



Keeping entertained?

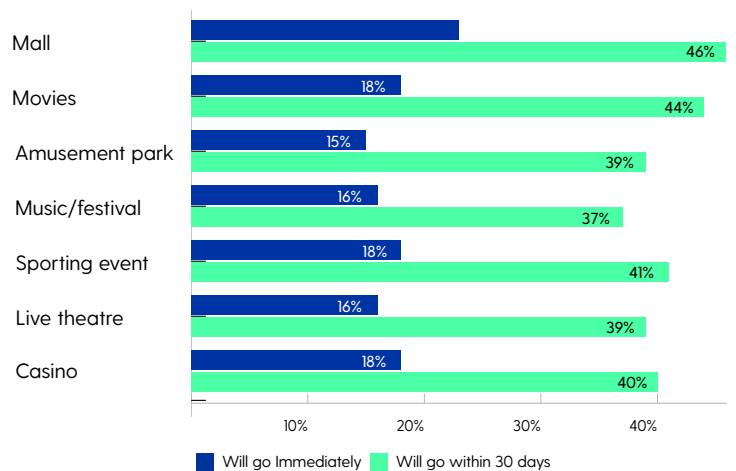
The impact of COVID on consumer entertainment

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.



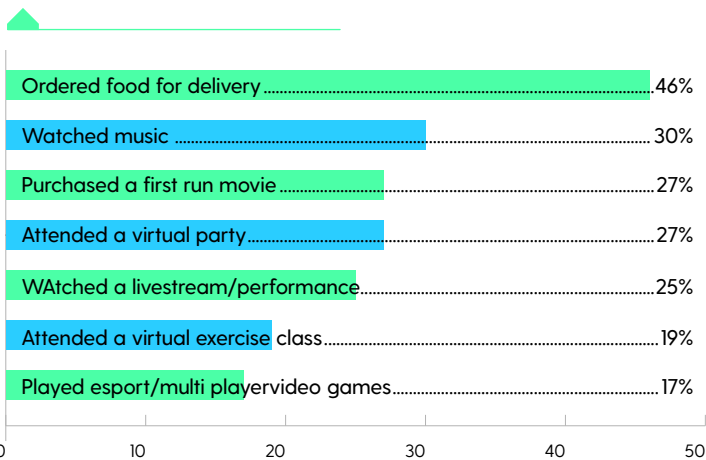
People are looking forward to business as usual.

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



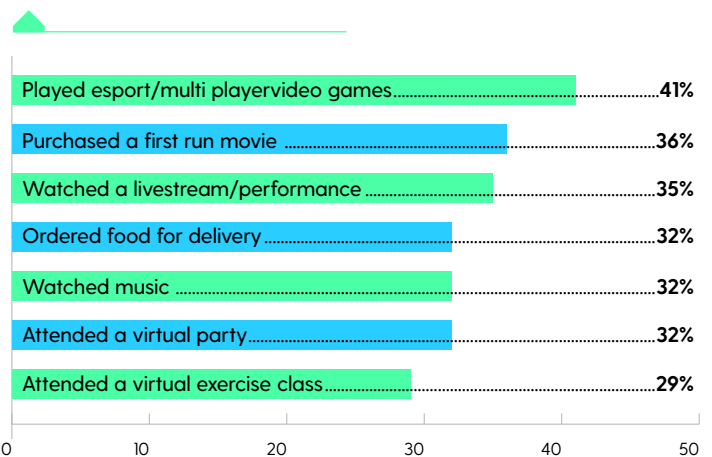
People are filling their time while in quarantine.

Things people have done while in quarantine:



And many behaviors will remain after quarantine is over.

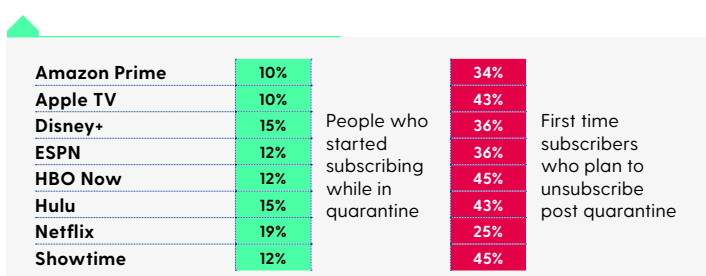
Things people will do more of even after quarantine is over:entertainment facilities, people want to wait longer to take a trip.



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.