



Media Relations Update

April 14, 2020

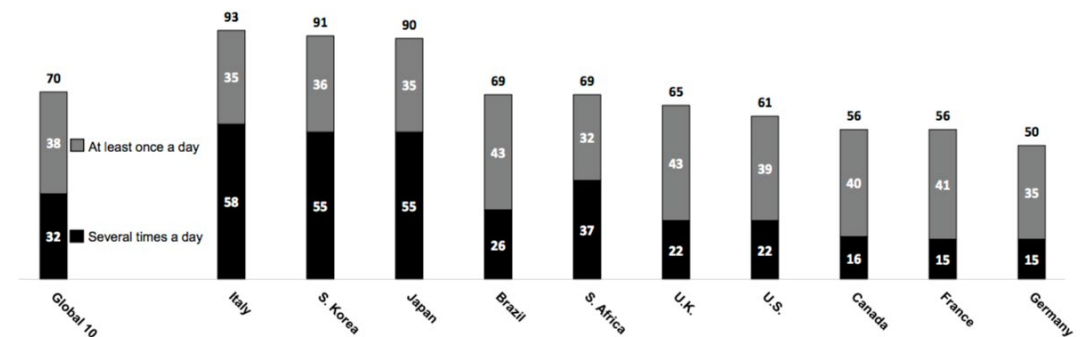
As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on the most significant updates as it relates to COVID-19 and how this crisis is impacting public affairs. We are here for you and send you well wishes and safety during these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

Title

Given the current global pandemic, coronavirus-related media coverage is prevalent on every news platform. In the United States, 61% of people keep up with COVID-19 news at least once per day while 22% report a news check-in several times per day, says a recent [Edelman special report: Trust and the Coronavirus](#). (Shown in the graphic to the right)

7 IN 10 FOLLOWING CORONAVIRUS NEWS DAILY

Percent who say they follow coronavirus news at least once a day or several times a day



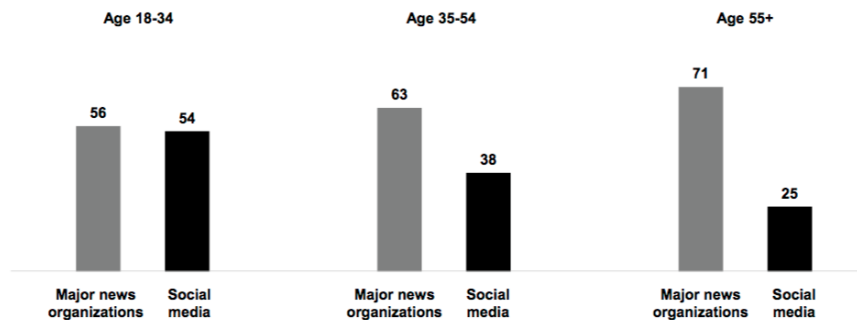
2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q5. How often are you looking for and accessing information about the virus and how it is spreading? Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. Data collected between March 6 and March 10, 2020.



The report also reveals that 63% of people get their news from major news organizations. Young people, however, regularly engage in social media news viewership at much higher rates than adults aged 35 and up. (Shown in the graphic to the right)

YOUNG ADULTS MOST LIKELY TO TURN TO SOCIAL MEDIA FOR CORONAVIRUS INFORMATION

Percent who are getting most of their information about the virus from each source, by age



2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q4. Where are you getting most of your information from about this virus? Pick all that apply. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg, by age. Data collected between March 6 and March 10, 2020.



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