and higher income earners.
- Zoom also shows more promise among younger generations with close to 1 in 5 Gen Z and millennials using this app to connect with loved ones.

Information from governments and WHO are more trusted than news sites or channels

- In the U.S., consumers trust the World Health Organization for news about coronavirus (61%), while in the UK, consumers trust their government website the most (62%). The gap here could indicate distrust in the U.S. government at a broader level.
- Among both men and women, their most trusted source is WHO. However, men are more inclined to say they trust a greater number of sources more than women - including emails/newsletter from health bodies, international news, radio, and podcasts.
- Income levels also make a difference; those in the higher income group are more likely to trust all sources more than those in the lower income group. In fact, among those in the lower income group, close to 1 in 5 selected "none of these" as an option, suggesting that there's a trust gap among this group.
- Trust in social media is lower at 17% overall, but it's on a par with physical newspapers and word-of-mouth from family and friends and it's higher than foreign governments' websites, videos sites, podcasts, updates from brands, and webinars.
- Notably, trust in social media jumps up among millennials at 27%, to 20% among men, and 19% in the U.S.

Facebook is the most used platform for up-to-date news about coronavirus

- Across all demographics, Facebook is used the most for information about the virus.

- Among Gen Z, Facebook (42%), YouTube (41%), and Instagram (40%) are all being used fairly equally for up-to-date news, while for other generations Facebook is out in front.
- WhatsApp and Twitter are on a par as a go-to news source.
- Consumers in the UK, boomers, women, and those in the lower income group are most likely to say they don't trust social media content about the virus.
- Government accounts and health bodies are most trusted overall to provide accurate information on social media.
- Notably, boomers are more inclined to say they trust hospital staff more than government accounts or health bodies to provide accurate information.

Opinions are divided on the accuracy of infection rate reporting in the news

- The majority (32%) of consumers in both countries say that the reported infection rate figures in the news are “accurate enough”. Given the critical shortage of testing kits in both countries, it appears that most remain fairly reluctant to weigh in on the credibility of these infection rates.
- The level of trust varies dramatically between the major demographic groups, however. Among Gen Zs, around twice as many believe they are inaccurate (30% do) compared to those who believe they are accurate (14%), for example.
- Those in the UK are more likely than their U.S. counterparts to question the accuracy of this information too.
- Higher income groups are over twice as likely as lower earners to afford trust in the reported infection rates. These higher earners are considerably more likely to be paying for what they consider to be accurate news sources. They're above all turning to websites and newsletters from the WHO, their government, and health bodies.
- Among those who don't trust the reported infection rates, there's a notable resistance to paying for news they find trustworthy, and they're less likely to trust any news sources for information on the virus.

Willingness to pay for news is relatively low, especially in the UK

- People primarily see news as a free resource during the outbreak. It's only among higher income earners and males that we see parity in the rate of those who are willing to pay for trustworthy news and those who aren't.
- In the UK, the rate of those who are resistant to pay for trustworthy news is almost 4x higher than the rate of those who are willing to pay for it. This is a reflection of the fact that UK consumers have much stronger confidence in the trustworthiness of the free news resources available to them compared to those in the U.S., especially with regards to national news services and government websites.

Coronavirus dominates demands for news coverage, but many are seeking escapism

- Understandably, people are most anxious to have coronavirus information in the news coverage they consume. But at this point in time, they're mostly looking for positivity amid the pandemic. In every demographic group, recovery rates and positive stories are the top demands for what they want to see in the news.
- People also want a degree of critical analysis of how the outbreak is being managed by the government, especially in the U.S. and among millennials.
- That being said, around a third of consumers in both countries want to see more topics unrelated to the coronavirus, showing the importance of bringing in a sense of escapism or normality as the outbreak consumes every aspect of our daily life.
- Among those seeking more non-coronavirus news, around 30% say they're searching for sports and celebrity news, and around 70% are looking for positivity in the news they consume.

There's a strong appetite to pay for more media subscriptions

- As in-home entertainment becomes our primary source of leisure, around 40% in the UK and U.S. are considering purchasing new media subscriptions to pass the time.

- Above all, it's TV/movie subscription services which are at the top of our agenda. Netflix can boast the highest rate of those considering purchasing a subscription (18%), but in the UK, the launch of Disney+ seems to have made a big impact - UK consumers are as likely to consider purchasing this service (15%) as they are Netflix (14%).
- Higher income groups are only slightly more likely to consider a Netflix subscription than the lower groups, but their appetite for Disney+ is considerably larger, likely due to the fact that Disney+ will be an added service on top of existing subscriptions in most cases.
- Spotify is the clear winner for those considering paid music streaming service subscriptions, and Amazon Prime Music sees more intent than Apple Music.
- Echoing results seen above, news service paid subscriptions remain a fairly distant prospect, especially in the UK. Among those who say they would pay for news which they deem trustworthy, the New York Times is their top consideration by some distance, this is driven largely by the U.S. at 19%.

Music artists and bands should directly engage their audiences

- As the outbreak has shutdown future festivals and live tours in the music industry, there's still an opportunity to tap into people's desires for direct engagement with performers and livestreams.
- Younger age groups, especially millennials, are most enthusiastic about receiving updates, engaging with daily live chats, and watching livestreams of virtual performances.

Many are still keeping an eye on sports news

- Sports events may be off the cards, but people are still looking to satisfy their sports entertainment needs. Between 60-70% of consumers in the UK and U.S. say they've used at least one channel to get information on sports news. There is a notably higher interest in sports news than we would expect when compared to before the outbreak, likely due to the fact major sports events like the Olympics have been postponed.
- TV news remains the go-to destination to catch up with sports news during the outbreak, but websites and social media updates from the sports organizations also prove popular, especially among millennials and Gen Xs.

Gaming is an important avenue for sports leagues during the disruptions

- There's a lot that sports leagues and teams can be doing to engage their fans despite the disruptions. The most important of which is offering them exclusive content (18%), redistributing old content, and promoting live interaction with athletes (both on 17%).
- Many sports leagues have already been venturing into the world of esports and gaming, and this is now one of the most credible engagement channels that they should be focusing on in light of the disruption.
- Predictably, younger audiences and males are most keen on seeing esports and gaming content from sports leagues, with over a fifth of millennials wanting gameplay livestreams for example.

Current Internet Activities

% who say they're doing the following on the internet today

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Searching for coronavirus / COVID-19 updates	68	68	63	67	71	69	54
Listening to music	58	59	51	71	62	54	38
Watching movies / shows	49	50	43	51	52	51	34
Watching funny videos	42	42	40	52	44	39	27
Playing games on mobile	40	41	36	47	45	36	34
Looking at memes	32	33	26	54	41	21	9
Playing games on PC / laptop	29	30	26	29	36	25	25
Searching for cooking recipes	28	29	24	21	35	29	21
Reading business & finance articles / news	27	28	21	14	35	28	21
Searching for discounts from brands	24	25	22	22	28	23	23
Reading healthy eating articles	24	26	14	19	31	22	16
Reading sports news	23	24	19	16	32	19	24
Reading celebrity news	22	22	19	25	25	19	15
Listening to podcasts	18	19	14	16	26	16	7
Watching fitness videos	18	18	14	18	24	17	3
Searching for fashion trends / discounts	16	17	13	14	23	13	7
Reading live blogs	15	16	12	12	22	13	9
Watching esports videos / livestreams	12	13	7	14	20	9	2
Searching for vacations	12	12	9	11	18	9	3
Watching webinars	11	11	7	9	16	9	6
I'm trying to stay off the internet	5	5	8	5	4	6	8

Question: Which of the following, if any, are you doing while on the internet today? Please select all that apply.

Current Internet Activities

% who say they're doing the following on the internet today

	Male	Female	Higher Income	Lower Income
	%	%	%	%
Searching for coronavirus / COVID-19 updates	73	62	66	68
Listening to music	60	56	63	55
Watching movies / shows	51	47	52	47
Watching funny videos	42	41	49	42
Playing games on mobile	38	43	36	42
Reading sports news	35	11	30	15
Reading business & finance articles / news	34	20	34	19
Playing games on PC / laptop	32	27	27	29
Looking at memes	31	33	25	34
Reading healthy eating articles	28	19	22	17
Searching for discounts from brands	25	24	22	21
Searching for cooking recipes	23	34	27	23
Reading celebrity news	22	21	22	19
Listening to podcasts	22	14	24	13
Watching fitness videos	22	13	25	13
Reading live blogs	21	9	19	11
Watching esports videos / livestreams	18	7	14	10
Searching for vacations	17	6	16	7
Searching for fashion trends / discounts	16	17	18	12
Watching webinars	14	8	16	7
I'm trying to stay off the internet	3	7	4	6

Question: Which of the following, if any, are you doing while on the internet today? Please select all that apply.

Social Media Actions

% who say they're doing the following on social media as a result of the outbreak

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
I'm reading more news stories	48	49	39	49	54	48	27
I'm keeping in touch with my friends more	41	41	38	36	43	45	30
I'm listening to more music	39	41	31	53	43	35	21
I'm playing more games	32	32	29	45	37	25	20
I'm sharing my opinion more	28	30	16	22	33	31	12
I'm watching more live videos	28	29	18	25	34	28	13
I'm sharing more news	27	30	15	20	35	28	15
I'm connecting with my neighbours more	20	22	14	12	25	24	11
I'm networking for work more	19	20	14	18	24	17	10
I'm researching products to buy more	19	20	13	17	23	17	17
I'm sharing more photos / videos with others	18	19	14	18	23	18	7
I'm sharing more memes	18	19	15	20	26	14	7
I've started following more journalists	17	19	7	12	21	18	7
I'm reading more updates from brands	15	16	11	11	20	14	10
I'm reading more about celebrities	13	14	8	20	17	10	4
I'm broadcasting / livestreaming more audio / visual content	10	10	8	8	16	9	0
I'm creating more live videos myself	8	9	6	6	16	5	2
None of these	24	22	33	15	16	28	47

Question: Are you doing any of the following on social media as a result of the coronavirus outbreak?

Social Media Actions

% who say they're doing the following on social media as a result of the outbreak

	Male	Female	Higher Income	Lower Income
	%	%	%	%
I'm reading more news stories	54	41	50	48
I'm listening to more music	44	34	47	36
I'm keeping in touch with my friends more	41	40	44	38
I'm sharing more news	35	20	24	23
I'm sharing my opinion more	34	21	28	24
I'm watching more live videos	32	23	32	28
I'm playing more games	32	32	29	35
I'm connecting with my neighbours more	25	15	20	19
I've started following more journalists	25	8	16	13
I'm networking for work more	25	12	20	17
I'm researching products to buy more	21	16	20	14
I'm sharing more photos / videos with others	21	16	21	18
I'm sharing more memes	19	17	17	15
I'm reading more updates from brands	18	13	19	10
I'm reading more about celebrities	17	9	15	11
I'm broadcasting / livestreaming more audio / visual content	13	7	14	6
I'm creating more live videos myself	12	4	14	4
None of these	18	30	19	27

Question: Are you doing any of the following on social media as a result of the coronavirus outbreak?

Media Consumption Changes

% who say they've started consuming or are consuming more of the following since the outbreak

	All	U.S.	UK	Gen Z	Millennials	Gen X	Boomers
	%	%	%	%	%	%	%
Broadcast TV	38	39	34	24	35	45	42
Online videos (e.g. YouTube / TikTok)	38	39	30	51	44	35	11
Online TV / streaming films	37	38	30	38	41	38	21
Online press	29	30	23	21	36	31	15
Music-streaming	28	30	18	28	35	27	12
Video games	24	25	21	31	31	19	10
Radio	22	23	18	17	26	23	15
Livestreams	22	24	12	17	30	21	9
Books / literature	19	20	17	18	20	21	13
Podcasts	13	13	8	11	20	10	4
Physical press	11	12	7	9	19	7	7
None of these	15	13	20	10	10	17	24

	Male	Female	Higher Income	Lower Income
	%	%	%	%
Broadcast TV	43	33	43	39
Online TV / streaming films	42	32	46	35
Online videos (e.g. YouTube / TikTok)	41	34	42	39
Online press	34	24	28	26
Music-streaming	32	24	38	22
Video games	28	20	26	23
Livestreams	27	16	23	21
Radio	26	18	28	20
Books / literature	20	19	30	15
Podcasts	16	9	15	10
Physical press	13	9	10	8
None of these	9	20	10	15

Question: Which of the following media have you started consuming, or are consuming more of, since the beginning of the outbreak?

Media Consumption Intentions After Outbreak

% who are currently consuming more of the following, and plan to continue doing so after the outbreak

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Online videos (e.g. YouTube / TikTok)	73	76	58	74	77	69	-
Music-streaming	73	74	61	66	76	70	-
Books / literature	71	71	72	-	72	74	-
Online TV / streaming films	66	67	57	60	72	62	-
Broadcast TV	65	68	48	52	61	66	81
Video games	62	63	57	57	77	46	-
Podcasts	61	62	50	-	68	57	-
Livestreams	56	57	43	-	62	57	-
Physical press	56	58	44	-	65	58	-
Online press	55	57	40	42	62	55	-
Radio	55	55	57	-	58	49	-

	Male %	Female %	Higher Income %	Lower Income %
Online videos (e.g. YouTube / TikTok)	75	71	75	77
Music-streaming	72	71	80	77
Broadcast TV	66	64	77	68
Books / literature	65	78	73	64
Video games	65	58	66	67
Online TV / streaming films	62	71	63	67
Livestreams	60	49	72	60
Podcasts	57	68	-	63
Physical press	56	57	-	45
Online press	55	54	59	53
Radio	49	64	37	70

Question: And which of the following media do you intend to consume as much of when the outbreak is over?

- signifies insufficient sample size

Apps Used to Connect With Others

% who say they're using the following apps / services to connect with friends / family during the outbreak

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Facebook	66	69	54	61	69	68	62
Facebook Messenger	64	66	58	57	68	67	56
WhatsApp	46	42	66	56	62	39	12
Instagram	44	47	29	62	57	34	17
Twitter	23	25	16	32	28	20	8
Snapchat	20	20	19	44	25	11	3
Skype	18	18	15	16	20	22	2
None of these	11	11	10	8	7	11	22

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Google Hangouts	19	21	9	18	25	21	5
Zoom	13	13	10	17	19	8	4
Houseparty	5	4	10	8	8	2	1
Marco Polo	4	4	2	4	8	1	1
None of these	63	62	69	57	50	69	88

Question: Which of the following apps / services have you used to connect with friends / family during the coronavirus outbreak?

Apps Used to Connect With Others

% who say they're using the following apps / services to connect with friends / family during the outbreak

	Male	Female	Higher Income	Lower Income
	%	%	%	%
Facebook	67	65	63	68
Facebook Messenger	66	63	57	67
WhatsApp	60	32	43	46
Instagram	49	39	41	43
Twitter	30	17	25	19
Skype	24	11	27	14
Snapchat	19	22	20	21
None of these	9	12	9	11

	Male	Female	Higher Income	Lower Income
	%	%	%	%
Google Hangouts	29	10	21	16
Zoom	15	10	19	8
Houseparty	6	4	6	2
Marco Polo	5	3	6	2
None of these	52	74	53	72

Question: Which of the following apps / services have you used to connect with friends / family during the coronavirus outbreak?

Sources of Trustworthy Information

% who say the following has trustworthy information about coronavirus

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
World Health Organization website	61	61	57	52	63	64	57
Government website	49	46	62	39	53	51	44
Emails / newsletters from the government	44	42	56	33	51	45	41
News channels	39	37	53	36	43	40	36
Emails / newsletters from health bodies	38	39	37	26	44	41	32
News websites	34	30	53	29	40	34	26
Scientific articles	31	31	27	27	34	30	29
News bulletins	28	27	34	13	31	34	27
International news	28	29	21	31	35	22	18
Radio	24	24	25	20	25	26	19
Expert blog posts	20	21	14	22	25	18	12
News shared on social media	17	19	9	12	27	14	5
News in physical magazines / newspapers	16	17	12	11	23	14	14
Word-of-mouth from friends / family	16	18	10	10	23	14	14
Foreign governments' websites	15	16	9	11	21	14	8
Video sites	12	13	8	11	19	9	3
Podcasts	10	12	5	5	17	9	5
Updates from brands	9	10	8	5	15	8	4
Webinars	7	8	5	3	13	5	3
None of these	15	15	12	14	11	16	21

Question: Which, if any, of the sources below do you believe has trustworthy information about coronavirus?

Sources of Trustworthy Information

% who say the following has trustworthy information about coronavirus

	Male	Female	Higher Income	Lower Income
	%	%	%	%
World Health Organization website	64	58	70	55
Government website	48	50	55	46
Emails / newsletters from the government	46	42	55	42
Emails / newsletters from health bodies	44	33	46	36
News channels	40	39	47	35
News websites	36	32	44	26
International news	33	22	24	28
Scientific articles	32	30	35	26
Radio	30	18	33	21
News bulletins	29	28	35	24
Expert blog posts	26	15	26	17
News shared on social media	20	14	17	12
Word-of-mouth from friends / family	20	13	16	11
Foreign governments' websites	20	9	14	14
News in physical magazines / newspapers	19	13	19	11
Video sites	17	7	15	8
Podcasts	15	5	13	7
Updates from brands	13	6	13	6
Webinars	10	4	11	4
None of these	9	20	7	18

Question: Which, if any, of the sources below do you believe has trustworthy information about coronavirus?

Usage of Social Media for News

% who say they're using the following social media platforms for up-to-date news about coronavirus

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Facebook	44	47	30	42	50	43	32
YouTube	32	35	18	41	40	26	14
Instagram	29	32	12	40	40	21	7
Twitter	26	27	19	31	29	25	13
WhatsApp	25	27	15	31	40	17	1
Snapchat	10	11	7	19	16	5	0
Telegram	10	11	3	7	19	6	0
Reddit	8	9	5	10	15	3	2
LinkedIn	7	7	4	4	12	4	3
Other	6	6	5	7	4	5	10
I don't trust social media content about the virus	32	29	45	22	24	36	53

	Male %	Female %	Higher Income %	Lower Income %
Facebook	50	38	46	44
YouTube	42	22	27	31
Instagram	38	19	26	27
WhatsApp	37	13	25	20
Twitter	33	19	34	21
Telegram	15	4	11	5
Snapchat	13	7	11	9
Reddit	10	6	12	5
LinkedIn	9	4	11	4
Other	6	5	5	7
I don't trust social media content about the virus	23	41	27	34

Question: Which of the following social media platforms, if any, are you using for up-to-date news / information about coronavirus?

Sources of Trustworthy Information on Social Media

% who say the following groups provide the most up-to-date and accurate information about coronavirus on social media

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Official government accounts	51	50	57	48	58	51	40
Health bodies / hospitals	48	49	43	43	51	51	41
Hospital staff (e.g. doctors / nurses)	45	45	40	38	42	47	51
Official news media accounts	41	41	39	35	46	44	29
Journalists	18	20	10	15	25	18	9
Posts from friends / family	14	15	9	9	20	13	11
Celebrities / well-known individuals	9	10	5	6	15	7	3
Bloggers / vloggers	9	9	5	6	15	7	2
Brands' accounts	8	8	4	4	13	6	2
Other	3	3	2	2	4	3	4
I don't trust social media content about the virus	14	13	15	14	10	15	21

	Male %	Female %	Higher Income %	Lower Income %
Health bodies / hospitals	54	42	56	44
Official government accounts	53	49	56	49
Hospital staff (e.g. doctors / nurses)	47	42	40	41
Official news media accounts	45	38	47	38
Journalists	26	11	18	12
Posts from friends / family	17	11	19	10
Bloggers / vloggers	13	4	12	5
Celebrities / well-known individuals	12	6	12	6
Brands' accounts	11	4	11	4
Other	3	4	2	4
I don't trust social media content about the virus	8	19	8	17

Question: Thinking about social media, which do you think might be better to provide the most up-to-date and accurate information about the coronavirus?

Trust in Reporting of Infection Rates

% who say that infection rates being reported are accurate / not accurate

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
1 - Not at all accurate	8	8	10	8	10	9	4
2 - Not very accurate	21	20	25	22	21	22	17
3 - It's accurate enough	32	32	32	44	26	29	40
4 - Very accurate	19	20	15	11	21	22	17
5 - Extremely accurate	9	9	5	3	14	7	5
I'm not sure	11	11	13	12	8	12	18

	Male %	Female %	Higher Income %	Lower Income %
1 - Not at all accurate	7	10	8	9
2 - Not very accurate	19	23	19	19
3 - It's accurate enough	32	32	25	38
4 - Very accurate	23	16	28	15
5 - Extremely accurate	12	6	14	5
I'm not sure	8	15	6	14

Question: To what extent do you believe the infection rates being reported on the news are accurate?

Willingness to Pay for Trustworthy Information

% who agree / disagree with the following statement: "I would pay more for a news source to keep me accurately informed about the virus"

	All	U.S.	UK	Gen Z	Millennials	Gen X	Boomers
	%	%	%	%	%	%	%
Strongly disagree	29	27	38	28	27	28	39
Somewhat disagree	16	14	21	21	16	12	17
Neutral	26	26	25	25	22	29	26
Somewhat agree	19	21	11	20	18	23	10
Strongly agree	11	12	5	6	17	9	8

	Male	Female	Higher Income	Lower Income
	%	%	%	%
Strongly disagree	22	36	21	35
Somewhat disagree	15	16	16	14
Neutral	26	26	23	24
Somewhat agree	24	14	23	20
Strongly agree	14	9	17	6

Question: To what extent do you agree or disagree with the following statement: "I would pay for a news source to keep me accurately informed about the virus"?

News Coverage Demands

% who say they'd like to see more of the following in news coverage

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Recovery rates	55	55	54	54	60	52	48
Positive stories	54	54	57	46	58	56	53
Local updates	50	50	49	43	51	49	58
Tips on how to stay healthy	41	43	36	34	46	43	36
Investigative reports / analysis on government strategies	35	36	30	28	43	33	28
Topics unrelated to coronavirus	32	32	33	34	33	30	31
Opportunities for volunteering	20	20	19	16	28	18	11
Other	6	7	4	5	6	7	8
None of these	6	6	7	7	5	7	7

	Male %	Female %	Higher Income %	Lower Income %
Recovery rates	55	54	62	48
Positive stories	54	55	61	49
Local updates	47	53	42	48
Tips on how to stay healthy	45	38	47	36
Investigative reports / analysis on government strategies	37	32	34	31
Topics unrelated to coronavirus	29	35	30	33
Opportunities for volunteering	23	16	19	17
Other	7	6	12	6
None of the above	4	9	3	8

Question: Which of the following, if any, would you like to see more of in news coverage?

Subscription Services

% who say they're considering paying for a subscription to the following that they didn't have before the outbreak

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Netflix	18	19	14	30	26	11	5
Disney+	14	14	15	20	22	9	3
Amazon Prime Video	11	11	10	9	19	7	5
Spotify	11	11	7	13	19	6	2
Amazon Prime Music	10	11	7	10	21	5	2
The New York Times	9	10	3	5	15	6	5
Apple Music	7	8	4	7	15	3	0
The Washington Post	7	8	2	3	13	4	3
Xbox Live	6	7	4	8	13	2	0
SoundCloud	5	6	3	3	11	3	0
PSN (PlayStation Network)	5	5	3	4	11	2	0
Deezer	5	6	2	4	10	3	0
The Financial Times	5	5	3	2	11	2	1
The Economist	5	5	2	3	11	2	0
The Guardian	5	5	4	1	10	3	0
VICE	4	4	1	1	8	3	0
Other	5	6	2	4	3	8	3
I'm not planning to pay for any new subscriptions	57	56	61	43	44	66	80

Question: Are you considering paying for a subscription in the next few weeks for any of the following services that you didn't have before the outbreak?

Subscription Services

% who say they're considering paying for a subscription to the following that they didn't have before the outbreak

	Male	Female	Higher Income	Lower Income
	%	%	%	%
Netflix	24	13	21	18
Disney+	17	11	17	11
Spotify	16	5	13	7
Amazon Prime Music	16	5	12	6
Amazon Prime Video	15	6	15	8
The New York Times	12	5	14	4
Apple Music	11	3	11	3
The Washington Post	10	4	12	2
Xbox Live	10	2	6	4
PSN (PlayStation Network)	9	2	6	2
Deezer	9	1	4	2
SoundCloud	8	2	5	2
The Financial Times	8	2	8	1
The Economist	8	1	7	1
The Guardian	8	2	7	1
VICE	7	1	3	1
Other	6	4	4	8
I'm not planning to pay for any new subscriptions	45	69	52	59

Question: Are you considering paying for a subscription in the next few weeks for any of the following services that you didn't have before the outbreak?

Expectations from Music Artists / Bands

% who say they'd like to see the following from music artists / bands during the coronavirus disruption

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Updates on how they are personally dealing with the coronavirus pandemic	30	33	16	31	33	30	19
Livestreams of virtual performances / gigs	28	29	22	27	37	24	18
Artists performing duets via social media	23	23	19	20	30	22	9
Daily hangouts, live chats / interaction with artists	21	23	15	25	29	18	5
Virtual listening parties	20	21	14	22	25	17	13
Lessons / tutorials showing how they make their music	18	19	14	28	25	11	9
Opportunity to collaborate on a new piece of music	13	14	10	15	22	9	1
Livestreams of virtual DJ sets	12	12	11	11	18	10	2
None of these	34	31	48	22	24	40	59

	Male %	Female %	Higher Income %	Lower Income %
Updates on how they are personally dealing with the coronavirus pandemic	33	27	34	30
Livestreams of virtual performances / gigs	28	28	31	22
Artists performing duets via social media	24	22	22	21
Daily hangouts, live chats / interaction with artists	22	21	21	16
Virtual listening parties	22	17	21	16
Lessons / tutorials showing how they make their music	21	15	16	16
Opportunity to collaborate on a new piece of music	17	10	15	11
Livestreams of virtual DJ sets	14	9	14	9
None of these	27	41	27	37

Question: Which of the following, if any, would you like to see from music artists / bands during the coronavirus disruption?

Sources of Sports News

% who say they rely on the following to keep up-to-date with sports news at this time

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
TV news	39	40	35	32	42	42	34
News from the league / team / event website	30	32	21	27	38	30	17
Updates from the league / team / event social media account	27	29	17	20	36	28	11
Updates from friends / family on social media	21	22	14	13	31	18	10
Emails / newsletters	15	16	10	10	22	13	9
Word-of-mouth	15	16	9	11	24	12	8
Fan forums	12	12	8	7	17	12	2
Other	5	5	5	3	4	7	5
I'm not interested in sports	30	28	39	32	23	29	44

	Male %	Female %	Higher Income %	Lower Income %
TV news	47	31	49	34
News from the league / team / event website	41	20	34	26
Updates from the league / team / event social media account	36	18	40	22
Updates from friends / family on social media	27	14	31	15
Emails / newsletters	20	10	19	10
Word-of-mouth	19	11	15	11
Fan forums	16	7	23	6
Other	7	4	6	5
I'm not interested in sports	14	46	16	35

Question: Which of the following do you rely on the most to keep you up-to-date with sports news at this time?

Interest in Sports Content from Leagues / Teams

% who say they'd be interested in seeing the following from their favorite league / team in light of current disruptions

	All %	U.S. %	UK %	Gen Z %	Millennials %	Gen X %	Boomers %
Exclusive content / behind the scenes videos	18	20	11	14	25	16	10
Old content (e.g. archive / repeats)	17	18	12	9	23	17	14
Live chat / interaction with athletes	17	19	10	13	25	14	12
Livestream of sports on social media	15	17	9	15	24	12	5
Console games	15	16	10	13	27	9	4
Mobile games	15	16	10	14	23	11	4
Highlights	14	14	13	11	16	14	11
Special offers (e.g. free access to subscription content)	13	14	11	9	17	15	5
Esport tournaments (organized multiplayer video game competitions)	12	14	6	18	19	7	2
Gameplay livestreams (e.g. on Twitch)	12	13	9	16	22	6	0
Alternative sports (e.g. virtual horse racing / marble racing)	10	10	8	8	16	6	5
Other	3	3	2	1	3	3	3
I'm not interested in sports content at the moment	12	11	13	3	4	21	14
I'm not interested in sports generally	4	3	5	3	2	5	4

	Male %	Female %	Higher Income %	Lower Income %
Exclusive content / behind the scenes videos	25	12	21	11
Old content (e.g. archive / repeats)	24	11	19	11
Console games	22	7	19	12
Live chat / interaction with athletes	21	13	21	12
Mobile games	21	8	19	12
Highlights	20	7	17	9
Livestream of sports on social media	19	12	14	11
Special offers (e.g. free access to subscription content)	19	8	17	8
Esport tournaments (organized multiplayer video game competitions)	18	6	14	11
Gameplay livestreams (e.g. on Twitch)	17	7	16	8
Alternative sports (e.g. virtual horse racing / marble racing)	13	6	12	7
Other	3	2	2	3
I'm not interested in sports content at the moment	13	10	18	13
I'm not interested in sports generally	1	6	2	4

Question: In light of disruptions in live sports events, which would you be interested to see from your favorite league / team?



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