




# WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK?

Teads

The ranking of the most read contents reveals growth across a wide variety of interests

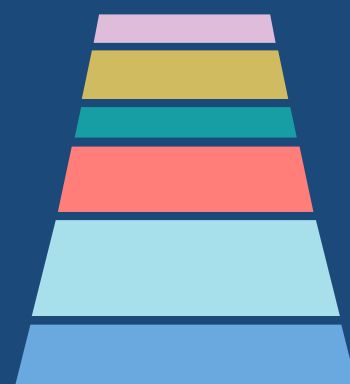
## UNITED STATES OF AMERICA

<b>1</b>	Health, Disease, Wellness, Hospitals 	<b>156M</b> +68%	<b>15</b>	Drinks	<b>20M</b> +3%	<b>23</b>	Home / Pets	<b>11M</b> +7%
<b>2</b>	Food recipe, ingredients	<b>123M</b> +23%	<b>16</b>	Business / Enterprise, Companies 	<b>19M</b> +34%	<b>24</b>	Auto Carmakers, Autoshow	<b>11M</b> +2%
<b>3</b>	Entertainment / Movies	<b>59M</b> +4%	<b>17</b>	Food / Diet	<b>17M</b> +9%	<b>25</b>	Home / Gardening	<b>11M</b> +16%
<b>4</b>	Food Utensils, Cookware	<b>57M</b> +28%	<b>18</b>	Society / Religion	<b>15M</b> +27%	<b>26</b>	Health / Digestive	<b>10M</b> +10%
<b>5</b>	Entertainment / TV	<b>56M</b> 7%	<b>19</b>	Education / University	<b>14M</b> +2%	<b>27</b>	Economy / Debt, Inflation	<b>9M</b> +39%
<b>6</b>	Health / Nutrition	<b>48M</b> 11%	<b>20</b>	Exercise	<b>13M</b> +10%	<b>28</b>	Economy / Markets	<b>8M</b> +9%
<b>7</b>	Health / Diet	<b>39M</b> +13%	<b>21</b>	Comedy	<b>12M</b> +12%	<b>29</b>	Video Games 	<b>8M</b> +60%
<b>8</b>	Shopping Online, Discount, Coupons	<b>39M</b> +24%	<b>22</b>	Books	<b>12M</b> +8%	<b>30</b>	Event / Easter	<b>8M</b> +62%
<b>9</b>	Social Media / Social Apps	<b>38M</b> +18%						
<b>10</b>	Health / Specialties	<b>29M</b> +6%						
<b>11</b>	Tech / Computing	<b>25M</b> +24%						
<b>12</b>	Home / Property	<b>23M</b> +4%						
<b>13</b>	Science Labs / Pharmaceuticals	<b>21M</b> +21%						
<b>14</b>	Business / Careers	<b>21M</b> +52%						

## HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?

Each ranked category was assigned to a specific need in Maslow's pyramid. Average growth rate per type of needs in March is represented below.

SELF ACTUALIZATION +9%  
 COGNITIVE +14%  
 ESTEEM +8%  
 SOCIAL +22%  
 SAFETY +40%  
 PHYSIOLOGICAL +19%



Source: Teads Media Barometer / Ranking by volume of page views for the week starting March 2 and % change between last week of March vs first week