



## ALZA COVID-19 Update March 27, 2020

As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on the most significant updates as it relates to COVID-19 and how this crisis is impacting public affairs. We are here for you and send you well wishes and safety during these trying times.

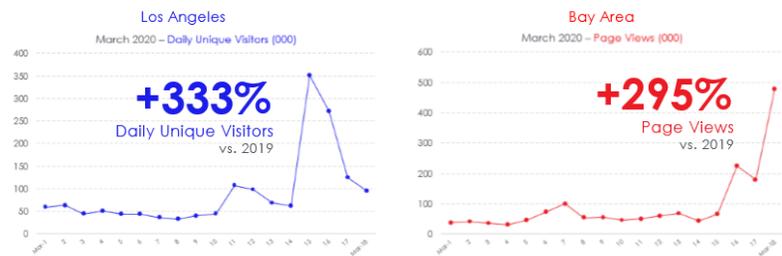
### COVID-19 is Changing How and When We Consume Media

As a result of quarantining and social distancing practices prompted by COVID-19, **media consumption has skyrocketed** over the last few weeks. According to a [recent Nielsen report](#), staying at home has the potential to increase viewership by up to 60%. Prior to the coronavirus pandemic, adults in the United States spent nearly 12 hours per day consuming or using media on various platforms. As the majority of Americans also increase their engagement with streaming services, experts predict historic levels of media consumption to continue to rise.

**Univision**, the largest Spanish-speaking network in the United States, reports unprecedented levels of media viewership and engagement on their platforms over the last month, particularly as it relates to their coverage of the COVID-19 pandemic. In California alone, views have surged by 200-300%, and by far more in other locales.

### INFORMING CALIFORNIA

NorCal to SoCal, the community knows where to turn for information



Daily Unique Visitors, Page Views, Video Views, Livestreams and App Downloads skyrocket due to Univision's local digital COVID-19 coverage.

Source: Google Analytics, Univision Digital, Local Sites, Mar 19-18, 2020. Livestreams do not include UNOW. Video Views, Livestreams and App Downloads not pictured.



### U.S. Coronavirus Cases & Federal Response

The United States now has the highest COVID-19 cases of any other country in the world.

The U.S. House of Representatives officially passed the \$2 trillion coronavirus economic stimulus and is awaiting President Trump's approval before enacting direct payments, benefits, state funding, and bailout packages.

### COVID-19 & CA Closures

Beginning today, the Department of Motor Vehicles has closed all field offices to mitigate the spread of COVID-19 in California. The United States Forest Service has also closed all recreation sites and national forests throughout the state.

### Sacramento Hospital's Battle Against the Coronavirus

California COVID-19 cases are expected to skyrocket in the near future, prompting Sacramento hospitals to take new preparation measures. Governor Gavin Newsom is calling for an increase of 50,000 hospital beds and institute overflow measures to keep up with growing numbers.

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