



Keeping entertained?

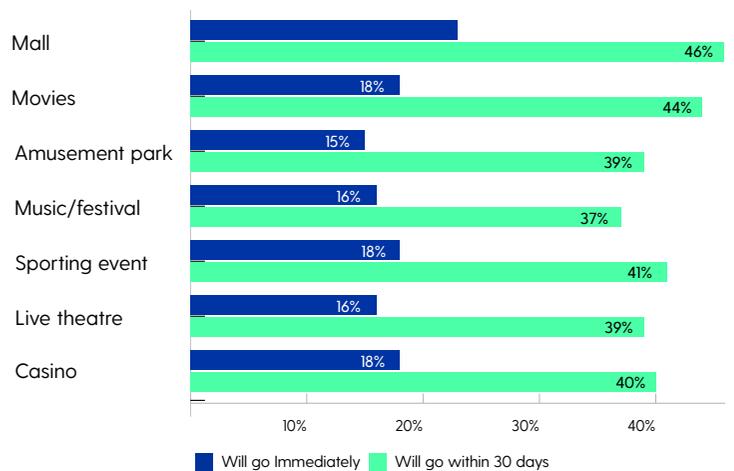
# The impact of COVID on consumer entertainment

In addition to supporting Media & Entertainment clients around the globe with their COVID-19 insights initiatives, Toluna has conducted a Barometer study to provide insight into consumer sentiment, behaviors and predictions related to the “New” and “Next” Normal to specific changes in consumer behaviors as a result of the pandemic.



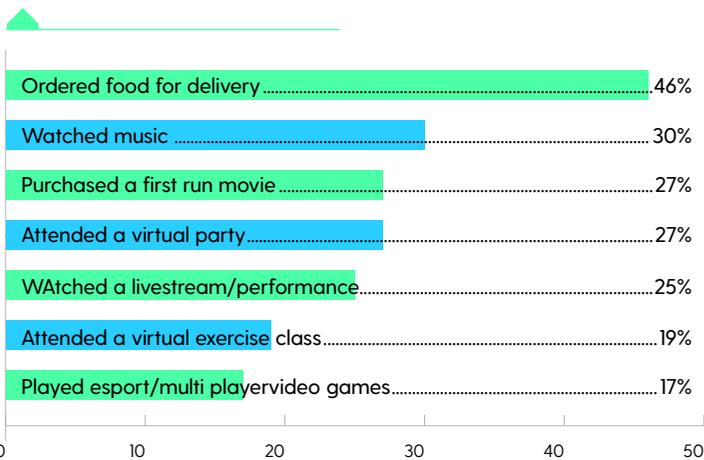
## People are looking forward to business as usual.

When surveyed, many people within the USA plan to visit the following places immediately. Most within 30 days post quarantine.



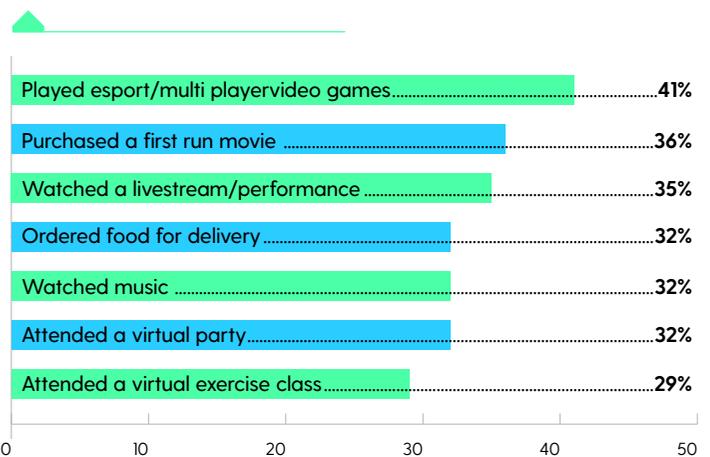
## People are filling their time while in quarantine.

Things people have done while in quarantine:



## And many behaviors will remain after quarantine is over.

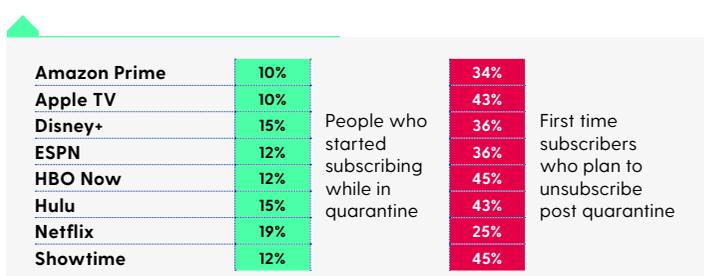
Things people will do more of even after quarantine is over:entertainment facilities, people want to wait longer to take a trip.



## Vacations will take longer to 'normalize'.

While consumers are willing to come back to retail and entertainment facilities, people want to wait longer to take a trip.

30% will wait longer than 3 months to take a trip



Toluna's Media & Entertainment team can help you stay ahead of rapidly changing consumer behaviors and sentiment during the pandemic and beyond.