

GWI

Coronavirus Research | March 2020

Release 3: Multi-market research

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Introduction

As the coronavirus outbreak continues, more and more communities, industries, and businesses are feeling its effects. Staying informed at this time is crucial.

At GlobalWebIndex, we want to help keep you clued into what's happening across the consumer landscape: how people are reacting, how behaviors are shifting, where they're turning, and what this means for businesses of every kind.

That's why we're releasing this third dataset, collected between March 16-20 across 13 countries: Australia, Brazil, China, France, Germany, Italy, Japan, Philippines, South Africa, Singapore, Spain, UK, U.S.A.

Sample Sizes and Weighting

All stats in this report are from a GlobalWebIndex March 2020 custom recontact survey among 1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (South Africa), 1,005 (Spain), 1,040 (UK) and 1,088 (USA) internet users aged 16-64.

In the interest of speed, we looked to collect 1,000 responses per country (500 in South Africa). This allowed us to be in-field for the shortest possible time, and therefore bring the results to you as quickly as possible.

We have weighted the responses in each country according to our usual age, gender and education framework. In some countries, we collected relatively few responses in the 16-24 or 55-64 groups; where necessary, we have therefore combined weightings with adjacent age groups. Again, this is in the interests of speed so that we can bring you results as soon as possible, rather than wait for all quotas to fill up.

Accessing the Data Behind this Report

GWI wants anyone who needs this data to have access to it. Therefore, anybody - regardless of whether they are a client or not - can access the results from this survey in our platform.

Clients can access it via their usual account, and will find it under the "Custom" section; because all respondents have previously completed our Core survey, you can cross-analyze the results of the two surveys.

Non-users can sign up for a free account and will be able to analyze the results of this study.

NOTE: Some totals in this report might exceed 100% due to rounding.

Audience Definitions

Generations:

- Gen Z - 16-23 years-old
- Millennials - 24-37 years-old
- Gen X - 38-56 years-old
- Baby boomers - 57-64 years-old

Income (based on annual household income):

- Lower income - lowest quartile of household incomes
- Higher income - top quartile of household incomes

Future Releases

GWI will continue releasing new data each week. Future topics include Consumer Buying, Sports, New & Media, Economic Confidence, and Remote Working.

Key Insights

95% of consumers say they're spending more time on in-home media consumption / activities

- Unsurprisingly, the biggest spike is for watching more news coverage; 2 in 3 are spending more time doing this (half of whom say they are spending *significantly* more time on it).
- Age can be a huge influencer over behaviors here; Gen Z are seven times as likely as boomers to report increased usage of music streaming services, and over ten times as likely to be creating / uploading videos. Conversely, boomers are the most likely to be watching more TV on broadcast channels.
- Income exerts an impact too, with higher income groups more likely to report increased media consumption, especially for watching news coverage and using streaming services.
- Across the 13 markets surveyed, over 50% are watching more streaming services, 45% are spending more time on messaging services, almost 45% are devoting more time to social media, and over 10% say they are creating / uploading videos.
- China, the Philippines, Spain and Italy lead for increased usage of streaming services (over 50% in each country).
- Spain, Brazil and Italy are ahead for increased gaming (40%+).

Smartphone usage is up significantly

- 70% globally say they are spending more time on their smartphone, climbing above 80% for Gen Z.
- Increased usage of PCs / desktops is led by boomers. For many other devices, increased usage is highest among Gen Z and then falls in line with age; this pattern is particularly pronounced for laptops, smartphones and smartwatches. Millennials show the highest increased usage of games consoles, smart speakers and tablets.
- By gender, women are ahead for increased usage of smartphones and tablets, but men lead for games consoles, laptops, PCs, smart speakers and smart TV / media streaming devices.
- Location can make a big difference here: over three quarters of urban respondents are spending more time on their smartphones, compared to just under half of rural consumers.
- Country-by-country behaviors can also be very different; around three quarters or more in the Philippines, China, Brazil and South Africa report increased usage of their smartphone, compared to around a third in the UK, Australia and Germany.
- iPhone owners (71%) have a 10-point lead over Samsung owners (61%) for increased smartphone usage.

There's widespread belief that the 2020 Olympics should not go ahead

- Only 5% now think they should go ahead regardless, peaking at 7% in Japan and the U.S. This remains consistent by age, although Gen Z (6%) and millennials (6%) are ahead of boomers (3%).
- Some 46% think they should go ahead only if the outbreak is completely or mostly over, 36% think they should be postponed, and 12% think they should be canceled. By generation, boomers are the most likely to want cancellation (20%).
- Even in host country Japan, just over 50% believe they should be postponed or canceled.
- Strikingly, among Sports Fans (those who list watching sport as an interest) and Sports Participators (those who take part in sport), the figures remain very low: just 5% of Fans and 7% of Participators think they should go ahead regardless. Over 10% of Participators think they should be canceled.

Large purchases could be delayed for a long time

- Almost 40% say they will buy major purchases they have delayed only when the outbreak begins to decrease or is over in their country. But close to 20% say they will wait until the outbreak decreases or is over *globally*.
- The top income group have a notable lead for being open to making their purchases once the national situation begins to improve.
- Flights (26%) and vacations (41%) are the most likely to have been delayed, but around 15% report delaying purchases of luxury items, technology devices and home appliances / devices. The delay for luxury items climbs to one of its highest figures in China (20%), underlining the challenges for brands in this sector who rely on Chinese customers.
- Age is a strong influencer here; Gen Z are most likely to be delaying purchases in several categories, no doubt in part to their lower average income levels. Over 20% in this generation say they are delaying buying technology devices.

Concern about the local vs global situation varies - in part based on where a country is in its journey

- In China, around 25% are very / extremely concerned about the situation in their own country, but this rises dramatically to over 50% when Chinese consumers are asked about the global situation.
- In countries like France, Spain, UK, and the U.S., the figures are much more equal - in each case, between 50-60% are very / extremely concerned about the situations both globally and in their own country.
- Business Travelers and Travel Enthusiasts (those who express an interest in Travel) are some of the most likely to have strong concerns about the global situation - almost two thirds in each audience of very are extremely concerned.

Almost three quarters of consumers are interested in live streams of postponed events

- The prospect of live-streamed sports events and music concerts are equally popular - over 4 in 10 are interested in watching them. By country, figures for both peak at over 50% in China.
- Around 20% are interested in live-streamed theater shows, with millennials and the higher income group reporting the highest figures.
- Age is a strong influencer here across the board; almost 50% of boomers aren't interested in any live streaming, compared to around 20% of Gen Zs and millennials.
- Interest in live-streamed music concert drops in line with age, whereas millennials lead the charge for sports live-streams at almost 50%.
- Unsurprisingly, fans of each entertainment type report the highest interest levels: 50% of music lovers are keen to see live-streams of concerts, while almost two thirds of Sports fans are interested in watching live-streamed sport.

There's a disconnect between how people think this will impact their personal finances, vs what will happen to the national or global economy

- Across the 13 markets, 30% think it will have a big or dramatic impact on their personal finances. But 75% think the same about their country's economy, and 85% think it will have a big or dramatic impact on the global economy.
- The biggest discrepancies are found in France, Germany, Italy, Japan, the UK and the U.S., where there's at least a 50-point difference between the smaller numbers expecting it to have a big or dramatic impact on their personal finances vs the higher numbers expecting it to hit their country's economy.

- By generation, boomers see a 56-point gap here: 30% expect it to have a big / dramatic impact on their personal finances, whereas 86% think it will have a big / dramatic impact on their country's economy. The higher income group (43-point gap) are ahead of the lower income group (35-point gap).

Chinese respondents expect the shortest length of outbreak

- Perhaps buoyed by the absence of locally transmitted cases in recent days, Chinese respondents are the most optimistic about how long the outbreak will last nationally. Over 85% expect it to be over in China within 3 months, compared to just 33% in Australia, 20% in Singapore, 35% in the UK and around 50% in the U.S. who think the same about their own respective countries.
- National attitudes are complex here, and can be influenced by multiple factors. That's why we find countries at similar points expressing very different perceived lengths of outbreak: in France, over three quarters expect it to be resolved in their country within three months, but only 40% in Germany think the same.
- Chinese optimism decreases notably when we ask people how long they expect the outbreak to last globally; only a quarter in China expect it to be resolved within 3 months.

Fact-checked and filtered news is expected from social media

- Globally, around two thirds expect social media companies to be providing fact-checked content and to be filtering "fake news". Almost 3 in 10 would like them to provide live-streams of events – something which peaks among Gen Zs and millennials.
- Users of different services hold broadly similar views about what social media should be doing. However, if we look at Facebook, Twitter, Instagram, WeChat, YouTube and Snapchat, then it's Snapchatters who are most likely to want live streams and to have connections with neighbors / local communities. Meanwhile, WeChatters are most vocal about wanting fact-checked content and the filtering of fake news.

Views on advertising are polarized

- When asked if brands should carry on advertising as normal, just over a third agree, just over a quarter disagree and just over a third aren't sure.
- This polarization remains present by age, gender and income. Although Gen Zs (38% agree), males (39%) and the higher income group (39%) are the most likely to agree that advertising should continue as normal, the more striking trend here is the consistency of views by demographics.
- There's much greater divergence at a national level. Approval is led by Australia, Brazil, Italy and the Philippines at over 50%. Disapproval peaks in Germany at 60%, followed by France at 40%.
- Globally, people are most in favor of brands responding to the outbreak by providing flexible payment terms (83%), offering free services (81%), closing non-essential stores (79%) and helping to produce essential supplies (67%). All of these score significantly more than the 37% who think they should carry on advertising as normal.

Levels of Concern (Own Country)

% who say they're concerned about the coronavirus / COVID-19 situation in their country

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|----------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Not at all concerned | 7 | 7 | 2 | 10 | 3 | 5 | 2 | 4 | 1 | 2 | 1 | 2 | 4 | 4 |
| A little concerned | 26 | 21 | 8 | 35 | 18 | 32 | 11 | 22 | 3 | 13 | 12 | 14 | 19 | 22 |
| Quite concerned | 25 | 27 | 20 | 28 | 29 | 28 | 28 | 30 | 6 | 31 | 15 | 28 | 23 | 21 |
| Very concerned | 24 | 23 | 34 | 19 | 27 | 23 | 34 | 24 | 29 | 32 | 26 | 34 | 28 | 27 |
| Extremely concerned | 19 | 23 | 37 | 8 | 23 | 13 | 25 | 20 | 62 | 22 | 46 | 22 | 26 | 27 |

% who say they're concerned about the coronavirus / COVID-19 situation in their country*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|----------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Not at all concerned | 6 | 6 | 8 | 7 | 6 | 8 | 4 | 8 |
| A little concerned | 24 | 26 | 27 | 23 | 25 | 28 | 26 | 26 |
| Quite concerned | 23 | 27 | 24 | 22 | 25 | 25 | 24 | 25 |
| Very concerned | 26 | 23 | 23 | 27 | 25 | 22 | 27 | 22 |
| Extremely concerned | 21 | 18 | 18 | 22 | 19 | 18 | 20 | 19 |

Question: How concerned are you about the coronavirus / COVID-19 situation in your country?

Levels of Concern (Global)

% who say they're concerned about the coronavirus / COVID-19 situation globally

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|----------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Not at all concerned | 3 | 5 | 2 | 3 | 4 | 5 | 1 | 3 | 1 | 2 | 1 | 2 | 4 | 5 |
| A little concerned | 14 | 13 | 6 | 15 | 15 | 25 | 8 | 14 | 2 | 5 | 7 | 13 | 16 | 16 |
| Quite concerned | 23 | 26 | 12 | 26 | 30 | 30 | 28 | 21 | 6 | 26 | 15 | 31 | 22 | 23 |
| Very concerned | 33 | 26 | 35 | 35 | 28 | 24 | 36 | 34 | 28 | 36 | 24 | 31 | 29 | 28 |
| Extremely concerned | 27 | 29 | 44 | 22 | 23 | 17 | 26 | 28 | 63 | 32 | 53 | 24 | 29 | 29 |

% who say they're concerned about the coronavirus / COVID-19 situation globally*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|----------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Not at all concerned | 4 | 3 | 3 | 4 | 2 | 4 | 2 | 4 |
| A little concerned | 18 | 13 | 13 | 15 | 13 | 14 | 13 | 17 |
| Quite concerned | 22 | 24 | 24 | 20 | 24 | 23 | 21 | 26 |
| Very concerned | 27 | 35 | 33 | 32 | 32 | 33 | 34 | 31 |
| Extremely concerned | 29 | 26 | 28 | 28 | 28 | 26 | 30 | 21 |

Question: How concerned are you about the coronavirus / COVID-19 situation globally?

Expected Length of Outbreak (Own Country)

% who say they think the following is how long the coronavirus / COVID-19 outbreak will last in their country

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| A few more days | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 2 | 2 |
| 1-2 weeks | 6 | 3 | 5 | 9 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 7 |
| 3-4 weeks | 21 | 7 | 14 | 29 | 23 | 11 | 14 | 7 | 18 | 2 | 11 | 18 | 8 | 13 |
| 2-3 months | 41 | 23 | 35 | 48 | 50 | 27 | 43 | 30 | 40 | 15 | 25 | 49 | 24 | 31 |
| 4-5 months | 11 | 14 | 18 | 6 | 12 | 14 | 16 | 18 | 14 | 10 | 13 | 16 | 13 | 19 |
| 6 months | 10 | 27 | 13 | 6 | 7 | 14 | 11 | 18 | 13 | 24 | 18 | 8 | 18 | 13 |
| Up to a year | 6 | 17 | 8 | 1 | 3 | 17 | 10 | 13 | 9 | 32 | 19 | 4 | 22 | 9 |
| Longer than a year | 4 | 10 | 5 | 1 | 2 | 14 | 4 | 12 | 2 | 13 | 12 | 3 | 12 | 7 |

% who say they think the following is how long the coronavirus / COVID-19 outbreak will last in their country*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| A few more days | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| 1-2 weeks | 10 | 7 | 5 | 4 | 5 | 8 | 6 | 6 |
| 3-4 weeks | 22 | 20 | 22 | 17 | 20 | 22 | 17 | 23 |
| 2-3 months | 45 | 43 | 38 | 32 | 42 | 40 | 42 | 39 |
| 4-5 months | 8 | 11 | 12 | 15 | 12 | 10 | 14 | 9 |
| 6 months | 9 | 8 | 11 | 14 | 10 | 9 | 11 | 9 |
| Up to a year | 4 | 6 | 6 | 10 | 6 | 6 | 6 | 8 |
| Longer than a year | 2 | 4 | 5 | 7 | 4 | 5 | 4 | 5 |

Question: How long do you think the coronavirus / COVID-19 outbreak will last in your country?

Expected Length of Outbreak (Global)

% who say they think the following is how long the coronavirus / COVID-19 outbreak will last globally

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| A few more days | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 |
| 1-2 weeks | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 4 |
| 3-4 weeks | 3 | 3 | 5 | 3 | 7 | 3 | 2 | 1 | 6 | 1 | 4 | 4 | 3 | 5 |
| 2-3 months | 19 | 8 | 18 | 23 | 22 | 10 | 10 | 12 | 19 | 5 | 13 | 16 | 8 | 16 |
| 4-5 months | 18 | 12 | 21 | 21 | 18 | 12 | 16 | 16 | 15 | 6 | 13 | 21 | 11 | 14 |
| 6 months | 26 | 19 | 19 | 34 | 24 | 14 | 22 | 20 | 21 | 14 | 16 | 19 | 16 | 17 |
| Up to a year | 19 | 29 | 22 | 14 | 20 | 27 | 31 | 25 | 23 | 39 | 27 | 23 | 31 | 25 |
| Longer than a year | 12 | 25 | 10 | 5 | 7 | 31 | 18 | 25 | 13 | 33 | 25 | 17 | 28 | 18 |

% who say they think the following is how long the coronavirus / COVID-19 outbreak will last globally*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| A few more days | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 |
| 1-2 weeks | 2 | 2 | 1 | 0 | 1 | 2 | 1 | 3 |
| 3-4 weeks | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 5 |
| 2-3 months | 23 | 19 | 18 | 14 | 20 | 18 | 19 | 17 |
| 4-5 months | 21 | 17 | 19 | 18 | 20 | 17 | 18 | 18 |
| 6 months | 28 | 28 | 25 | 20 | 26 | 27 | 30 | 25 |
| Up to a year | 14 | 19 | 22 | 23 | 19 | 19 | 19 | 17 |
| Longer than a year | 8 | 11 | 13 | 20 | 11 | 13 | 10 | 14 |

Question: How long do you think the coronavirus / COVID-19 outbreak will last globally?

Levels of Optimism (Own Country)

% who say they feel optimistic / not optimistic that their country will overcome the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 - Not optimistic at all | 4 | 6 | 12 | 1 | 5 | 6 | 3 | 19 | 2 | 5 | 8 | 5 | 7 | 5 |
| 2 | 7 | 9 | 21 | 1 | 10 | 13 | 7 | 29 | 5 | 5 | 12 | 12 | 10 | 7 |
| 3 | 19 | 30 | 30 | 5 | 42 | 43 | 36 | 35 | 18 | 26 | 31 | 34 | 33 | 32 |
| 4 | 25 | 33 | 24 | 22 | 32 | 30 | 35 | 14 | 26 | 42 | 24 | 31 | 28 | 29 |
| 5 - Very optimistic | 46 | 22 | 13 | 70 | 12 | 9 | 19 | 3 | 49 | 24 | 25 | 18 | 21 | 27 |

% who say they feel optimistic / not optimistic that their country* will overcome the coronavirus / COVID-19 outbreak

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| 1 - Not optimistic at all | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 2 | 7 | 7 | 6 | 9 | 7 | 7 | 8 | 8 |
| 3 | 14 | 18 | 20 | 29 | 20 | 17 | 16 | 21 |
| 4 | 21 | 25 | 25 | 26 | 22 | 27 | 26 | 25 |
| 5 - Very optimistic | 53 | 46 | 44 | 32 | 47 | 44 | 46 | 42 |

Question: How optimistic are you that your country will overcome the coronavirus / COVID-19 outbreak?

Levels of Optimism (Global)

% who say they feel optimistic / not optimistic that the world will overcome the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 - Not optimistic at all | 6 | 6 | 5 | 6 | 6 | 9 | 4 | 27 | 1 | 7 | 2 | 6 | 7 | 4 |
| 2 | 15 | 12 | 14 | 17 | 14 | 20 | 10 | 31 | 1 | 16 | 7 | 17 | 11 | 10 |
| 3 | 38 | 35 | 36 | 40 | 48 | 49 | 39 | 31 | 14 | 44 | 27 | 37 | 37 | 35 |
| 4 | 26 | 29 | 31 | 26 | 23 | 18 | 31 | 8 | 27 | 24 | 27 | 27 | 28 | 30 |
| 5 - Very optimistic | 15 | 18 | 15 | 11 | 9 | 5 | 15 | 3 | 57 | 9 | 37 | 14 | 17 | 21 |

% who say they feel optimistic / not optimistic that the world* will overcome the coronavirus / COVID-19 outbreak

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| 1 - Not optimistic at all | 5 | 6 | 7 | 10 | 6 | 7 | 5 | 7 |
| 2 | 14 | 15 | 17 | 16 | 15 | 16 | 13 | 16 |
| 3 | 35 | 40 | 37 | 36 | 39 | 36 | 39 | 35 |
| 4 | 29 | 26 | 25 | 23 | 26 | 26 | 28 | 24 |
| 5 - Very optimistic | 17 | 14 | 14 | 16 | 15 | 15 | 15 | 18 |

Question: How optimistic are you that the world will overcome the coronavirus / COVID-19 outbreak?

Levels of Approval: Local Shops / Businesses

% who say they approve / disapprove of how local shops / businesses have handled the coronavirus / COVID-19 outbreak

| Local shops / businesses | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 25 | 20 | 25 | 20 | 36 | 31 | 43 | 4 | 32 | 13 | 18 | 47 | 23 | 38 |
| Somewhat approve | 47 | 47 | 33 | 56 | 32 | 41 | 41 | 23 | 50 | 55 | 43 | 36 | 40 | 37 |
| Neither approve nor disapprove | 19 | 21 | 16 | 18 | 21 | 14 | 6 | 49 | 9 | 24 | 16 | 8 | 24 | 18 |
| Somewhat disapprove | 7 | 6 | 18 | 4 | 6 | 10 | 6 | 12 | 7 | 5 | 15 | 4 | 8 | 5 |
| Strongly disapprove | 3 | 6 | 8 | 2 | 5 | 4 | 3 | 12 | 2 | 3 | 8 | 5 | 7 | 2 |

% who say they approve / disapprove of how local shops / businesses* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Local shops / businesses | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 29 | 23 | 24 | 27 | 26 | 23 | 25 | 27 |
| Somewhat approve | 44 | 49 | 46 | 44 | 45 | 49 | 46 | 44 |
| Neither approve nor disapprove | 17 | 18 | 21 | 18 | 19 | 18 | 19 | 19 |
| Somewhat disapprove | 7 | 7 | 6 | 7 | 7 | 6 | 6 | 7 |
| Strongly disapprove | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Local shops / businesses

Levels of Approval: Large Corporations

% who say they approve / disapprove of how large corporations have handled the coronavirus / COVID-19 outbreak

| Large corporations | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 31 | 15 | 30 | 38 | 32 | 26 | 32 | 4 | 32 | 15 | 22 | 31 | 15 | 24 |
| Somewhat approve | 45 | 46 | 34 | 51 | 33 | 39 | 46 | 31 | 44 | 54 | 41 | 31 | 38 | 41 |
| Neither approve nor disapprove | 13 | 22 | 12 | 7 | 18 | 19 | 7 | 43 | 11 | 20 | 13 | 14 | 27 | 21 |
| Somewhat disapprove | 7 | 10 | 13 | 2 | 9 | 11 | 10 | 11 | 9 | 7 | 13 | 12 | 11 | 10 |
| Strongly disapprove | 4 | 7 | 10 | 1 | 8 | 6 | 5 | 10 | 4 | 4 | 11 | 12 | 10 | 5 |

% who say they approve / disapprove of how large corporations* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Large corporations | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 37 | 31 | 30 | 25 | 31 | 31 | 33 | 30 |
| Somewhat approve | 42 | 45 | 46 | 44 | 44 | 45 | 45 | 45 |
| Neither approve nor disapprove | 10 | 13 | 15 | 21 | 14 | 13 | 13 | 13 |
| Somewhat disapprove | 7 | 7 | 6 | 7 | 6 | 7 | 6 | 8 |
| Strongly disapprove | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Large corporations

Levels of Approval: Employers / Workplaces

% who say they approve / disapprove of how their employer / workplace have handled the coronavirus / COVID-19 outbreak

| Employers / workplaces | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 28 | 22 | 30 | 29 | 36 | 30 | 35 | 5 | 35 | 18 | 23 | 38 | 20 | 30 |
| Somewhat approve | 38 | 29 | 28 | 49 | 22 | 28 | 23 | 20 | 33 | 45 | 27 | 25 | 28 | 24 |
| Neither approve nor disapprove | 13 | 13 | 14 | 11 | 10 | 9 | 5 | 37 | 11 | 16 | 12 | 11 | 14 | 13 |
| Somewhat disapprove | 6 | 5 | 9 | 4 | 6 | 11 | 6 | 10 | 8 | 7 | 9 | 8 | 7 | 7 |
| Strongly disapprove | 5 | 4 | 10 | 2 | 6 | 8 | 5 | 10 | 5 | 4 | 14 | 7 | 7 | 6 |
| Not relevant to me | 11 | 27 | 8 | 6 | 21 | 14 | 26 | 17 | 8 | 10 | 15 | 11 | 25 | 21 |

% who say they approve / disapprove of how their employer / workplace* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Employers / workplaces | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 29 | 27 | 29 | 23 | 28 | 28 | 32 | 25 |
| Somewhat approve | 40 | 39 | 38 | 22 | 36 | 39 | 41 | 36 |
| Neither approve nor disapprove | 11 | 14 | 12 | 12 | 13 | 13 | 11 | 12 |
| Somewhat disapprove | 5 | 7 | 5 | 4 | 6 | 6 | 5 | 5 |
| Strongly disapprove | 4 | 6 | 4 | 3 | 5 | 5 | 5 | 4 |
| Not relevant to me | 12 | 7 | 11 | 35 | 13 | 9 | 6 | 18 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Your employers / workplace

Levels of Approval: Your Country's Government

% who say they approve / disapprove of how their country's government have handled the coronavirus / COVID-19 outbreak

| Country's government | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 47 | 17 | 22 | 72 | 31 | 22 | 36 | 3 | 44 | 38 | 27 | 22 | 14 | 22 |
| Somewhat approve | 27 | 37 | 30 | 23 | 31 | 39 | 44 | 20 | 35 | 40 | 34 | 32 | 32 | 28 |
| Neither approve nor disapprove | 8 | 17 | 9 | 3 | 10 | 11 | 5 | 28 | 8 | 9 | 11 | 10 | 14 | 18 |
| Somewhat disapprove | 9 | 16 | 19 | 2 | 13 | 17 | 8 | 23 | 8 | 8 | 16 | 24 | 21 | 15 |
| Strongly disapprove | 9 | 13 | 21 | 1 | 15 | 11 | 7 | 27 | 5 | 5 | 12 | 13 | 19 | 17 |

% who say they approve / disapprove of how their country's government* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Country's government | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 59 | 48 | 44 | 32 | 47 | 48 | 47 | 44 |
| Somewhat approve | 22 | 27 | 28 | 34 | 27 | 27 | 26 | 29 |
| Neither approve nor disapprove | 7 | 8 | 9 | 10 | 9 | 7 | 7 | 9 |
| Somewhat disapprove | 6 | 9 | 10 | 14 | 9 | 9 | 9 | 9 |
| Strongly disapprove | 6 | 9 | 9 | 12 | 8 | 10 | 11 | 9 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Your country's government

Levels of Approval: Social media companies

% who say they approve / disapprove of how social media companies have handled the coronavirus / COVID-19 outbreak

| Social media companies | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 22 | 8 | 32 | 26 | 16 | 13 | 19 | 2 | 31 | 13 | 21 | 29 | 9 | 14 |
| Somewhat approve | 40 | 26 | 35 | 54 | 22 | 23 | 34 | 14 | 38 | 43 | 30 | 33 | 20 | 23 |
| Neither approve nor disapprove | 22 | 31 | 13 | 15 | 34 | 36 | 15 | 33 | 17 | 31 | 19 | 26 | 41 | 37 |
| Somewhat disapprove | 9 | 15 | 12 | 4 | 13 | 12 | 17 | 27 | 9 | 9 | 15 | 7 | 15 | 14 |
| Strongly disapprove | 7 | 20 | 8 | 1 | 15 | 16 | 14 | 25 | 5 | 4 | 15 | 6 | 15 | 12 |

% who say they approve / disapprove of how social media companies* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Social media companies | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 31 | 22 | 19 | 10 | 22 | 21 | 20 | 26 |
| Somewhat approve | 42 | 43 | 38 | 28 | 40 | 40 | 41 | 35 |
| Neither approve nor disapprove | 17 | 21 | 24 | 32 | 22 | 22 | 21 | 25 |
| Somewhat disapprove | 7 | 8 | 10 | 16 | 9 | 9 | 10 | 8 |
| Strongly disapprove | 4 | 6 | 9 | 14 | 7 | 8 | 8 | 7 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Social media companies

Levels of Approval: Banks / Financial Institutions

% who say they approve / disapprove of how banks / financial institutions have handled the coronavirus / COVID-19 outbreak

| Banks/financial institutions | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|-------------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 24 | 12 | 24 | 28 | 23 | 20 | 22 | 2 | 35 | 15 | 17 | 22 | 13 | 21 |
| Somewhat approve | 43 | 36 | 38 | 52 | 27 | 34 | 36 | 16 | 45 | 51 | 36 | 34 | 35 | 37 |
| Neither approve nor disapprove | 25 | 38 | 22 | 15 | 38 | 35 | 24 | 68 | 12 | 27 | 30 | 25 | 42 | 37 |
| Somewhat disapprove | 5 | 9 | 11 | 4 | 7 | 6 | 11 | 7 | 5 | 6 | 9 | 12 | 5 | 4 |
| Strongly disapprove | 3 | 5 | 6 | 1 | 5 | 5 | 7 | 6 | 4 | 2 | 8 | 7 | 6 | 2 |

% who say they approve / disapprove of how banks / financial institutions* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Banks/financial institutions | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|-------------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 29 | 23 | 24 | 18 | 25 | 23 | 25 | 25 |
| Somewhat approve | 44 | 45 | 41 | 39 | 41 | 45 | 44 | 41 |
| Neither approve nor disapprove | 19 | 24 | 26 | 36 | 26 | 23 | 23 | 26 |
| Somewhat disapprove | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 6 |
| Strongly disapprove | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Banks/financial institutions

Levels of Approval: Your Country's Population

% who say they approve / disapprove of how their country's population have handled the coronavirus / COVID-19 outbreak

| Country's population | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 27 | 7 | 14 | 40 | 12 | 12 | 11 | 3 | 22 | 13 | 12 | 30 | 7 | 13 |
| Somewhat approve | 37 | 26 | 20 | 47 | 19 | 31 | 38 | 20 | 32 | 43 | 28 | 34 | 27 | 30 |
| Neither approve nor disapprove | 15 | 19 | 11 | 11 | 14 | 13 | 8 | 43 | 19 | 21 | 16 | 13 | 24 | 24 |
| Somewhat disapprove | 13 | 25 | 31 | 2 | 29 | 26 | 32 | 21 | 18 | 17 | 23 | 10 | 25 | 25 |
| Strongly disapprove | 8 | 23 | 25 | 1 | 26 | 19 | 12 | 13 | 9 | 6 | 21 | 14 | 18 | 9 |

% who say they approve / disapprove of how their country's population* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Country's population | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 34 | 26 | 26 | 16 | 25 | 29 | 26 | 25 |
| Somewhat approve | 36 | 39 | 36 | 35 | 37 | 37 | 39 | 40 |
| Neither approve nor disapprove | 13 | 15 | 16 | 20 | 16 | 15 | 15 | 17 |
| Somewhat disapprove | 10 | 12 | 14 | 20 | 14 | 12 | 14 | 11 |
| Strongly disapprove | 8 | 8 | 8 | 9 | 8 | 7 | 7 | 7 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Your country's population

Levels of Approval: Airlines

% who say they approve / disapprove of how their airlines have handled the coronavirus / COVID-19 outbreak

| Airlines | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 25 | 20 | 31 | 26 | 28 | 28 | 27 | 5 | 34 | 20 | 31 | 20 | 19 | 20 |
| Somewhat approve | 44 | 43 | 32 | 55 | 26 | 37 | 37 | 26 | 36 | 47 | 29 | 32 | 34 | 34 |
| Neither approve nor disapprove | 20 | 23 | 15 | 14 | 24 | 17 | 17 | 54 | 14 | 22 | 17 | 19 | 30 | 30 |
| Somewhat disapprove | 7 | 8 | 12 | 4 | 12 | 9 | 11 | 9 | 10 | 8 | 11 | 16 | 8 | 11 |
| Strongly disapprove | 4 | 6 | 9 | 1 | 10 | 8 | 7 | 7 | 6 | 4 | 12 | 13 | 9 | 6 |

% who say they approve / disapprove of how their airlines* have handled the coronavirus / COVID-19 outbreak

*Using all country data

| Airlines | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 33 | 22 | 24 | 24 | 25 | 25 | 24 | 26 |
| Somewhat approve | 41 | 47 | 43 | 40 | 43 | 46 | 48 | 43 |
| Neither approve nor disapprove | 16 | 19 | 22 | 23 | 20 | 20 | 17 | 21 |
| Somewhat disapprove | 7 | 7 | 8 | 9 | 8 | 6 | 7 | 5 |
| Strongly disapprove | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Airlines

Approval of Measures to Overcome the Outbreak

% who say they approve of doing the following in order to overcome the outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cancelling sports events | 76 | 65 | 81 | 75 | 87 | 82 | 91 | 49 | 91 | 69 | 83 | 93 | 77 | 75 |
| Closing all non-essential shops | 68 | 47 | 71 | 71 | 85 | 69 | 84 | 34 | 86 | 39 | 62 | 89 | 57 | 63 |
| Closing bars / restaurants / cafes | 73 | 48 | 68 | 78 | 87 | 75 | 90 | 30 | 88 | 38 | 69 | 93 | 63 | 68 |
| Closing borders | 67 | 69 | 79 | 61 | 82 | 75 | 79 | 44 | 85 | 52 | 82 | 90 | 68 | 72 |
| Closing leisure venues (e.g. cinemas, theaters, etc.) | 80 | 63 | 81 | 85 | 89 | 82 | 91 | 33 | 91 | 54 | 78 | 93 | 73 | 78 |
| Closing museums / galleries | 70 | 60 | 75 | 66 | 87 | 79 | 88 | 50 | 88 | 46 | 67 | 92 | 68 | 72 |
| Closing schools / universities | 72 | 50 | 80 | 71 | 88 | 77 | 89 | 30 | 92 | 45 | 81 | 93 | 57 | 76 |
| Closing workplaces | 51 | 39 | 56 | 45 | 72 | 47 | 80 | 22 | 81 | 32 | 54 | 78 | 47 | 59 |
| None of these | 3 | 10 | 3 | 1 | 1 | 5 | 1 | 16 | 0 | 8 | 2 | 2 | 7 | 7 |

% who say they approve of doing the following in order to overcome the outbreak (all countries)

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|

| | % | % | % | % | % | % | % | % |
|---|----|----|----|----|----|----|----|----|
| Cancelling sports events | 73 | 75 | 79 | 81 | 77 | 76 | 75 | 72 |
| Closing all non-essential shops | 70 | 67 | 69 | 64 | 69 | 67 | 68 | 64 |
| Closing bars / restaurants / cafes | 74 | 72 | 74 | 71 | 73 | 73 | 72 | 71 |
| Closing borders | 65 | 65 | 69 | 71 | 70 | 63 | 67 | 63 |
| Closing leisure venues (e.g. cinemas, theaters, etc.) | 82 | 80 | 80 | 81 | 81 | 79 | 80 | 77 |
| Closing museums / galleries | 71 | 67 | 72 | 74 | 71 | 68 | 69 | 67 |
| Closing schools / universities | 73 | 71 | 73 | 74 | 72 | 73 | 73 | 67 |
| Closing workplaces | 54 | 52 | 48 | 45 | 53 | 49 | 50 | 49 |
| None of these | 1 | 3 | 4 | 6 | 3 | 4 | 3 | 4 |

Question: Which of these measures do you approve of, in order to overcome the outbreak?

NOTE: In the survey, people were able to select an "All of these" option; the figures for each named option in the tables are therefore a sum of those who selected that option together with those who selected "All of these"

Perception of Lockdown Approaches

% who say the following approaches are the best way for their country to overcome the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The whole population should be "locked down" at home | 33 | 25 | 38 | 27 | 79 | 33 | 74 | 16 | 65 | 19 | 29 | 79 | 31 | 30 |
| The population in badly affected areas of the country should be "locked down" | 50 | 42 | 34 | 68 | 16 | 29 | 19 | 28 | 30 | 45 | 45 | 16 | 32 | 39 |
| No-one should be "locked down", but high-risk groups such as the elderly should self-isolate for their own protection | 17 | 34 | 28 | 5 | 5 | 38 | 8 | 57 | 5 | 36 | 26 | 6 | 37 | 31 |

% who say they the following approaches are the best way for their country* to overcome the coronavirus / COVID-19 outbreak

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| The whole population should be "locked down" at home | 40 | 33 | 31 | 29 | 35 | 32 | 33 | 33 |
| The population in badly affected areas of the country should be "locked down" | 50 | 53 | 48 | 39 | 50 | 51 | 51 | 49 |
| No-one should be "locked down", but high-risk groups such as the elderly should self-isolate for their own protections | 10 | 14 | 21 | 32 | 16 | 18 | 16 | 19 |

Question: In your view, what's the best way for your country to overcome the coronavirus / COVID-19 outbreak?

Behavioral Changes

% who say they've done the following because of the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Avoided crowded places | 75 | 53 | 74 | 84 | 54 | 59 | 84 | 67 | 83 | 64 | 71 | 77 | 52 | 61 |
| Avoided public transport | 53 | 25 | 47 | 69 | 36 | 32 | 54 | 27 | 63 | 14 | 42 | 59 | 36 | 25 |
| Cancelled planned trips to another country | 22 | 20 | 15 | 28 | 13 | 21 | 17 | 8 | 28 | 49 | 21 | 20 | 23 | 15 |
| Cancelled planned trips within your own country | 35 | 17 | 20 | 46 | 14 | 23 | 26 | 15 | 42 | 17 | 30 | 33 | 23 | 27 |
| Changed the times at which you commute / travel | 23 | 11 | 13 | 32 | 18 | 9 | 20 | 7 | 26 | 12 | 15 | 16 | 12 | 10 |
| Decided not to attend parties / social gatherings you were invited to | 53 | 28 | 48 | 66 | 33 | 44 | 42 | 20 | 60 | 34 | 50 | 51 | 34 | 34 |
| Purchased extra food / drink supplies | 45 | 32 | 20 | 57 | 24 | 28 | 24 | 20 | 62 | 19 | 19 | 42 | 32 | 47 |
| Purchased extra household supplies (e.g. toilet roll, tissues, cleaning spray, etc) | 43 | 25 | 21 | 57 | 14 | 20 | 30 | 22 | 56 | 18 | 28 | 32 | 26 | 35 |
| Reduced visits to bars / cafes / restaurants | 56 | 32 | 48 | 64 | 27 | 45 | 60 | 32 | 53 | 33 | 50 | 61 | 49 | 51 |
| None of these | 6 | 24 | 10 | 1 | 19 | 18 | 4 | 16 | 2 | 11 | 11 | 4 | 18 | 12 |

Question: Have you done any of the following because of the coronavirus / COVID-19 outbreak?

Behavioral Changes

% who say they've done the following because of the coronavirus / COVID-19 outbreak*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Avoided crowded places | 79 | 74 | 76 | 76 | 76 | 75 | 78 | 68 |
| Avoided public transport | 61 | 53 | 52 | 41 | 52 | 55 | 58 | 48 |
| Cancelled planned trips to another country | 21 | 25 | 20 | 19 | 20 | 25 | 34 | 16 |
| Cancelled planned trips within your own country | 37 | 38 | 31 | 29 | 31 | 39 | 45 | 24 |
| Changed the times at which you commute / travel | 28 | 24 | 21 | 10 | 20 | 25 | 24 | 19 |
| Decided not to attend parties / social gatherings you were invited to | 65 | 53 | 49 | 39 | 52 | 53 | 58 | 45 |
| Purchased extra food / drink supplies | 51 | 49 | 40 | 30 | 47 | 44 | 49 | 42 |
| Purchased extra household supplies (e.g. toilet roll, tissues, cleaning spray, etc) | 55 | 44 | 39 | 27 | 45 | 41 | 49 | 37 |
| Reduced visits to bars / cafes / restaurants | 57 | 57 | 54 | 52 | 55 | 57 | 64 | 45 |
| None of these | 3 | 5 | 9 | 12 | 6 | 7 | 4 | 10 |

Question: Have you done any of the following because of the coronavirus / COVID-19 outbreak?

Device Usage

% who say they're spending more time using the following devices since the start of the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|-----------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Games console | 14 | 10 | 18 | 14 | 15 | 10 | 14 | 16 | 9 | 8 | 13 | 12 | 14 | 13 |
| Laptop | 40 | 32 | 37 | 45 | 37 | 29 | 47 | 12 | 51 | 41 | 51 | 47 | 31 | 37 |
| PC / desktop | 32 | 23 | 37 | 35 | 30 | 23 | 26 | 46 | 35 | 21 | 32 | 28 | 16 | 23 |
| Smart speaker | 9 | 5 | 3 | 13 | 3 | 4 | 5 | 4 | 6 | 3 | 6 | 4 | 7 | 8 |
| Smart TV / media streaming device | 30 | 18 | 44 | 32 | 13 | 18 | 29 | 11 | 37 | 18 | 30 | 35 | 22 | 29 |
| Smartphone / mobile phone | 70 | 38 | 77 | 86 | 41 | 33 | 72 | 47 | 86 | 64 | 72 | 64 | 38 | 40 |
| Smartwatch | 6 | 4 | 4 | 8 | 1 | 3 | 4 | 4 | 4 | 7 | 5 | 4 | 3 | 4 |
| Tablet | 22 | 16 | 11 | 27 | 11 | 12 | 22 | 15 | 16 | 18 | 18 | 23 | 17 | 20 |
| Other | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
| None of these | 8 | 26 | 5 | 1 | 21 | 34 | 2 | 16 | 1 | 11 | 7 | 2 | 26 | 22 |

Question: Which device(s) have you been spending more time using since the start of the coronavirus / COVID-19 outbreak?

Device Usage

% who say they're spending more time using the following devices since the start of the coronavirus / COVID-19 outbreak*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|-----------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Games console | 16 | 18 | 9 | 1 | 10 | 17 | 17 | 13 |
| Laptop | 56 | 42 | 33 | 27 | 39 | 42 | 47 | 40 |
| PC / desktop | 34 | 31 | 31 | 35 | 27 | 37 | 32 | 31 |
| Smart speaker | 11 | 12 | 6 | 3 | 9 | 10 | 13 | 8 |
| Smart TV / media streaming device | 29 | 32 | 30 | 23 | 28 | 32 | 35 | 27 |
| Smartphone / mobile phone | 82 | 72 | 66 | 43 | 73 | 67 | 72 | 65 |
| Smartwatch | 9 | 7 | 4 | 1 | 5 | 7 | 8 | 4 |
| Tablet | 22 | 27 | 16 | 16 | 23 | 20 | 29 | 17 |
| Other | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |
| None of these | 1 | 7 | 11 | 20 | 9 | 7 | 7 | 8 |

Question: Which device(s) have you been spending more time using since the start of the coronavirus / COVID-19 outbreak?

In-Home and Media Consumption Changes

% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, TikTok, etc) | 14 | 6 | 21 | 17 | 7 | 5 | 10 | 5 | 17 | 9 | 12 | 15 | 6 | 6 |
| Listening to more podcasts | 12 | 11 | 15 | 13 | 6 | 6 | 8 | 4 | 17 | 9 | 13 | 10 | 11 | 10 |
| Listening to more radio | 18 | 15 | 18 | 16 | 23 | 24 | 29 | 9 | 32 | 20 | 36 | 32 | 17 | 16 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 35 | 16 | 30 | 49 | 14 | 13 | 25 | 11 | 43 | 17 | 22 | 27 | 14 | 18 |
| Reading more books / listening to more audiobooks | 35 | 16 | 27 | 44 | 24 | 19 | 36 | 18 | 27 | 18 | 26 | 42 | 19 | 25 |
| Reading more magazines | 14 | 5 | 12 | 17 | 14 | 10 | 18 | 7 | 12 | 9 | 11 | 14 | 9 | 12 |
| Reading more newspapers | 16 | 14 | 22 | 14 | 14 | 17 | 23 | 16 | 23 | 29 | 24 | 22 | 15 | 12 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 45 | 19 | 48 | 59 | 24 | 22 | 60 | 8 | 55 | 35 | 45 | 61 | 24 | 17 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 44 | 28 | 50 | 50 | 27 | 21 | 52 | 23 | 71 | 39 | 44 | 49 | 21 | 32 |
| Spending longer talking on the telephone to others | 25 | 13 | 13 | 29 | 34 | 21 | 45 | 6 | 14 | 10 | 20 | 44 | 23 | 22 |
| Spending more time cooking | 41 | 18 | 20 | 55 | 26 | 19 | 47 | 13 | 39 | 23 | 26 | 35 | 21 | 31 |
| Spending more time on apps | 38 | 17 | 33 | 52 | 17 | 13 | 36 | 7 | 47 | 27 | 34 | 36 | 19 | 18 |
| Spending more time on computer / video games | 36 | 24 | 41 | 39 | 39 | 21 | 41 | 32 | 40 | 25 | 32 | 48 | 20 | 29 |
| Spending more time on hobbies / pastimes | 43 | 24 | 33 | 52 | 31 | 24 | 47 | 40 | 49 | 25 | 26 | 24 | 24 | 32 |
| Spending more time socializing as a family / household | 53 | 19 | 36 | 70 | 33 | 29 | 47 | 22 | 60 | 29 | 35 | 51 | 19 | 34 |
| Watching more news coverage | 67 | 42 | 69 | 77 | 50 | 60 | 67 | 56 | 79 | 57 | 61 | 63 | 50 | 43 |
| Watching more shows / films on streaming services (e.g. Netflix) | 51 | 30 | 43 | 63 | 31 | 21 | 53 | 21 | 61 | 35 | 39 | 58 | 32 | 42 |
| Watching more TV on broadcast channels | 45 | 32 | 43 | 46 | 53 | 35 | 55 | 51 | 70 | 32 | 46 | 43 | 32 | 42 |
| None of these | 5 | 21 | 5 | 1 | 10 | 16 | 2 | 13 | 0 | 8 | 8 | 2 | 16 | 13 |

Question: Which of the following have you been doing at home, because of the coronavirus / COVID-19 outbreak? NOTE: In China, named services were replaced with local alternatives.

In-Home and Media Consumption Changes

% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, TikTok, etc) | 23 | 17 | 7 | 2 | 14 | 14 | 17 | 11 |
| Listening to more podcasts | 17 | 14 | 8 | 3 | 10 | 13 | 16 | 10 |
| Listening to more radio | 19 | 18 | 18 | 18 | 17 | 19 | 21 | 18 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 57 | 39 | 25 | 8 | 35 | 36 | 41 | 34 |
| Reading more books / listening to more audiobooks | 46 | 36 | 30 | 21 | 36 | 33 | 39 | 32 |
| Reading more magazines | 16 | 17 | 11 | 8 | 13 | 15 | 18 | 12 |
| Reading more newspapers | 16 | 17 | 14 | 14 | 16 | 16 | 20 | 12 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 62 | 45 | 40 | 25 | 45 | 45 | 49 | 40 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 58 | 48 | 36 | 22 | 46 | 42 | 49 | 40 |
| Spending longer talking on the telephone to others | 27 | 25 | 24 | 20 | 25 | 25 | 27 | 22 |
| Spending more time cooking | 46 | 41 | 41 | 28 | 44 | 38 | 46 | 36 |
| Spending more time on apps | 59 | 39 | 29 | 14 | 36 | 39 | 39 | 35 |
| Spending more time on computer / video games | 47 | 41 | 27 | 25 | 30 | 42 | 37 | 36 |
| Spending more time on hobbies / pastimes | 58 | 45 | 35 | 28 | 40 | 45 | 44 | 41 |
| Spending more time socializing as a family / household | 57 | 54 | 52 | 34 | 53 | 52 | 55 | 46 |
| Watching more news coverage | 67 | 66 | 68 | 64 | 66 | 68 | 69 | 58 |
| Watching more shows / films on streaming services (e.g. Netflix) | 58 | 58 | 43 | 29 | 53 | 49 | 56 | 46 |
| Watching more TV on broadcast channels | 43 | 46 | 45 | 51 | 43 | 48 | 46 | 44 |
| None of these | 1 | 4 | 7 | 11 | 5 | 5 | 4 | 7 |

Question: Which of the following have you been doing at home, because of the coronavirus / COVID-19 outbreak?

In-Home and Media Consumption: Significant Increases

% who say they've been spending **significantly** more time doing the following*

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, TikTok, etc) | 5 | 4 | 9 | 6 | 3 | 2 | 3 | 2 | 10 | 4 | 6 | 4 | 3 | 3 |
| Listening to more radio | 6 | 7 | 6 | 5 | 9 | 10 | 9 | 6 | 14 | 9 | 18 | 13 | 7 | 5 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 13 | 5 | 14 | 17 | 5 | 5 | 9 | 5 | 19 | 9 | 9 | 10 | 6 | 7 |
| Reading more books / listening to more audiobooks | 14 | 5 | 12 | 17 | 10 | 8 | 16 | 9 | 12 | 9 | 15 | 20 | 7 | 11 |
| Reading more magazines | 4 | 1 | 3 | 5 | 5 | 3 | 6 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Reading more newspapers | 6 | 5 | 8 | 5 | 5 | 8 | 8 | 7 | 9 | 13 | 12 | 7 | 6 | 5 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 22 | 6 | 26 | 29 | 10 | 7 | 29 | 4 | 33 | 15 | 23 | 29 | 9 | 6 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 21 | 12 | 29 | 22 | 12 | 7 | 24 | 13 | 49 | 18 | 28 | 23 | 9 | 16 |
| Spending longer talking on the telephone to others | 10 | 5 | 5 | 12 | 15 | 10 | 18 | 3 | 5 | 4 | 7 | 18 | 8 | 9 |
| Spending more time cooking | 22 | 7 | 7 | 32 | 11 | 7 | 23 | 6 | 21 | 12 | 10 | 13 | 6 | 12 |
| Spending more time on apps | 15 | 5 | 12 | 22 | 6 | 3 | 10 | 3 | 21 | 8 | 14 | 9 | 7 | 5 |
| Spending more time on computer / video games | 18 | 9 | 19 | 21 | 15 | 8 | 15 | 20 | 21 | 8 | 14 | 20 | 8 | 13 |
| Spending more time on hobbies / pastimes | 18 | 8 | 14 | 22 | 13 | 11 | 17 | 22 | 24 | 11 | 12 | 6 | 10 | 12 |
| Spending more time socializing as a family / household | 31 | 8 | 15 | 45 | 20 | 17 | 21 | 12 | 37 | 12 | 19 | 29 | 9 | 17 |
| Watching more news coverage | 36 | 26 | 37 | 40 | 28 | 36 | 35 | 36 | 51 | 36 | 38 | 35 | 32 | 26 |
| Watching more shows / films on streaming services (e.g. Netflix) | 27 | 15 | 24 | 31 | 14 | 11 | 27 | 13 | 36 | 19 | 22 | 31 | 15 | 24 |
| Watching more TV on broadcast channels | 20 | 15 | 21 | 17 | 29 | 16 | 24 | 32 | 37 | 15 | 26 | 17 | 14 | 18 |

Question: Which of the following have you been spending significantly more time doing? NOTE: Options were only displayed in this question if they respondent had selected them previously. Listening to podcasts was not included in this follow-up.

In-Home and Media Consumption Changes: Significant Increases

% who say they've been spending **significantly** more time doing the following*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, TikTok, etc) | 9 | 7 | 2 | 1 | 6 | 5 | 8 | 4 |
| Listening to more radio | 6 | 6 | 8 | 7 | 6 | 7 | 7 | 8 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 23 | 15 | 8 | 3 | 13 | 13 | 18 | 13 |
| Reading more books / listening to more audiobooks | 17 | 15 | 13 | 12 | 14 | 14 | 17 | 13 |
| Reading more magazines | 5 | 5 | 3 | 3 | 4 | 4 | 6 | 4 |
| Reading more newspapers | 5 | 6 | 5 | 6 | 5 | 6 | 7 | 5 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 29 | 22 | 20 | 14 | 23 | 21 | 24 | 20 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 30 | 24 | 16 | 10 | 23 | 20 | 25 | 18 |
| Spending longer talking on the telephone to others | 10 | 10 | 10 | 10 | 10 | 10 | 11 | 10 |
| Spending more time cooking | 23 | 21 | 23 | 14 | 24 | 19 | 25 | 21 |
| Spending more time on apps | 22 | 16 | 12 | 6 | 14 | 16 | 15 | 14 |
| Spending more time on computer / video games | 23 | 21 | 13 | 11 | 13 | 23 | 20 | 18 |
| Spending more time on hobbies / pastimes | 21 | 20 | 15 | 14 | 18 | 19 | 19 | 20 |
| Spending more time socializing as a family / household | 32 | 32 | 33 | 15 | 32 | 31 | 34 | 27 |
| Watching more news coverage | 30 | 34 | 42 | 43 | 36 | 37 | 38 | 30 |
| Watching more shows / films on streaming services (e.g. Netflix) | 32 | 30 | 22 | 14 | 27 | 27 | 29 | 24 |
| Watching more TV on broadcast channels | 18 | 19 | 20 | 26 | 19 | 20 | 19 | 21 |

Question: Which of the following have you been spending significantly more time doing? NOTE: Options were only displayed in this question if they respondent had selected them previously. Listening to podcasts was not included in this follow-up.

Delayed Purchases

% who say they've delayed purchasing the following as a result of the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Concert / theater tickets | 20 | 17 | 16 | 22 | 13 | 16 | 18 | 13 | 19 | 18 | 26 | 20 | 22 | 21 |
| Day-to-day / everyday items | 19 | 13 | 13 | 22 | 13 | 6 | 27 | 11 | 36 | 9 | 19 | 22 | 11 | 18 |
| Flights | 26 | 26 | 26 | 29 | 13 | 18 | 21 | 9 | 29 | 42 | 26 | 22 | 24 | 25 |
| Home appliances / devices (e. g. TV, white goods) | 15 | 7 | 9 | 21 | 8 | 6 | 15 | 4 | 19 | 7 | 11 | 11 | 7 | 9 |
| Insurance | 6 | 4 | 4 | 7 | 3 | 3 | 6 | 3 | 8 | 7 | 7 | 6 | 4 | 4 |
| Luxury items (e. g. designer clothes, shoes, fragrances, etc) | 15 | 12 | 10 | 20 | 8 | 8 | 13 | 4 | 22 | 13 | 16 | 14 | 8 | 8 |
| Technology devices (e. g. smartphone, tablet, etc) | 15 | 8 | 9 | 21 | 9 | 5 | 13 | 3 | 25 | 9 | 11 | 12 | 8 | 7 |
| Tickets to sports events / matches | 18 | 15 | 15 | 21 | 8 | 9 | 14 | 8 | 15 | 13 | 25 | 16 | 17 | 17 |
| Vacations / holidays | 41 | 30 | 25 | 53 | 28 | 30 | 37 | 14 | 45 | 50 | 34 | 38 | 38 | 30 |
| None of these | 30 | 46 | 45 | 16 | 51 | 55 | 31 | 61 | 18 | 28 | 37 | 31 | 39 | 46 |

Question: Have you delayed purchasing any of the following, as a result of the coronavirus / COVID-19 outbreak?

Delayed Purchases

% who say they've delayed purchasing the following as a result of the coronavirus / COVID-19 outbreak*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Concert / theater tickets | 25 | 22 | 16 | 12 | 21 | 19 | 28 | 17 |
| Day-to-day / everyday items | 30 | 20 | 15 | 14 | 21 | 18 | 18 | 21 |
| Flights | 27 | 29 | 22 | 19 | 24 | 27 | 39 | 14 |
| Home appliances / devices (e. g. TV, white goods) | 18 | 17 | 14 | 5 | 14 | 17 | 19 | 15 |
| Insurance | 8 | 7 | 5 | 1 | 6 | 5 | 7 | 6 |
| Luxury items (e. g. designer clothes, shoes, fragrances, etc) | 18 | 17 | 14 | 5 | 17 | 13 | 22 | 11 |
| Technology devices (e. g. smartphone, tablet, etc) | 22 | 16 | 12 | 4 | 14 | 16 | 17 | 18 |
| Tickets to sports events / matches | 22 | 19 | 15 | 9 | 14 | 21 | 28 | 12 |
| Vacations / holidays | 38 | 44 | 41 | 34 | 41 | 42 | 56 | 24 |
| None of these | 19 | 26 | 37 | 49 | 31 | 29 | 20 | 40 |

Question: Have you delayed purchasing any of the following, as a result of the coronavirus / COVID-19 outbreak?

Expected Length of Purchase Delay

% who say the following is when they plan to buy purchases they have delayed

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| When the outbreak begins to decrease in my country | 18 | 9 | 18 | 23 | 12 | 8 | 12 | 11 | 13 | 9 | 14 | 13 | 10 | 14 |
| When the outbreak is over in my country | 24 | 14 | 20 | 29 | 24 | 11 | 35 | 14 | 34 | 11 | 18 | 31 | 15 | 15 |
| When the outbreak begins to decrease globally | 5 | 6 | 4 | 6 | 3 | 3 | 4 | 3 | 5 | 12 | 7 | 4 | 6 | 4 |
| When the outbreak is over globally | 13 | 12 | 13 | 16 | 11 | 7 | 13 | 7 | 23 | 23 | 14 | 7 | 10 | 7 |
| Not sure | 18 | 23 | 19 | 15 | 15 | 22 | 19 | 24 | 15 | 21 | 19 | 26 | 24 | 25 |
| Not relevant to me | 22 | 36 | 26 | 12 | 34 | 49 | 18 | 42 | 9 | 24 | 27 | 20 | 35 | 35 |

% who say the following is when they plan to buy purchases they have delayed*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| When the outbreak begins to decrease in my country | 25 | 22 | 12 | 8 | 16 | 20 | 22 | 16 |
| When the outbreak is over in my country | 27 | 26 | 22 | 17 | 22 | 26 | 29 | 19 |
| When the outbreak begins to decrease globally | 9 | 5 | 4 | 3 | 5 | 5 | 5 | 5 |
| When the outbreak is over globally | 16 | 13 | 13 | 8 | 15 | 12 | 14 | 11 |
| Not sure | 13 | 18 | 21 | 20 | 20 | 16 | 16 | 21 |
| Not relevant to me | 12 | 17 | 28 | 44 | 22 | 21 | 14 | 29 |

Question: Thinking about large purchases that you have delayed, when do you plan to buy them?

Availability of Essentials

% who say they're currently struggling to get the following

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Anti-bacterial hand sanitizer / gel | 30 | 47 | 57 | 17 | 46 | 32 | 50 | 34 | 70 | 23 | 52 | 46 | 47 | 32 |
| Face masks | 45 | 26 | 35 | 54 | 40 | 14 | 68 | 78 | 76 | 40 | 42 | 44 | 15 | 15 |
| Food / drink for your household | 11 | 34 | 8 | 6 | 23 | 26 | 9 | 3 | 31 | 8 | 12 | 14 | 29 | 17 |
| Household essentials (e.g. toilet roll, hand soap) | 19 | 62 | 13 | 8 | 16 | 47 | 7 | 28 | 31 | 12 | 27 | 22 | 47 | 38 |
| Information about the long-term plan to tackle coronavirus | 18 | 15 | 23 | 18 | 16 | 12 | 14 | 16 | 28 | 16 | 38 | 18 | 19 | 17 |
| Medical information | 14 | 9 | 12 | 15 | 12 | 9 | 8 | 12 | 29 | 10 | 20 | 11 | 9 | 9 |
| Things to entertain you / your household | 14 | 8 | 10 | 18 | 9 | 6 | 5 | 4 | 15 | 8 | 16 | 10 | 9 | 11 |
| Up-to-date information about the situation in your country | 10 | 9 | 13 | 11 | 8 | 8 | 5 | 9 | 14 | 10 | 22 | 7 | 12 | 8 |
| Up-to-date information about the situation in your local area | 12 | 14 | 17 | 11 | 14 | 9 | 11 | 8 | 22 | 9 | 29 | 12 | 18 | 10 |
| None of these | 23 | 20 | 22 | 21 | 28 | 31 | 18 | 12 | 6 | 38 | 18 | 26 | 26 | 38 |

Question: Are you currently struggling to get any of the following?

Availability of Essentials

% who say they're currently struggling to get the following*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income |
|---|-------|-------------|-------|--------------|--------|------|---------------|
| | % | % | % | % | % | % | % |
| Anti-bacterial hand sanitizer / gel | 36 | 27 | 29 | 35 | 31 | 29 | 32 |
| Face masks | 55 | 45 | 42 | 30 | 44 | 46 | 45 |
| Food / drink for your household | 12 | 13 | 8 | 12 | 13 | 9 | 11 |
| Household essentials (e.g. toilet roll, hand soap) | 16 | 19 | 19 | 24 | 21 | 17 | 19 |
| Information about the long-term plan to tackle coronavirus | 24 | 20 | 15 | 15 | 18 | 18 | 22 |
| Medical information | 19 | 16 | 9 | 7 | 11 | 16 | 14 |
| Things to entertain you / your household | 19 | 16 | 10 | 5 | 14 | 14 | 13 |
| Up-to-date information about the situation in your country | 14 | 12 | 7 | 8 | 11 | 10 | 14 |
| Up-to-date information about the situation in your local area | 18 | 13 | 9 | 12 | 13 | 12 | 15 |
| None of these | 15 | 22 | 28 | 36 | 22 | 25 | 22 |

Question: Are you currently struggling to get any of the following?

2020 Olympics

% who say the 2020 Olympics should go ahead/not go ahead

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They should go ahead regardless | 5 | 6 | 6 | 6 | 2 | 4 | 2 | 7 | 3 | 3 | 3 | 2 | 6 | 7 |
| They should go ahead only if the coronavirus outbreak is completely over | 28 | 15 | 25 | 34 | 31 | 19 | 22 | 17 | 24 | 15 | 28 | 18 | 16 | 19 |
| They should go ahead only if the coronavirus outbreak is mostly over | 19 | 22 | 14 | 18 | 12 | 19 | 14 | 26 | 7 | 20 | 9 | 21 | 23 | 26 |
| They should be postponed | 36 | 41 | 44 | 34 | 36 | 30 | 47 | 39 | 45 | 47 | 39 | 39 | 36 | 35 |
| They should be canceled | 12 | 16 | 12 | 8 | 20 | 28 | 15 | 13 | 22 | 15 | 21 | 21 | 19 | 13 |

% who say the 2020 Olympics should go ahead/not go ahead*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| They should go ahead regardless | 6 | 6 | 5 | 3 | 5 | 6 | 6 | 6 |
| They should go ahead only if the coronavirus outbreak is completely over | 27 | 28 | 28 | 21 | 28 | 27 | 25 | 28 |
| They should go ahead only if the coronavirus outbreak is mostly over | 19 | 19 | 19 | 20 | 17 | 21 | 20 | 17 |
| They should be postponed | 36 | 38 | 34 | 37 | 37 | 36 | 40 | 34 |
| They should be canceled | 12 | 9 | 14 | 20 | 14 | 10 | 9 | 15 |

Question: Should the 2020 Olympics in Tokyo go ahead?

Sports Events

% who say the following should happen to sports events that have been impacted

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They should be held anyway without spectators / crowds | 13 | 32 | 9 | 13 | 9 | 13 | 7 | 21 | 6 | 14 | 11 | 6 | 20 | 17 |
| They should be postponed until after the outbreak is over | 72 | 53 | 74 | 77 | 66 | 54 | 74 | 67 | 73 | 70 | 70 | 71 | 61 | 67 |
| They should be canceled | 15 | 15 | 17 | 10 | 26 | 33 | 19 | 12 | 21 | 16 | 19 | 23 | 19 | 17 |

% who say the following should happen to sports events that have been impacted*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| They should be held anyway without spectators / crowds | 17 | 14 | 11 | 10 | 12 | 15 | 12 | 17 |
| They should be postponed until after the outbreak is over | 72 | 73 | 72 | 68 | 72 | 72 | 74 | 69 |
| They should be canceled | 12 | 13 | 17 | 22 | 16 | 13 | 14 | 14 |

Question: What do you think should happen to sports events which have been impacted by the coronavirus outbreak?

Interest in Live-Streaming

% who say they would live-stream the following if live events can't go ahead due to the coronavirus

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|-------------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Live streams of conferences / talks | 22 | 20 | 27 | 22 | 16 | 22 | 24 | 11 | 41 | 25 | 26 | 25 | 17 | 21 |
| Live streams of music concerts | 42 | 32 | 33 | 50 | 32 | 32 | 34 | 31 | 41 | 29 | 39 | 43 | 35 | 34 |
| Live streams of sports events | 42 | 43 | 30 | 52 | 24 | 32 | 28 | 20 | 33 | 33 | 36 | 33 | 38 | 34 |
| Live streams of theater shows | 21 | 25 | 20 | 16 | 27 | 15 | 25 | 24 | 25 | 24 | 25 | 34 | 32 | 28 |
| None of these | 28 | 33 | 35 | 19 | 41 | 42 | 33 | 50 | 21 | 35 | 28 | 28 | 34 | 37 |

% who say they would live-stream the following if live events can't go ahead due to the coronavirus*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|-------------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Live streams of conferences / talks | 30 | 24 | 18 | 12 | 22 | 22 | 26 | 19 |
| Live streams of music concerts | 49 | 44 | 38 | 30 | 45 | 39 | 47 | 38 |
| Live streams of sports events | 39 | 47 | 39 | 26 | 33 | 50 | 49 | 34 |
| Live streams of theater shows | 21 | 24 | 17 | 20 | 24 | 18 | 23 | 17 |
| None of these | 21 | 23 | 34 | 47 | 30 | 26 | 23 | 31 |

Question: If live events can't go ahead due to coronavirus, which of the following would you be interested in watching in your home?

Role of Social Media

% who say social media companies should be doing the following during the coronavirus / COVID-19 outbreak

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Helping neighbors and local communities to connect with each other | 43 | 41 | 36 | 47 | 36 | 37 | 37 | 20 | 55 | 36 | 40 | 45 | 51 | 42 |
| Provide live-streams of events | 30 | 28 | 29 | 29 | 21 | 31 | 19 | 20 | 45 | 34 | 33 | 34 | 28 | 35 |
| Providing fact-checked content to help people cope with the outbreak | 68 | 55 | 75 | 75 | 51 | 46 | 57 | 59 | 76 | 65 | 75 | 65 | 60 | 57 |
| Screening "fake news" | 66 | 45 | 56 | 76 | 65 | 61 | 71 | 61 | 53 | 45 | 42 | 41 | 51 | 52 |
| None of these | 7 | 15 | 5 | 3 | 11 | 15 | 4 | 16 | 2 | 8 | 5 | 6 | 11 | 14 |

% who say social media companies should be doing the following during the coronavirus / COVID-19 outbreak*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Helping neighbors and local communities to connect with each other | 46 | 42 | 43 | 40 | 41 | 44 | 47 | 41 |
| Provide live-streams of events | 32 | 32 | 27 | 22 | 31 | 29 | 33 | 28 |
| Providing fact-checked content to help people cope with the outbreak | 74 | 67 | 68 | 63 | 69 | 68 | 69 | 65 |
| Screening "fake news" | 69 | 67 | 64 | 58 | 65 | 67 | 67 | 62 |
| None of these | 2 | 7 | 8 | 12 | 7 | 6 | 6 | 9 |

Question: What do you think social media companies should be doing during the coronavirus / COVID-19 outbreak?

Role of Brands: Factory Production

% who agree / disagree that brands should suspend their normal factory production to help produce essentials during the coronavirus

| Suspend normal factory production to help produce essentials | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly agree | 27 | 17 | 32 | 25 | 42 | 14 | 43 | 20 | 44 | 15 | 25 | 42 | 28 | 25 |
| Somewhat agree | 41 | 37 | 40 | 46 | 39 | 25 | 42 | 35 | 33 | 43 | 35 | 39 | 42 | 34 |
| Neither agree nor disagree | 21 | 26 | 12 | 22 | 13 | 26 | 8 | 30 | 12 | 26 | 20 | 11 | 19 | 24 |
| Somewhat disagree | 8 | 9 | 11 | 6 | 3 | 19 | 4 | 12 | 8 | 11 | 13 | 5 | 7 | 10 |
| Strongly disagree | 4 | 11 | 6 | 1 | 3 | 16 | 3 | 5 | 4 | 5 | 8 | 3 | 4 | 7 |

% who agree / disagree that brands should suspend their normal factory production to help produce essentials during the coronavirus*

*Using all country data

| Suspend normal factory production to help produce essentials | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly agree | 31 | 27 | 25 | 23 | 25 | 29 | 27 | 26 |
| Somewhat agree | 38 | 41 | 42 | 39 | 41 | 40 | 41 | 43 |
| Neither agree nor disagree | 23 | 20 | 21 | 23 | 23 | 19 | 19 | 21 |
| Somewhat disagree | 7 | 8 | 7 | 10 | 7 | 9 | 8 | 8 |
| Strongly disagree | 1 | 4 | 5 | 6 | 4 | 4 | 5 | 3 |

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you think they should do the following, where applicable?
Suspend their normal factory production to help produce essential supplies

Role of Brands: Free Services

% who agree / disagree that brands should offer free services during the coronavirus

| Offer free services (e.g. free in-store health testing, make free versions of their platforms available, etc) | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly agree | 40 | 22 | 55 | 41 | 42 | 23 | 54 | 18 | 60 | 22 | 42 | 50 | 29 | 33 |
| Somewhat agree | 42 | 32 | 29 | 50 | 34 | 28 | 30 | 32 | 29 | 44 | 37 | 31 | 37 | 37 |
| Neither agree nor disagree | 14 | 33 | 10 | 7 | 17 | 24 | 10 | 42 | 7 | 25 | 11 | 13 | 25 | 23 |
| Somewhat disagree | 3 | 9 | 4 | 1 | 5 | 15 | 3 | 6 | 3 | 6 | 5 | 4 | 5 | 4 |
| Strongly disagree | 2 | 5 | 3 | 1 | 3 | 11 | 3 | 3 | 2 | 3 | 6 | 3 | 4 | 4 |

% who agree / disagree that brands should offer free services during the coronavirus*

*Using all country data

| Offer free services (e.g. free in-store health testing, make free versions of their platforms available, etc) | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly agree | 43 | 40 | 39 | 28 | 39 | 40 | 40 | 39 |
| Somewhat agree | 43 | 43 | 40 | 39 | 42 | 41 | 42 | 39 |
| Neither agree nor disagree | 7 | 13 | 15 | 24 | 14 | 13 | 12 | 16 |
| Somewhat disagree | 4 | 2 | 3 | 6 | 3 | 3 | 4 | 4 |
| Strongly disagree | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you think they should do the following, where applicable?
Offer free services (e. g. free in-store health testing, make free versions of their platforms available)

Role of Brands: Flexible Payments

% who agree / disagree that brands should offer flexible payments during the coronavirus

| Offer flexible payment terms for consumers | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly agree | 42 | 35 | 70 | 33 | 39 | 40 | 65 | 27 | 72 | 31 | 50 | 61 | 43 | 52 |
| Somewhat agree | 41 | 41 | 21 | 52 | 37 | 35 | 25 | 35 | 22 | 45 | 30 | 29 | 35 | 28 |
| Neither agree nor disagree | 14 | 18 | 6 | 14 | 14 | 17 | 7 | 33 | 3 | 19 | 13 | 7 | 15 | 15 |
| Somewhat disagree | 2 | 4 | 2 | 1 | 5 | 6 | 2 | 3 | 1 | 4 | 3 | 2 | 4 | 3 |
| Strongly disagree | 1 | 2 | 1 | 1 | 5 | 3 | 2 | 2 | 2 | 2 | 4 | 1 | 3 | 2 |

% who agree / disagree that brands should offer flexible payments during the coronavirus*

*Using all country data

| Offer flexible payment terms for consumers | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly agree | 44 | 43 | 41 | 40 | 40 | 44 | 46 | 39 |
| Somewhat agree | 43 | 39 | 42 | 39 | 42 | 39 | 39 | 39 |
| Neither agree nor disagree | 11 | 15 | 14 | 18 | 14 | 14 | 12 | 18 |
| Somewhat disagree | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Strongly disagree | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 3 |

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you think they should do the following, where applicable?
Offer flexible payment terms for consumers

Role of Brands: Closing Stores

% who agree / disagree that brands should close non-essential stores to help prevent the spread of coronavirus

| Close non-essential stores to help prevent the spread | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|--|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly agree | 43 | 21 | 57 | 43 | 62 | 33 | 76 | 13 | 65 | 21 | 38 | 74 | 32 | 36 |
| Somewhat agree | 36 | 32 | 28 | 44 | 27 | 30 | 17 | 23 | 24 | 40 | 32 | 19 | 33 | 30 |
| Neither agree nor disagree | 13 | 26 | 6 | 9 | 7 | 18 | 3 | 37 | 7 | 24 | 13 | 3 | 20 | 23 |
| Somewhat disagree | 5 | 12 | 6 | 3 | 3 | 11 | 2 | 18 | 3 | 12 | 10 | 2 | 10 | 7 |
| Strongly disagree | 3 | 9 | 3 | 1 | 1 | 9 | 2 | 10 | 2 | 4 | 7 | 2 | 5 | 4 |

% who agree / disagree that brands should close non-essential stores to help prevent the spread of coronavirus*

*Using all country data

| Close non-essential stores to help prevent the spread | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|--|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly agree | 50 | 43 | 42 | 36 | 45 | 42 | 46 | 39 |
| Somewhat agree | 37 | 36 | 36 | 35 | 36 | 37 | 36 | 37 |
| Neither agree nor disagree | 9 | 14 | 14 | 18 | 13 | 14 | 10 | 15 |
| Somewhat disagree | 3 | 6 | 5 | 8 | 4 | 6 | 5 | 5 |
| Strongly disagree | 2 | 2 | 3 | 4 | 3 | 2 | 3 | 4 |

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you think they should do the following, where applicable?
Close non-essential stores to help prevent the spread

Role of Brands: Advertising as Normal

% who agree / disagree that brands should advertise as normal

| Carry on advertising as normal | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---------------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly agree | 12 | 15 | 25 | 7 | 15 | 11 | 19 | 16 | 24 | 12 | 20 | 16 | 13 | 16 |
| Somewhat agree | 25 | 35 | 34 | 24 | 17 | 13 | 33 | 26 | 29 | 35 | 27 | 21 | 24 | 22 |
| Neither agree nor disagree | 36 | 31 | 16 | 43 | 29 | 16 | 24 | 43 | 23 | 35 | 24 | 30 | 34 | 35 |
| Somewhat disagree | 17 | 12 | 13 | 18 | 17 | 21 | 15 | 11 | 14 | 12 | 18 | 17 | 17 | 15 |
| Strongly disagree | 11 | 7 | 12 | 7 | 23 | 39 | 10 | 5 | 10 | 7 | 10 | 15 | 13 | 13 |

% who agree / disagree that brands should advertise as normal*

*Using all country data

| Carry on advertising as normal | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---------------------------------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| Strongly agree | 12 | 12 | 13 | 11 | 12 | 13 | 15 | 12 |
| Somewhat agree | 26 | 25 | 23 | 24 | 22 | 27 | 24 | 21 |
| Neither agree nor disagree | 31 | 37 | 37 | 38 | 38 | 35 | 34 | 35 |
| Somewhat disagree | 22 | 15 | 16 | 15 | 17 | 16 | 17 | 19 |
| Strongly disagree | 9 | 10 | 11 | 12 | 11 | 10 | 11 | 13 |

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you think they should do the following, where applicable?
Carry on advertising as normal

Impact on Personal / Household Finances

% who say they expect coronavirus / COVID-19 to have the following effect on their personal / household finances

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|-----------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No impact | 15 | 14 | 15 | 14 | 20 | 27 | 11 | 10 | 2 | 11 | 12 | 7 | 20 | 17 |
| Small impact | 47 | 37 | 34 | 59 | 37 | 34 | 35 | 47 | 20 | 46 | 27 | 29 | 31 | 38 |
| Big impact | 22 | 24 | 26 | 19 | 23 | 12 | 32 | 23 | 60 | 25 | 35 | 36 | 20 | 20 |
| Dramatic impact | 9 | 9 | 14 | 8 | 6 | 8 | 10 | 6 | 16 | 9 | 15 | 10 | 9 | 10 |
| Not sure | 7 | 16 | 11 | 1 | 14 | 19 | 12 | 15 | 2 | 9 | 11 | 18 | 19 | 15 |

% who say they expect coronavirus / COVID-19 to have the following effect on their personal / household finances*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|-----------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| No impact | 15 | 12 | 16 | 23 | 15 | 14 | 15 | 15 |
| Small impact | 48 | 51 | 44 | 37 | 45 | 49 | 46 | 39 |
| Big impact | 23 | 22 | 22 | 22 | 22 | 22 | 24 | 23 |
| Dramatic impact | 9 | 9 | 10 | 8 | 10 | 8 | 9 | 13 |
| Not sure | 5 | 7 | 9 | 10 | 8 | 7 | 5 | 10 |

Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? Your personal / household finances

Impact on Country's Economy

% who say they expect coronavirus / COVID-19 to have the following effect on their country's economy

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|-----------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No impact | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 3 |
| Small impact | 18 | 10 | 9 | 28 | 6 | 13 | 4 | 5 | 5 | 10 | 7 | 5 | 8 | 9 |
| Big impact | 46 | 45 | 47 | 46 | 55 | 41 | 50 | 50 | 60 | 60 | 41 | 52 | 43 | 44 |
| Dramatic impact | 29 | 37 | 38 | 20 | 32 | 32 | 43 | 36 | 34 | 23 | 47 | 40 | 40 | 36 |
| Not sure | 5 | 6 | 4 | 3 | 5 | 12 | 3 | 7 | 1 | 4 | 3 | 3 | 8 | 8 |

% who say they expect coronavirus / COVID-19 to have the following effect on their country's economy*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|-----------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| No impact | 2 | 3 | 2 | 0 | 2 | 2 | 2 | 4 |
| Small impact | 21 | 19 | 18 | 9 | 17 | 19 | 20 | 16 |
| Big impact | 49 | 47 | 44 | 47 | 44 | 48 | 46 | 39 |
| Dramatic impact | 22 | 27 | 32 | 39 | 31 | 26 | 30 | 32 |
| Not sure | 6 | 5 | 4 | 4 | 6 | 4 | 3 | 9 |

Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? Your country's economy

Impact on Global Economy

% who say they expect coronavirus / COVID-19 to have the following effect on the global economy

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|-----------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No impact | 3 | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 0 | 2 | 1 | 1 | 2 | 3 |
| Small impact | 7 | 9 | 6 | 9 | 7 | 8 | 5 | 4 | 4 | 5 | 6 | 4 | 6 | 7 |
| Big impact | 42 | 35 | 40 | 42 | 55 | 36 | 53 | 40 | 53 | 43 | 38 | 54 | 37 | 42 |
| Dramatic impact | 43 | 50 | 49 | 42 | 33 | 41 | 39 | 48 | 42 | 46 | 51 | 38 | 48 | 41 |
| Not sure | 5 | 5 | 4 | 5 | 4 | 13 | 3 | 7 | 1 | 3 | 4 | 3 | 7 | 8 |

% who say they expect coronavirus / COVID-19 to have the following effect on the global economy*

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|-----------------|-------|-------------|-------|--------------|--------|------|---------------|--------------|
| | % | % | % | % | % | % | % | % |
| No impact | 5 | 3 | 2 | 0 | 3 | 2 | 2 | 5 |
| Small impact | 9 | 9 | 5 | 4 | 7 | 8 | 8 | 8 |
| Big impact | 41 | 43 | 42 | 43 | 40 | 44 | 45 | 37 |
| Dramatic impact | 39 | 41 | 45 | 47 | 44 | 42 | 43 | 39 |
| Not sure | 6 | 5 | 5 | 7 | 6 | 5 | 3 | 10 |

Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? The global economy



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