COVID-19 Media Usage Study Update

September 2020

TVB Local Media Marketing Solutions
Purpose of This Study

- In April 2020, TVB did a study which looked at 10 states impacted most by COVID-19.
- Months have passed, and the country is in varying degrees of recovery, reopening, and virus mitigation depending on the state/region.
- TVB commissioned Dynata to conduct an update of the original study on a national basis, to see how months into the pandemic, people’s attitudes about the virus and their consumption of media are being impacted.
Methodology

WHO:
- The survey was conducted nationally with a total of 5,000 Adults 18+ respondents

HOW:
- Interviews were collected via opt-in online survey. The median completion time of the survey was about 4 minutes

WHEN: Interviews took place September 17-24, 2020
How Has The Coronavirus Impacted Your Daily Life?

- **April 2020**: 33% Dramatically, 36% Quite a bit, 69% Total
- **Sept 2020 Nationally**: 17% Dramatically, 31% Quite a bit, 48% Total
- **Sept 2020 10 States Most Affected**: 32% Dramatically, 24% Quite a bit, 56% Total


Q1A: How has the Coronavirus impacted your daily life?
How Has COVID-19 Impacted Your Daily Life?
September 2020

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ City/Urban N = 1675, Suburban N= 2445, Rural N = 880
Q1A: How has COVID-19 impacted your daily life? Top two boxes shown

<table>
<thead>
<tr>
<th></th>
<th>Dramatically</th>
<th>Quite a bit</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/Urban</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Suburban</td>
<td>15%</td>
<td>31%</td>
</tr>
<tr>
<td>Rural</td>
<td>28%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Top two boxes

City/Urban: 56%
Suburban: 46%
Rural: 41%
How Has COVID-19 Impacted Your Daily Life?
September 2020

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Dramatically</th>
<th>Quite a bit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>P18-34</td>
<td>23%</td>
<td>37%</td>
<td>60%</td>
</tr>
<tr>
<td>P18-49</td>
<td>22%</td>
<td>34%</td>
<td>56%</td>
</tr>
<tr>
<td>P25-54</td>
<td>20%</td>
<td>32%</td>
<td>52%</td>
</tr>
<tr>
<td>P35+</td>
<td>15%</td>
<td>28%</td>
<td>43%</td>
</tr>
<tr>
<td>P55+</td>
<td>11%</td>
<td>25%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Q1A: How has COVID-19 impacted your daily life? Top two boxes shown.
As a Result of COVID-19, Are You At Home More?

- **Almost exclusively at home (with exceptions of errands, exercise, food shopping, doctor’s visits, etc.)**
  - April 2020: 68%
  - Sept 2020 10 States Most Affected: 45%
  - Sept 2020 National: 40%

- **Quite a bit**
  - April 2020: 22%
  - Sept 2020 10 States Most Affected: 28%
  - Sept 2020 National: 28%

- **Somewhat**
  - April 2020: 17%
  - Sept 2020 10 States Most Affected: 25%
  - Sept 2020 National: 23%

- **Not at all**
  - April 2020: 10%
  - Sept 2020 10 States Most Affected: 4%
  - Sept 2020 National: 8%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ N = 5,000; April 2020 Study P18+ N = 10,042
(10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington); September 2020 10 states most affected N = 175 (Alabama, Arizona, Arkansas, Florida, Georgia, Iowa, Louisiana, Mississippi, South Carolina, Tennessee)

Q18: As a result of COVID-19, are you at home more?
Why Are You At Home More?

Response: Out of work because business closed due to COVID-19


Q1c: Why are you at home more?
Urban Areas Are Still Hardest Hit

I and/or someone I’m living with, tested positive for COVID-19 and need to be quarantined

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Total P18+ N = 4557; City/Urban N = 1545, Suburban N= 2243, Rural N = 769; April 2020 Study Total P18+ City/Urban N = 3396, Suburban N= 5071, Rural N = 1575; New York City/Urban N = 525, Suburban N= 373, Rural N = 106

Q1C: Why are you at home more?
Have You Returned To Your Place of Work Since the Onset of Lockdowns in March & April?

58% Yes I have returned to my place of work

42% No, I’m still working from home

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+
Q1d: Have you returned to your place of work since the onset of lockdowns in March & April (Among those that are currently employed)?
TV Has The Highest Reach Among These Platforms

- Television: 84%
- Radio: 58%
- Social media: 55%
- Any other Internet web/apps: 29%
- Magazines: 28%
- Newspapers: 27%
- Video streaming platform with advertising: 27%
- Broadcast TV web/apps: 22%
- Video streaming platform with no advertising: 22%
- Newspaper web/apps: 17%
- Cable TV web/apps: 17%
- Online news aggregator web/apps: 16%
- Government websites: 13%
- Radio station web/apps: 11%
- Magazine web/apps: 10%

% Reached Yesterday
Adults 18+

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ N = 5,000 Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone) Television (broadcast & cable)
Which Source Do You Feel Gives You The Best Information & Updates On COVID-19?

- Broadcast TV News: 50%
- Cable TV News: 25%
- Social Media: 13%
- Government Websites: 10%
- Local Newspapers: 8%
- National Newspapers: 8%
- Broadcast TV News Web/Apps: 7%
- Radio: 6%
- All Other Internet News Web/Apps: 5%
- Local/National Newspaper Web/Apps: 3%
- Radio Web/Apps: 1%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Total P18+ N = 5,000 Q2: Which source do you feel gives you the best information & updates on the COVID-19 as it pertains to preventive procedures, business & school closures, business & school openings, cancellations, and local regulations? Respondents could select up to two choices.
Local Broadcast Television News: #1 For Trust

I trust the News that I see/hear on this media source:
Percent Agree

<table>
<thead>
<tr>
<th>Media Source</th>
<th>Percent Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Broadcast TV News</td>
<td>79%</td>
</tr>
<tr>
<td>National broadcast network TV news</td>
<td>75%</td>
</tr>
<tr>
<td>Local newspapers</td>
<td>75%</td>
</tr>
<tr>
<td>Radio</td>
<td>72%</td>
</tr>
<tr>
<td>Local broadcast TV news web/apps</td>
<td>70%</td>
</tr>
<tr>
<td>National Newspapers</td>
<td>69%</td>
</tr>
<tr>
<td>Local/National newspaper web/apps</td>
<td>67%</td>
</tr>
<tr>
<td>Cable TV news</td>
<td>66%</td>
</tr>
<tr>
<td>National broadcast network TV news web/apps</td>
<td>65%</td>
</tr>
<tr>
<td>Government websites</td>
<td>65%</td>
</tr>
<tr>
<td>Radio web/apps</td>
<td>63%</td>
</tr>
<tr>
<td>Cable TV news web/apps</td>
<td>62%</td>
</tr>
<tr>
<td>All other Internet news web/apps</td>
<td>54%</td>
</tr>
<tr>
<td>Social media</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Total P18+ N = 5,000
Q3x1: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news I see/hear on this media source; Top 2 boxes shown
What Are Your Reasons For Watching Local Broadcast TV News As It Relates To COVID-19?

<table>
<thead>
<tr>
<th>Reasons</th>
<th>% P18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want information that pertains to the area I live in</td>
<td>68%</td>
</tr>
<tr>
<td>I trust the news from my local broadcast station</td>
<td>54%</td>
</tr>
<tr>
<td>I want to know the status of public/medical services, curfews, school closings, school openings, business closings, business openings, traffic conditions, public transit, local regulations</td>
<td>40%</td>
</tr>
<tr>
<td>I feel my local broadcast station is looking out for what I need to know and will keep me safe</td>
<td>34%</td>
</tr>
<tr>
<td>I like that they are constantly updating and giving me the latest information</td>
<td>30%</td>
</tr>
<tr>
<td>I like that they are reporting from different neighborhoods affected</td>
<td>29%</td>
</tr>
<tr>
<td>I like that they visually show areas affected</td>
<td>21%</td>
</tr>
<tr>
<td>I share information I get from my station with friends/family</td>
<td>19%</td>
</tr>
<tr>
<td>I want to know how I can help</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Total P18+ N = 2071  Q4x1:: What are your reasons for watching local broadcast TV news as it relates to COVID-19?
What Are Your Reasons for Using Local Broadcast TV websites/apps as it Relates to COVID-19?

<table>
<thead>
<tr>
<th>Reasons</th>
<th>% P18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want information that pertains to the area I live in</td>
<td>53%</td>
</tr>
<tr>
<td>I trust the news from my local broadcast stations' website/app</td>
<td>50%</td>
</tr>
<tr>
<td>I feel my local broadcast TV station is looking out for what I need to know and will keep me safe</td>
<td>34%</td>
</tr>
<tr>
<td>I want to know the status of public/medical services, curfews, school closings, school openings, business closings, business openings, traffic conditions, public transit, local regulations</td>
<td>33%</td>
</tr>
<tr>
<td>I like that I can get at the information I need on my timetable</td>
<td>32%</td>
</tr>
<tr>
<td>I like that they are constantly updating and giving me the latest information</td>
<td>28%</td>
</tr>
<tr>
<td>I downloaded the app from my local broadcast TV station specifically for situations like this</td>
<td>24%</td>
</tr>
<tr>
<td>I like that I can access it wherever I am</td>
<td>21%</td>
</tr>
<tr>
<td>I share information I get from my local broadcast TV station’s website/app with my friends/family</td>
<td>20%</td>
</tr>
<tr>
<td>I like getting the alerts</td>
<td>20%</td>
</tr>
<tr>
<td>I want to know how I can help</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ N = 750
Q5x1: What are your reasons for using local broadcast TV news websites/apps as it relates to COVID-19?
Television Has The Highest Reach Across Urban, Suburban, And Rural Areas

% Reached Yesterday

<table>
<thead>
<tr>
<th>City/Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>84%</td>
<td>85%</td>
</tr>
<tr>
<td>Radio</td>
<td>60%</td>
<td>58%</td>
</tr>
<tr>
<td>Social media</td>
<td>58%</td>
<td>51%</td>
</tr>
<tr>
<td>Magazine</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>33%</td>
<td>25%</td>
</tr>
<tr>
<td>Video streaming platform with ads</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Any other Internet news web/apps</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Broadcast TV web/apps</td>
<td>26%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ City/Urban N = 1675, Suburban N = 2445, Rural N = 880  Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone) Television (Broadcast & cable)
Television Has The Highest Reach Among Key Demos

<table>
<thead>
<tr>
<th>% Reached Yesterday</th>
<th>P18-34</th>
<th>P25-54</th>
<th>P35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>78%</td>
<td>83%</td>
<td>86%</td>
</tr>
<tr>
<td>Social media</td>
<td>65%</td>
<td>59%</td>
<td>51%</td>
</tr>
<tr>
<td>Radio</td>
<td>59%</td>
<td>63%</td>
<td>58%</td>
</tr>
<tr>
<td>Video streaming platform with ads</td>
<td>41%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Video streaming platform with no ads</td>
<td>35%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Any other Internet news web/apps</td>
<td>27%</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Magazines</td>
<td>27%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>25%</td>
<td>25%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18-34 N = 1521; P25-54 N= 2711, P35+ N = 3479  Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone) Television = Broadcast & cable
Which Source Do You Feel Gives You The Best Information & Updates On COVID-19?

**City/Urban**
- Broadcast TV news: 51%
- Cable TV news: 28%
- Social media: 15%
- Government websites: 11%
- Broadcast TV news web/apps: 8%
- National newspapers: 8%
- Local newspapers: 7%
- Radio: 6%

**Suburban**
- Broadcast TV news: 49%
- Cable TV news: 25%
- Social media: 11%
- Government websites: 10%
- Local newspapers: 8%
- Broadcast TV news web/apps: 6%
- Radio: 6%

**Rural**
- Broadcast TV news: 52%
- Social media: 19%
- Government websites: 14%
- Local newspapers: 10%
- Broadcast TV news web/apps: 9%
- National newspapers: 7%
- Radio: 5%
- National newspapers: 5%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ City/Urban N = 1675, Suburban N = 2445, Rural N = 880 ; Q2: Which source do you feel gives you the best information & updates on COVID-19 as it pertains to preventive procedures, business & school closures, business & school openings, cancellations, and local regulations? Respondents could select up to two choices.
Which Source Do You Feel Gives You The Best Information & Updates On COVID-19?

P18-34

- Broadcast TV news: 42%
- Social media: 23%
- Cable TV news: 20%
- Government websites: 13%
- National newspapers: 10%
- Broadcast TV news web/apps: 9%
- Radio: 7%
- All other Internet news web/apps: 6%

P25-54

- Broadcast TV news: 48%
- Cable TV news: 24%
- Social media: 14%
- Government websites: 11%
- Broadcast TV news web/apps: 8%
- National newspapers: 8%
- Radio: 7%
- Local newspapers: 7%

P35+

- Broadcast TV news: 54%
- Cable TV news: 27%
- Local newspapers: 9%
- Government websites: 9%
- Social media: 8%
- National newspapers: 7%
- Broadcast TV news web/apps: 6%
- Radio: 6%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18-34 N = 1521, P25-54 N= 2711, P35+ N = 3479   Q8 Which source do you feel gives you the best information and updates on COVID-19 as it pertains to preventive procedures, closures, cancellations, and local regulations? Respondents could select up to two choices.
Local Broadcast TV News: #1 For Trust in In Urban, Suburban, and Rural Areas

I trust the News that I see/hear on this media source:

<table>
<thead>
<tr>
<th>City/Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local broadcast TV station news</td>
<td>Local broadcast TV station news</td>
<td>Local broadcast TV station news</td>
</tr>
<tr>
<td>National broadcast TV network news</td>
<td>Local newspapers</td>
<td>Local newspapers</td>
</tr>
<tr>
<td>Local newspapers</td>
<td>National broadcast TV network news</td>
<td>Radio</td>
</tr>
<tr>
<td>National newspapers</td>
<td>Radio</td>
<td>National broadcast TV network news</td>
</tr>
<tr>
<td>Local broadcast TV station news</td>
<td>Local broadcast TV station news</td>
<td>Local broadcast TV station news</td>
</tr>
<tr>
<td>Radio</td>
<td>National newspapers</td>
<td>Government websites</td>
</tr>
<tr>
<td>Cable TV news</td>
<td>Cable TV news</td>
<td>Cable TV news</td>
</tr>
<tr>
<td>Social media</td>
<td>Social media</td>
<td>Social media</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ City/Urban N = 1675, Suburban N= 2445, Rural N = 880  Q3x1: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news I see/hear on this media source; Top 2 boxes shown
# Local Broadcast TV News: Highly Trusted Among Key Demos

## I trust the News that I see/hear on this media source:

<table>
<thead>
<tr>
<th>Media Source</th>
<th>P18-34</th>
<th>P25-54</th>
<th>P35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>National broadcast network TV news</td>
<td>78%</td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>Local broadcast TV station news</td>
<td>75%</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Local newspapers</td>
<td>71%</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>National newspapers</td>
<td>70%</td>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>Government websites</td>
<td>69%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local broadcast TV station web/apps</td>
<td>68%</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Cable TV news</td>
<td>64%</td>
<td>67%</td>
<td>66%</td>
</tr>
<tr>
<td>Social media</td>
<td>55%</td>
<td>45%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18-34 N = 1521, P25-54 N = 2711, P35+ N = 3479  
Q9: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news I see/hear on this media source; Top 2 boxes shown.
African Americans And Hispanics
Television Has The Highest Reach Among African Americans

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 African American P18+ N = 640
Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone) Television = broadcast & cable
Which Source Do You Feel Gives You The Best Information & Updates On COVID-19?

- Broadcast TV News: 58%
- Cable TV News: 32%
- Social media: 15%
- Government websites: 7%
- Local newspapers: 7%
- National newspapers: 6%
- Broadcast TV news web/apps: 5%
- Radio stations: 5%
- All other Internet news web/apps: 5%
- Cable TV news web/apps: 3%
- Radio web/apps: 2%
- Local/National newspaper web/apps: 2%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 African American P18+ N = 640 Q2: Which source do you feel gives you the best information & updates on COVID-19 as it pertains to preventive procedures, business & school closures, business & school openings, cancellations, and local regulations? Respondents could select up to two choices.
Broadcast TV Has The Highest Reach Among Hispanics

% Reached Yesterday
Hispanic Adults 18+

- Television: 83%
- Radio: 62%
- Social media: 60%
- Video streaming platform with ads: 34%
- Magazines: 31%
- Video streaming platform with no ads: 29%
- Any other Internet news web/apps: 27%
- Broadcast TV web/apps: 26%
- Newspapers: 25%
- Online news aggregator web/apps: 17%
- Newspaper web/apps: 16%
- Cable TV web/apps: 16%
- Radio web/apps: 15%
- Government website: 15%
- Magazine web/apps: 14%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Hispanic P18+ N = 767
Q: Did you see/hear this source in the last 24 hours? (digital media comprised of computer/tablet/smartphone) Television = Broadcast & Cable
Which Source Do You Feel Gives You The Best Information & Updates On COVID-19?

- Broadcast TV News: 49%
- Cable TV News: 23%
- Social media: 18%
- Government websites: 11%
- National newspapers: 9%
- Radio: 8%
- Broadcast TV news web/apps: 7%
- All other Internet news web/apps: 7%
- Local newspapers: 6%
- Local/National newspaper web/apps: 4%
- Cable TV web/apps: 3%
- Radio web/apps: 1%

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Hispanic P18+ N = 767
Q2: Which source do you feel gives you the best information & updates on COVID-19 as it pertains to preventive procedures, business & school closures, business & school openings, cancellations, and local regulations? Respondents could select up to two choices.
Moms
How Has COVID-19 Impacted Your Daily Life?

<table>
<thead>
<tr>
<th></th>
<th>Dramatically</th>
<th>Quite a bit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moms</td>
<td>22%</td>
<td>37%</td>
<td>59%</td>
</tr>
<tr>
<td>Total P18+</td>
<td>17%</td>
<td>31%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 P18+ City Urban N = 1675, Suburban N = 2445, Rural N = 880
Q1A: How has COVID-19 impacted your daily life? Top two boxes shown
How Did/Will Your Child Be Taught At The Beginning of The School Year?

- Exclusively online: 40%
- Exclusively in person at school: 19%
- Hybrid of some online and some in person: 18%
- Homeschooled due to COVID-19: 16%
- Homeschooled - preferred method regardless of COVID-19: 7%

Source: TVB/Dynata COVID-19 Media Usage Study Update September 2020 Moms 18+ N = 712 Q17a: How did/will your child be taught at the beginning of the school year?
How Did/Will Your Child Be Taught At The Beginning of The School Year?

- Exclusively online: 40% (Total Moms), 40% (Working Moms)
- Exclusively in person at school: 19% (Total Moms), 21% (Working Moms)
- Hybrid of some online and some in person: 18% (Total Moms), 20% (Working Moms)
- Homeschooled due to COVID-19: 16% (Total Moms), 15% (Working Moms)
- Homeschooled - preferred method regardless of COVID-19: 7% (Total Moms), 4% (Working Moms)

Source: TVB/Dynata COVID-19 Media Usage Study Update Update September 2020 Moms 18+ N = 712; Working Moms 18+ N = 425  Q17a: How did/will your child be taught at the beginning of the school year?
Registered Voters
### In the Upcoming General Election, How Do You Plan To Vote?

<table>
<thead>
<tr>
<th>Voting method</th>
<th>% Registered voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person on November 3, 2020</td>
<td>41%</td>
</tr>
<tr>
<td>By mail</td>
<td>34%</td>
</tr>
<tr>
<td>In person and early before November 3, 2020</td>
<td>16%</td>
</tr>
<tr>
<td>Drop off a ballot to a box or location</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476
Q8: In the upcoming general election, how do you plan to vote?
In the Upcoming General Election, How Do You Plan To Vote?

Registered voters by political affiliation

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>In person on November 3, 2020</th>
<th>In person and early, before November 3, 2020</th>
<th>By mail</th>
<th>Drop off a ballot to a box or location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>34%</td>
<td>16%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Republican</td>
<td>41%</td>
<td>18%</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Independent</td>
<td>38%</td>
<td>24%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: TVB/Dynata Coronavirus Media Usage Study Update September 2020 Registered voters N = 4476
Q8: In the upcoming general election, how do you plan to vote?
September 2020 COVID-19 Survey Update

Key Findings

- Nearly half of all respondents (48%) noted that the virus has had quite a bit/dramatic impact on their lives, with 40% respondents staying home (except for errands, exercise etc.)
  - The virus is also more heavily impacting city/urban areas compared to suburban and rural areas.
  - P18-54 are feeling more impacted by the virus than P55+

- Among adults 18+, Television has the highest reach (84%) among the different platforms measured including radio, social media, video streaming platforms with ads, and government websites
  - This is also true for P18-34, P25-54, and P35+ as well as in city/urban, suburban, and rural areas, African American and Hispanic

- Local broadcast TV news is #1 for trust among total P18+, P25-54, P35+, city/urban, suburban, and rural adults as well.

- Respondents felt that broadcast TV news gave them the best information & updates pertaining to the COVID-19.
Thank You!