

# UNMASKING THE INFLUENCE:

**MEDIA CONSUMPTION PATTERNS  
LINKED TO PUBLIC RESPONSES  
TO COVID-19 SURGE**

17%

of those who plan to make no changes due to the increase in COVID-19 cases visit nytimes.com.



14%

of those who plan to make no changes due to the increase in COVID-19 cases visit cnn.com.



7%

of those who plan to make no changes due to the increase in COVID-19 cases visit foxnews.com.



As 2023 concluded, the United States was confronted with a resurgence of COVID-19 cases, unveiling a profound contrast in citizens' responses. While some embraced mask-wearing in public spaces, others clung to their routines, resisting changes. Behavioral data revealed that those who make no changes consume more online media.

**NEED RESEARCH?**

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed September 2023.

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