

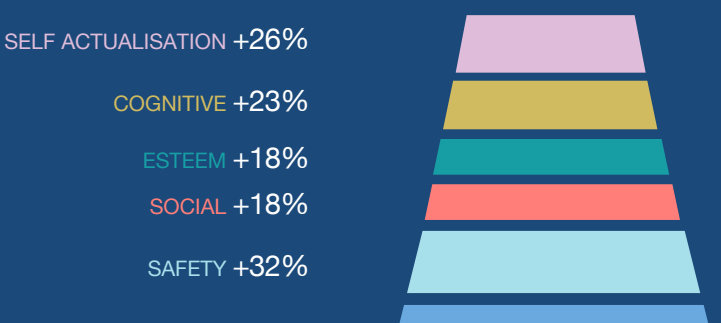


# WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK IN SINGAPORE?

Teads

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

## SINGAPORE

1	Health, Disease, Wellness, Hospital	6M +69%	15	Politics, American	643K +41%	23	Auto, Road, Transport	275K +668%
2	Policymakers, Institutions	2.6M +19%	16	Economy debt, Inflation	643K +72%			
3	Food recipe, Ingredients	2.2M +42%				24	Health, Exercise	274K +24%
4	Shopping online, Discount	1.9M +43%	17	Pharmaceuticals	510K +27%	25	Travel, Air	271K +25%
5	Family, Children	1.8M +9%	18	Economy, Markets	507K +14%	26	Sports, Motor	279K +313%
6	Social media app	1.1M +24%	19	Society protest, migrants	480K +22%	27	Auto, Motorbikes	260K +18%
7	Phones	1.1M +39%	20	Food, Drink	388K +11%	28	Finance, Banking	250K +35%
8	TV	1.1M +23%	21	Education, University	364K +34%	29	Food, Diet	240K +50%
9	Tech Computing	1.1M +27%	22	Food Establishment	360K +38%	30	Videogames	225K +35%
10	Business Enterprise, Companies	1.1M +81%	<h3>HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?</h3> <p>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.</p> 					
11	Music	940K +8%						
12	Home, Property	882K +39%						
13	Food utensils, Cookware	806K +53%						
14	Careers	773K +138%						

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