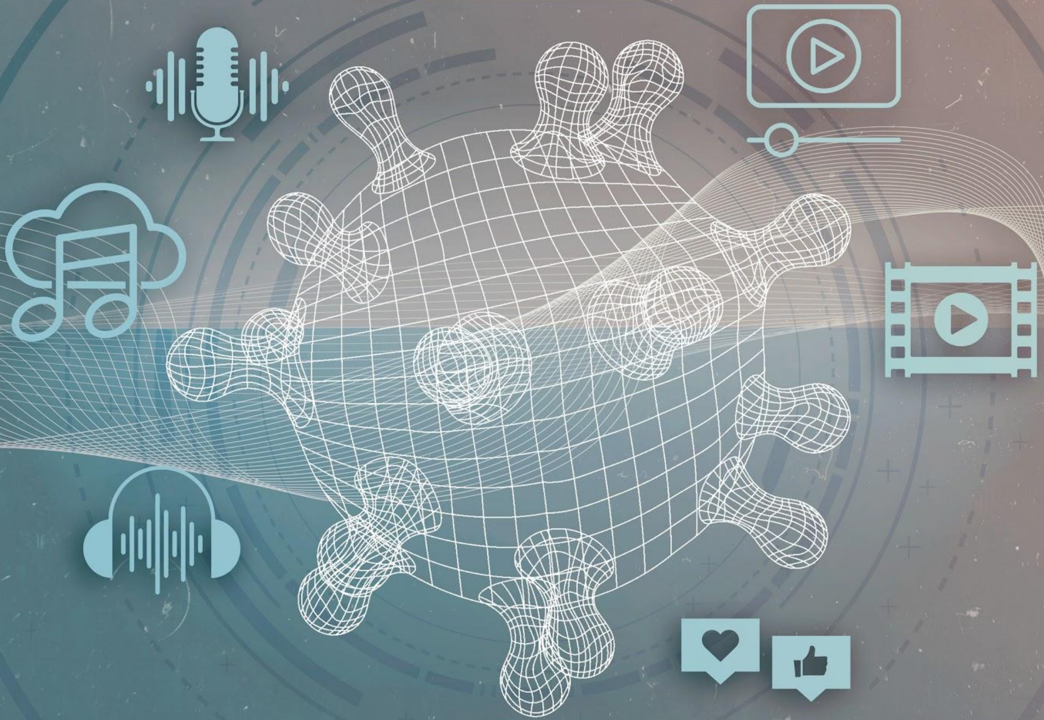
# COVID-19

## TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

**RELEASE 2**



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

# Life Suspended, Entertainment Unrestricted

MRC DATA

The COVID-19 pandemic has impacted economies, industries, and day-to-day lifestyles around the globe. All of this has affects **how entertainment is being consumed**.

By tracking consumer attitudes and behavior in two week intervals, we aim to identify trends.

**Our Release 1 report covered:**

- ✔ Impact on everyday life
- ✔ Entertainment people are consuming
- ✔ How entertainment is helping fans cope
- ✔ Impact on music consumption
- ✔ What the industry can do to engage consumers and support artists
- ✔ Expectations for live events

**If you haven't seen our Complimentary Release 1 report, Please click here**

**Our Release 2 report covers:**

- ✔ Attitude and lifestyle changes as things progress
- ✔ Entertainment shifts over time
- ✔ Adjustments in motivations and coping via entertainment
- ✔ Changes in subscription habits
- ✔ Trends in music consumption and expectations consumers have for the industry
- ✔ Expectations for the future of live events
- ✔ How NY and California are adapting
- ✔ Differences among fans of various genres

**If you would like to purchase the full Release 2 report, contact us at research_inquiries@mrc-data.com**

# Methodology: Survey Research

MRC DATA

| STUDY TIMING | DATA COLLECTION | SAMPLE SIZE | QUOTA BALANCING | ADDITIONAL ANALYSIS |
|---|---|---|---|---|
| Wave 2 data was collected **April 7th through April 11th, 2020** | **Online surveys using third-party panels** were used to collect responses | Interviews were conducted with **1,013 Gen Pop consumers** (Ages 13+) in the United States | Data is **representative of the U.S.'s census population** including age, gender, ethnicity, and region | Please contact us if interested in learning about **additional or custom analyses** |

# Methodology: Music Consumption Data

To supplement our analysis, consumption data from **Music Connect** was included to show the impact of COVID-19 on music streams and sales by market week over week.

Music Connect is a comprehensive measurement and analytics platform that provides music streaming, airplay, and sales data for artists, albums, and songs.


**Please contact us if you are interested in access to our Music Connect services**

# Highlights

# How are attitudes and lifestyles changing as the pandemic progresses?

**Less Stress:** Stresses ease as people become more accustomed to life at home. Many are actually growing tired of hearing about COVID-19.

**New Normal:** Behaviors adjust as social distancing becomes the new normal.

# Worries ease as people continue to adjust to life at home

As people are beginning to shift from reacting with panic to finding a new routine, stocking up on essential household products has stabilized with personal care products increasing.

## PAST 2 WEEK PURCHASES

| 75% | 68% | 65% | 59% | 55% |
|---|---|---|---|---|
| Snack Food | Frozen Food | Paper Products | Cleaning Products | Personal Care |
| (+1%) | (-2%) | (+1%) | (+2%) | +6% |

*(Changes vs. Wave 1)*

## SHIFTS IN ATTITUDES ON COVID-19

+5% **53%** agree "I am **tired of hearing about COVID-19**"

(-2%) **79%** agree "I **worry about the economy** as a result of the COVID-19 outbreak"

(-1%) **67%** agree "I **worry about getting COVID** or passing it along to someone at risk"

(-3%) **51%** have stocked up on food or household supplies

-5% **42%** agree "I worry about trying to **balance my home and work life** during this time"

*(Statistically significant from Wave 1 at 90%)*



C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak?
B2. Which of the following products, if any, have you purchased in the past 2 weeks or intend on purchasing in the next 2 weeks? Base: Total Respondents (1013)

# Behaviors shift as people are becoming more comfortable with social distancing measures

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Additionally, people appear to be preparing for these measures to continue as purchases of unessential goods such as electronics, clothing, alcohol and cars decline and travel plans get cancelled.

## PAST 2 WEEK PURCHASES

| Alcohol | Clothing / Accessories | Electronics | Automotives |
|---|---|---|---|
| **31%** | **23%** | **13%** | **5%** |
| *-4%* | *(-2%)* | *(-2%)* | *(-1%)* |

*(Changes vs. Wave 1)*

## SHIFTS IN BEHAVIORS DUE TO COVID-19

*(+3%)* **73%** have **maintained distance** from others

*(+2%)* **72%** have **avoided crowded areas**

*+6%* **42%** have **cancelled travel** plans

*(Statistically significant from Wave 1 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2
C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak?
B2. Which of the following products, if any, have you purchased in the past 2 weeks or intend on purchasing in the next 2 weeks? Base: Total Respondents (1013)

# Has entertainment consumption changed over time?

**Entertainment as Escape:** Consumers are using entertainment even more to take their mind off the current situation and to escape. They are expanding to both past favorites and new content

**Tune out Information:** Use of entertainment to stay informed / educated  and interest in reading or watching the news has dwindled as people are growing tired of hearing about COVID.

**Subscriptions and Exploration:** Interest in adding new subscription services remains constant with more subscription adders choosing radio as consumers are exploring new content.

# As stay at home durations extend, consumers are expanding their reach of content to both past favorites and new content

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## TYPES OF CONTENT CONSUMED

*Past 2 Weeks*

### Television Consumers

**61%** watched recent episodes of **shows they started more than 2 weeks ago**

**58%** re-watched episodes of an **old favorite show**

+6% **41%** started a new show that premiered recently

### Music Consumers

**84%** listened to music they **usually listen** to

+7% **62%** listened to music they **used to listen to** but **have not heard in a while**

+6% **62%** Listened to **new music**

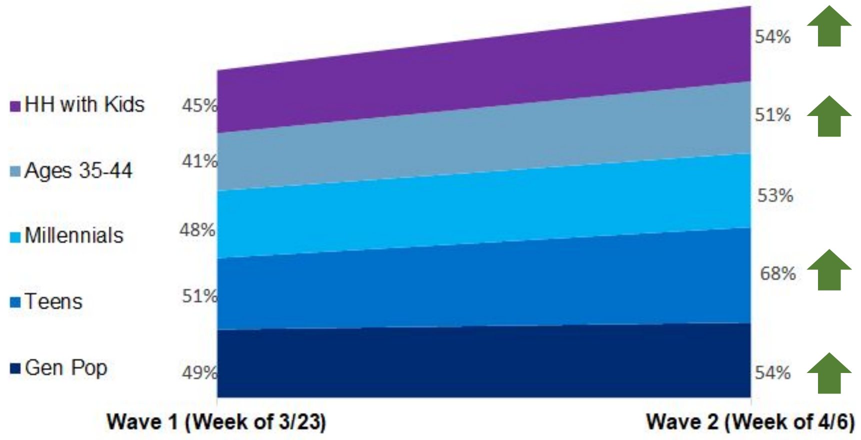
*(Statistically significant from Wave 1 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2.
E5a_Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers – Wave 1 (701), Wave 2 (723)
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers – Wave 1 (607), Wave 2 (661)

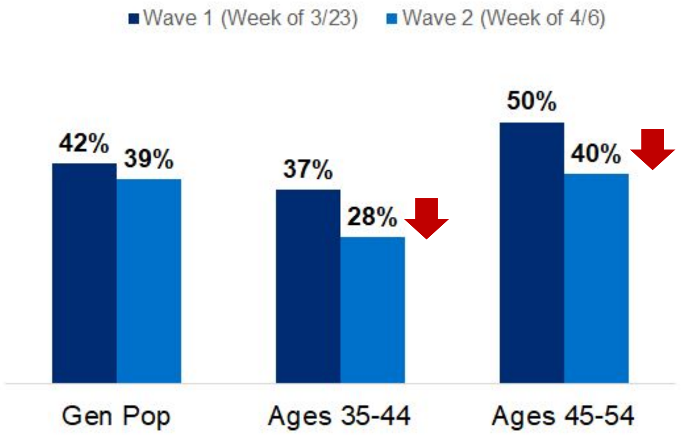
# People are using entertainment more to take their minds off of the current situation and less to stay informed

Conversely, consumers, especially those 35-54 years old, are less interested in staying informed and educated.

## USE ENTERTAINMENT TO ESCAPE




## USE ENTERTAINMENT TO STAY INFORMED




*(Statistically significant from Wave 1 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents – Wave 1: Gen Pop (945), Teens (95), Millennials (299), Ages 35-44 (169), Ages 45-54 (178), Households with Kids (403), Wave 2: Gen Pop (1013), Teens (97), Millennials (326), Ages 35-44 (187), Ages 45-54 (193), Households with Kids (446)

# Interest in adding subscriptions remains consistent but may begin to slip as people begin to tighten the purse strings

MRC DATA

## INTEREST IN SUBSCRIPTION STREAMING SERVICES

| | Have **added** a new subscription streaming service | Have **cancelled** a subscription streaming service | Likely to **continue paying** for added service after COVID-19 |
|---|---|---|---|
| **Wave 1** (Week of 3/23) | 24% | 17% | 79% |
| **Wave 2** (Week of 4/6) | 24% | 20% | 76% |

Those **working from home** are more likely to **add a new subscription service** (41%, *Index 171 to Gen Pop*) while those who have **lost their jobs** to COVID are **less likely** to (19%, *Index 79*).

*(Statistically significant from Wave 1 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. E7B. In the past 2 weeks, did you sign up for a new entertainment subscription service? Base: Total Respondents Engaged in Entertainment - Wave 1 (883), Wave 2 (956), Working from Home (275), Lost Job to COVID-19 (223). E7C. In the past 2 weeks, did you cancel or replace any of your previous entertainment subscription services? Base: Current Subscribers – Wave 1 (600), Wave 2 (621). E8. Do you intend to keep this service or cancel after the COVID-19 pandemic has passed or a vaccine/treatment is available? Base: Subscription Adders – Wave 1 (216), Wave 2 (228).

# How has COVID-19 impacted music consumption and industry expectations?

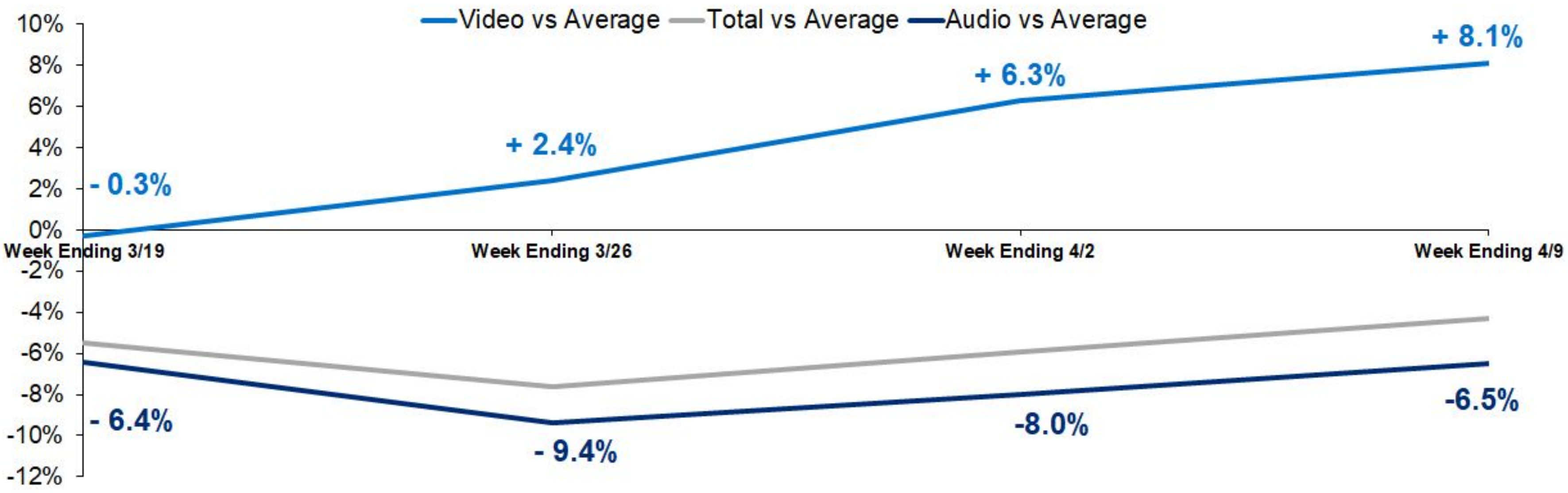
**Music Streaming:** Music video streaming continues to climb and audio streaming begins to normalize.

**Finding Balance:** At first, households with kids were worried about having everyone at home and had more interest in playlists for working from home and music videos for kids. Now that they're feeling less stressed and have figured out a routine to balance home and work life in the new normal, they're relying less on these.

# Music video streaming continues to climb and audio streaming begins to normalize

MRC DATA

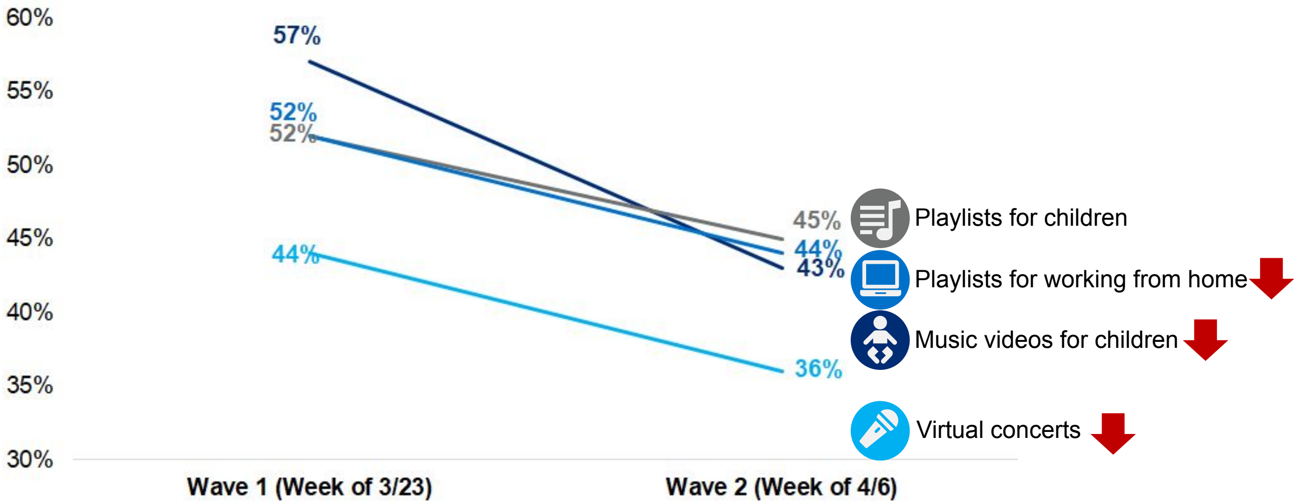
## WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE DAY




Source: Music Connect. Note: This data will not match the Release 1 report data due to YouTube full-year restatement.
If you are interested in more information, please email research_inquiries@mrc-data.com

# As HH with Kids are settling into a routine, they are less interested in offerings that address work/life balance than they initially were when worrying about juggling both

## IMPORTANCE OF MUSIC OFFERS TO HOUSEHOLDS WITH KIDS




Households with Kids are starting to **worry less about trying to balance home life and work life** (-7% from Wave 1 to Wave 2) as they've figured out their routine and adapted to the new normal.

*(Statistically significant from Wave 1 at 90%)*

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M2. How important do you feel it would be for the music industry to offer the following during the COVID-19 outbreak? Top 2 Box. Base: Music Consumers – Households with Kids: Wave 1 (276), Wave 2 (303)

C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. Base: Total Respondents – Wave 1 (403), Wave 2 (446)

# What do live events look like moving forward?

**Longer Road to Return:** Consumers overall, especially those with children, are less likely to rush back to live events within a month of a vaccine or treatment being available.

**Virtual Concerts:** As Teens realize a quick return to live events is not likely, they are warming up to virtual concerts.

# As the pandemic continues, Live Event Goers are less comfortable with returning to events so soon

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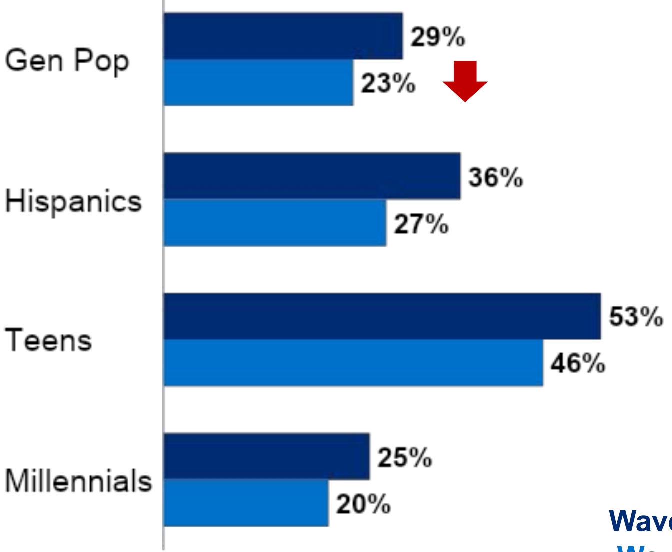
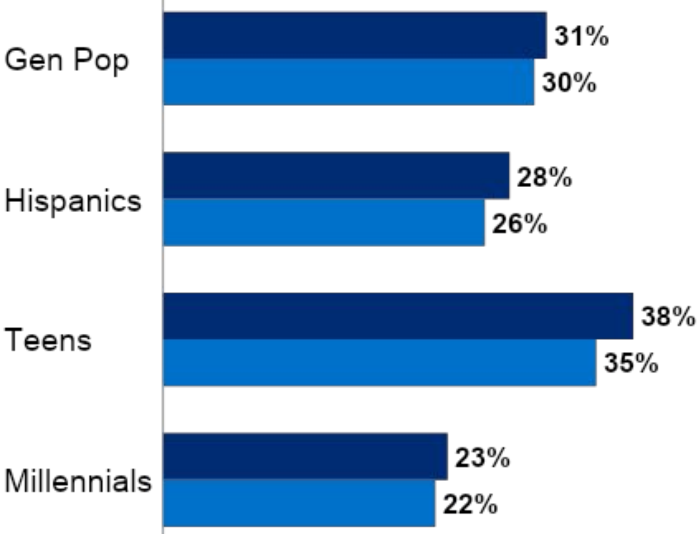
Though not a significant decline, even Teens, who remain the most eager to attend live events are less likely to attend a concert within 1 month of discovering a vaccine or treatment than they were when asked 2 weeks prior.

## LIKELIHOOD TO ATTEND LIVE EVENT 1 MONTH OR LESS AFTER PANDEMIC




## WILLINGNESS TO ATTEND EVENT OF 500 PEOPLE OR MORE




**Wave 1 (Week of 3/23)**
**Wave 2 (Week of 4/6)**

*(Statistically significant from Wave 1 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. L5. How long after the COVID-19 pandemic has passed or a vaccine/treatment is available would you be willing to attend a live event? Base: Live Event Goers –Wave 1: Gen Pop (701), Hispanics (132), Teens (70), Millennials (228), Wave 2: Gen Pop (701), Hispanics (123), Teens (81), Millennials (252). L6. How large of a live event would be you willing to attend after the COVID-19 pandemic has passed or a vaccine/treatment is available? Base: Live Event Goers Willing to Attend Future Events – Wave 1: Gen Pop (658), Hispanics (130), Teens (65), Millennials (222), Wave 2: Gen Pop (683), Hispanics (121), Teens (80), Millennials (248)

# Hesitation to return to live events is largely driven by 35-54 year olds and consumers with kids

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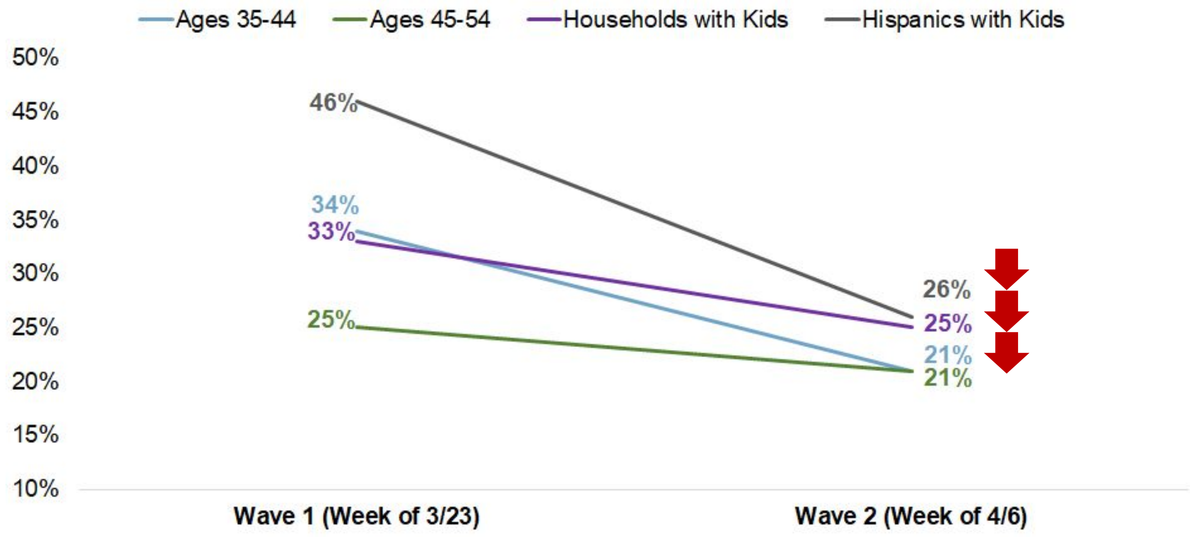
**LIKELIHOOD TO ATTEND LIVE EVENT 1 MONTH OR LESS  AFTER PANDEMIC**




Those with children have been taking greater strides to avoid crowded public areas recently (+5% for both Households with Kids and Hispanics with Kids)

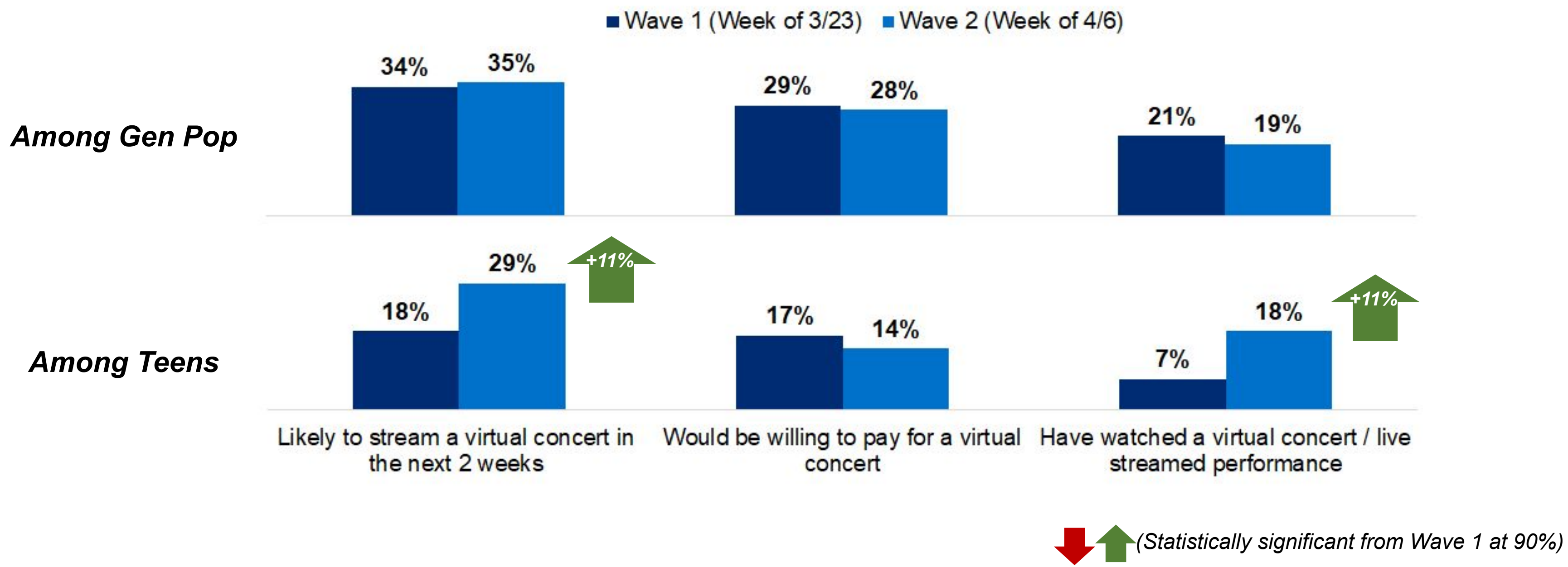
*(Statistically significant from Wave 1 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. L5. How long after the COVID-19 pandemic has passed or a vaccine/treatment is available would you be willing to attend a live event? Base: Live Event Goers – Wave 1: Ages 35-44 (136), Ages 45-54 (122), Households with Kids (328), Hispanics with Kids (70), Wave 2: Ages 35-44 (131), Ages 45-54 (117), Households with Kids (346), Hispanics with Kids (72). C2. Which of the following actions have you taken in response to the COVID-19 outbreak? Base: Households with Kids – Wave 1 (403), Wave 2 (446), Hispanics with Kids – Wave 1 (92), Wave 2 (86).

# Teens are warming up to the idea of virtual concerts as they’re realizing a return to live events is further away

MRC DATA

## INTEREST IN VIRTUAL CONCERTS




COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – Gen Pop: Wave 1 (608), Wave 2 (661), Teens: Wave 1 (68), Wave 2 (84). L8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? Base: Non Live Streamers – Gen Pop: Wave 1 (815), Wave 2 (887), Teens: Wave 1 (90), Wave 2 (82). L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Gen Pop: Wave 1 (945), Wave 2 (1013). Teens: Wave 1 (95), Wave 2 (97).

# Based on our findings, we identified core recommendations for the entertainment industry

Make it easy for consumers to **discover and explore new content to help them escape** as they are branching out and trying to keep their minds off of things.

Continue to make **music videos** accessible as music video streaming continues to grow.

Explore new offerings that appeal to **households with kids** as they have become more at ease **balancing home and work life**.

Plan to **return to live events more gradually** as consumers are hesitant to return immediately. Find ways to make consumers **more comfortable** attending when the time comes.

**Explore virtual concerts** for artists who appeal to the key demographic groups and genre fans most likely to tune in and pay.

To purchase the full Release 2 report or commission analysis to gain deeper insights into how the coronavirus continues to affect the music and entertainment landscape, please contact us at research_inquiries@mrc-data.com