GWI

Coronavirus Research | April 2020

Multi-market research wave 2

Contents

Introduction

The coronavirus pandemic is still gripping communities worldwide. The first release of our multi-market study in 13 global countries showed the scale of the impact it's exerting on the consumer landscape.

This second wave, fielded in 17 countries between March 31 - April 2, shows us how that picture is evolving. Analyzing the impact across Australia, Brazil, Canada, China, France, Germany, India, Ireland, Italy, Japan, New Zealand, the Philippines, South Africa, Singapore, Spain, the UK and the U.S., this study explores how concerns are growing for most, how behaviors are changing, and how attitudes towards advertising are twofold.

As with all of our dedicated research on this topic, the data and reports are free and ungated for everyone to access. You can share this report, cite it in your own studies / release, or analyze the data yourself in our platform. And you can keep up-to-date with all of our releases via our portal.

Jason Mander, Chief Research Officer

Sample Sizes and Weighting

All stats in this report are from a GlobalWebIndex custom recontact survey among 1,053 (Australia), 1,014 (Brazil), 785 (Canada), 1,014 (China), 1,084 (France), 1,066 (Germany), 1,035 (India), 473 (Ireland), 1,075 (Italy), 784 (Japan), 540 (New Zealand), 765 (Philippines), 776 (Singapore), 361 (South Africa), 1,107 (Spain), 1,107 (UK) and 1,040 (U.S.A.) internet users aged 16-64.

We looked to collect 1,000, 750 or 500 responses per country, allowing us to be in-field for the shortest possible time and bring the results to you as quickly as possible. We fell a little short of these desired targets in South Africa and Ireland, but decided to close fieldwork anyway in order to ensure a quick speed of release.

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.

Trended Data

This is our second release of multi-market data, following Wave 1 which was fielded in mid-March in 13 countries (Australia, Brazil, China, France, Germany, Italy, Japan, Philippines, Singapore, South Africa, Spain, UK, and U.S.A.). About half of the questions included in Wave 2 were also included in Wave 1; therefore, where possible we have shown trended data for the 13 countries that featured in both waves.

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

Country Abbreviations

In tables which display county-level data, we have abbreviated country names as follows:

All	Global average across all 17 markets	IT	Italy
AU	Australia	JP	Japan
BR	Brazil	NZ	New Zealand
CA	Canada	PH	Philippines
CN	China	SG	Singapore
FR	France	ZA	South Africa
DE	Germany	SP	Spain
IN	India	UK	United Kingdom
IR	Ireland	USA	U.S.A.

Future Releases

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

We are also looking at options to add additional countries to our research.

Key Insights

Levels of concern continue to rise – but China remains an outlier

- Levels of concern about coronavirus in one's own country continue to increase. In 10 of the 13 markets where this data can be trended, concern has risen materially since the middle of March. This is especially true in Australia, the UK and the U.S., all of which were only in, or approaching, the initial stages of "lockdown" during the first wave of research. Japan has also seen a notable shift, as it has for several other questions tracked in this study; in this country, the postponement of the Olympics as well as more vocal criticism of how Prime Minister Shinzō Abe has responded to the crisis appear to have exerted a strong impact on sentiment among Japanese consumers.
- The only countries to buck this trend are China, Philippines and Italy; all three have remained stable, but Italy and the Philippines had already registered high figures in the first wave. China therefore remains the outlier, recording by far the lowest figure of any market tracked; over 50% still remain concerned, but this is illustrative of a constant theme we've seen in our research by which Chinese consumers – with their country being further along in terms of its journey - believe the situation in their country to be better than the global one. This is particularly true if we look at those who say they are "extremely" or "very" concerned about the situation in their country; only around 3 in 10 in China say this, compared to around 90% in places like India and the Philippines.
- Concern about the global situation is on the rise too; almost all countries surveyed in both waves have seen an increase in the last two weeks. China follows the trend here and records figures more in line with other markets. The biggest increases were recorded in Australia, France, Germany, Japan, and the UK.

Concerns about the global situation outpace worries about one's own country

- In most of 17 countries surveyed, consumers express higher levels of concern about the global situation than about their national one.
- The gap can rise to around ten percentage points or more in places like Australia, New Zealand and Germany, markets which are experiencing "lockdowns" and other restrictive measures but which – as of yet – have seen cases far outpace deaths.
- China is once again the outlier, with a gap of more than 30 percentage points. Despite new (largely imported) cases still arising in that country, consumers there are very much looking to the rest of the world as the place where the main problem now lies.
- Whether in relation to national or global concerns, it is women and the higher income group who are most likely to feel "extremely concerned". Rural respondents are most likely to feel extreme concern for the national situation, whereas urban respondents take the lead for the global one.

More consumers are expecting longer timeframes for the situation to be resolved

- 1 in 4 globally expect the outbreak in their country to last for 6 months or more, but this figure is influenced very heavily by comparatively higher levels of optimism in China and India. Without those two countries, the global figure rises to 4 in 10. Meanwhile, over 6 in 10 think the global outbreak will last 6 months or more.
- Compared to the middle of March, a higher proportion of consumers in 11 of the 13 markets surveyed in both waves are now expecting the situation in their country to take six months or longer to resolve (Brazil and South Africa being the only two to see no real change).

- China remains the most optimistic of all, with less than 15% thinking this (but it's a figure which has increased since mid-March). France, India and Spain are also at the more hopeful end of the scale, with around a fifth to a quarter expecting this timeframe. Among the most pessimistic are Australia, Japan and the UK, where close to two thirds are anticipating a 6 month+ period; all three countries have recorded increases since the first wave of research, but particularly in Japan where – as noted – the postponement of the Olympics appears to have dented the consumer psyche very considerably. Singapore is the most negative of all; here it's close to 3 in 4 who expect a timeframe of 6 months or more.

Timeframes for the global situation are substantially longer than for one's own country

- In every single one of the 17 countries surveyed, people expect the global situation to take longer to solve than the one in their own country – indicating that people place more hope in their national systems than in the global response. It also reflects a tendency in situations like these for people to think their own situation will be better than the general one.
- If we look at those selecting 6 months+ for their own country vs 6 months+ for the global situation, the latter is more than 20 points ahead in almost every place (Japan and Singapore are the only exceptions, with both places having been some of the most pessimistic about their own national situations).
- The gap is typically largest (40-50 points) in the countries which were the earliest to encounter serious problems, such as China, France, Spain, and Italy. Here, there's a sentiment that they are over the worst and that other countries will now follow where they've been.
- India is the most positive – only about a fifth expect their national situation to take more than six months to resolve, and it is also the only country surveyed where fewer than 50% expect the global situation to require six months or more.

Majorities in most countries are optimistic about their national response – but some countries are seeing decreases

- When asked how optimistic they are about their country overcoming the coronavirus outbreak, 12 of the 17 markets see a majority picking 4 or 5 on a 5-point scale (where 1= not optimistic at all, and 5= very optimistic).
- Globally, 7 in 10 are optimistic but this figure is distorted by the influence of China, which is the most optimistic by a considerable distance. Over 90% there select the top points on the scale, in line with their sentiments about when this will be over as well as their levels of concern. India is also very optimistic but – as noted above – this could be a result of the potential impact still to come in that country not yet being fully recognized.
- In Brazil, France, Germany, Japan, and Spain we see optimism about one's own country fall below 50%. This is most extreme in Japan, where sentiment dips below 10%. A quarter have selected the neutral point on the scale – a feature typical of Japanese response patterns – but the large majority have actively expressed pessimism. It's hard to overstate how impactful recent events in that country have been on consumer perceptions.
- Across most countries included in both waves, optimism has either increased a little or remained stable. However, in France, Japan and Spain we've seen notable falls; in a place like Spain, it would seem logical to attribute this to continuing "lockdown" with little significant improvement (yet) in the number of deaths.
- In line with trends described above, consumers in almost all markets are more optimistic about their own country overcoming coronavirus than they are about the world being able to move past it. The most positive about their own countries vs the global situation are Australia, Canada, China (by some distance), Germany, New Zealand, and Singapore.
- Interestingly, while optimism about one's own country has increased in many countries since mid-March, the same is not true for optimism about the global situation. There's been no real change in many markets, with notable declines recorded in Australia, France, Germany, Japan, and Spain.

Most institutions and organizations score majority approval ratings for their responses – but sentiment is down in places

- Most consumers approve of how large organizations and groups are responding; over 50% approve of large corporations, the government, social media companies, banks, technology companies, fashion retailers, and travel companies.
- Since wave 1 of this research in mid-March, approval ratings have remained largely stable. There are some notable exceptions to this, however, with declines seen for large corporations in Germany; for the government in France, Japan, Philippines and Spain; for social media companies in Brazil and Spain; and for banks in France, Germany, Italy, and Spain. Conversely, notable increases are evident for the government in Australia, Germany, South Africa, and the UK; and for banks in Australia, South Africa, and the UK.
- For most of the commercial entities that we asked about, those who do not express approval are most likely to give a neutral view, rather than actively disapprove. Hence large corporations, fashion retailers, travel companies and banks all have disapproval scores around the 10% or less mark. Here it might be that people simply aren't as familiar or concerned with their reactions. In contrast, disapproval of social media companies approaches 15%, while governments and populations score close to 20%.
- Interestingly, Spain is the only country where there is much stronger disapproval of the government's response compared to that of the population (almost half in Spain disapprove of the government, whereas just a fifth disapprove of the population's response). Japan is also more critical of the government than the population, but to a much lesser extent. Conversely, in Australia, Canada, Germany, India, Ireland, Italy, New Zealand, Philippines, Singapore, South Africa and the UK, people are much more disapproving of the population – suggesting that some consumers feel people aren't acting in the collective interest. In the other markets – Brazil, China, France, and the U.S – disapproval ratings are fairly equal.
- In terms of approval for social media companies, users of different platforms react relatively similarly. WeChat users have higher approval ratings than other groups, but this is largely because its users are concentrated in China (where approval ratings tend to be higher than in other markets). Similarly, Snapchat users are slightly ahead of average for approval, but that will be influenced by its younger comparative demographic (Gen Z are twice as likely as Boomers to strongly approve of how social media companies have reacted).
- Generally speaking, those with a vested interest in a group are more likely to express approval. For example, Fashionistas give fashion retailers an approval score which is about 7 points ahead of average. Business travelers are about eight-points ahead of average in their approval of how travel companies have reacted.

Concerns about how the outbreak will impact finances are growing – but people still expect the national and international situations to be worse than their own

- Since wave 1 in mid-March, 7 of the 13 markets tracked in both studies have seen a notable increase in the number of consumers expecting the situation to have a big or dramatic impact on their personal finances (Australia, Brazil, Germany, Japan, Philippines, Singapore, and South Africa). In the other 5 markets, sentiment has remained unchanged. Overall, though, it's still less than 50% in almost all of the 17 countries tracked in wave 2 who expect a big or dramatic impact on their personal finances, only moving to a majority in India, the Philippines, and South Africa.
- In stark contrast, large majorities in all countries expect this to have a big or dramatic impact on the country's economy; only in China does this fall below 70% but the figure exceeds 90% in Australia, Ireland, Italy, New Zealand, Philippines, South Africa, and Spain. We've also seen concerns grow in many countries here since wave 1 of the research - figures are up notably Australia, Germany, Singapore, and the UK.

- Currently, the biggest gaps in terms of the expected impact on personal vs national finances are found in Australia, France, Germany, Ireland, New Zealand, the UK and the U.S. – all of them record at least a 50-point difference. In the UK, this hits a 58-point difference.
- By generation, boomers see a 48-point gap here: 35% expect it to have a big / dramatic impact on their personal finances, whereas 83% think it will have a big / dramatic impact on their country's economy. The higher income group (45-point gap) are ahead of the lower income group (38-point gap).
- The expected impact on the global economy is where consumers become most pessimistic. It's 80% or more in all markets who anticipate a big or dramatic impact.
- As we've seen elsewhere in this research, these results reflect a tendency from consumers to expect a better situation for themselves vs everyone else; effectively, it's a protectionist or preservation mindset kicking in for the individual, showing that support is likely to be needed as the true impacts on personal finances begin to emerge more clearly.

3 in 4 say they are undertaking physical exercise during the outbreak

- Globally, around 85% of consumers report undertaking some form of exercise / keep-fit activity during the pandemic (including going for walks). Workouts at home are by far the most popular (51%), followed by walks (33%). Minorities of around 2 in 10 are running or taking part in live-streamed classes/sessions; about 1 in 10 are cycling or dancing.
- As might be expected, there are strong age-related patterns at play here. Boomers are most likely to be taking walks, Gen Z lead for cycling and dancing, while Millennials are ahead for running. Around a quarter of both the youngest generations say they are live-streaming, while boomers are the most likely to report not doing any activity (around 1 in 4 of this generation report such a status).
- By gender, there's a clear distinction globally; men are slightly more likely to be doing out-of-home activities or those which require equipment, whereas women move a little ahead for some of the in-home ones which don't require equipment (especially pronounced for dancing, but also present for live streaming).
- Income exerts a role too; higher income groups are ahead for many activities, whereas the lowest income group are most likely to say they're doing no physical activities.
- At a country level, some of the notable peaks are for cycling in Germany, for running in China, Germany and Singapore, and for walks in most of the more developed countries with their older comparative populations (Australia, Canada, Germany, Ireland, New Zealand, UK and U.S.). The countries most likely to report no exercise at all are Italy and Japan; for the former we might attribute this partially to the country experiencing some of the heaviest "lockdown" restrictions, while the latter has one of the oldest populations of any country tracked.
- Pre-pandemic exercise behaviors are key to the trends we are seeing here. Just 3% of those who didn't go running before the outbreak report that they are doing so now (compared to about a quarter of those who went running at least once a week). Similarly, those who reported in our Core data that they normally go running regularly are 10-points ahead of occasional runners for using home exercise equipment and over 20-points ahead of those who say they never went running.
- In a similar vein, those who reported an interest in health & fitness or playing sport are more likely to be undertaking almost all of the physical activities tracked here compared to those who reported an interest in watching sport. The only exception to this is going for walks. In other words, while a majority are trying to undertake physical activity during the outbreak, it's those who were already active who are doing this the most.

Almost 1 in 2 say they are doing more online shopping

- Across the 17 markets surveyed, almost half report that they are doing more online shopping. Elsewhere, a fifth say their habits haven't changed, a fifth say they are doing less shopping, and 15% report doing no online shopping at all.
- China is at the forefront of increased online shopping; around two thirds report doing this a lot or a little more, perhaps in part because consumers there consider the worst to be over, and yet normal bricks-and-mortar infrastructure has not yet reverted to normal status in all parts of the country.
- Conversely, respondents in the Philippines are most likely to report a decrease in online shopping; around 1 in 3 there say they are doing it a lot or a little less.
- Generations follow a predictable pattern; Gen Z and Millennials are most likely to report an increase, whereas Boomers are most likely to say their habits haven't changed. Similarly, when we look at income it's the higher group which reports the biggest increase (1 in 3 from the top 25% are shopping online more, compared to 1 in 5 in the lower 25%). The lower income group are ahead for saying they are not shopping online at all.
- As with the patterns seen for exercise above, pre-coronavirus behaviors are key to understanding trends here. Close to 50% of those who were visiting Amazon or eBay before the outbreak report increases in online shopping, rising to over 60% among Alibaba visitors (the latter reflecting the concentration of customers in China where, as we saw, online shopping had increased the most strongly). In stark contrast, just a third of people who hadn't purchased something online in the last month when they took our Core survey report that their e-commerce behaviors have increased during the pandemic.

Increases in online shopping are focused around essentials

- Among those who report that their online shopping has increased, there's a clear focus on essentials: food/grocery products, household essentials and personal care products are at the top of the list.
- Nevertheless, as fashion retailers consider how to weather the storm, there will be some positivity from almost 2 in 10 online consumers saying that they are shopping more for clothing. This is linked strongly to age, with the figure approaching 25% among Gen Z and Millennials (before dipping to 9% among Boomers). That said, among those who report a decrease in their online shopping, it is clothing which has suffered most; 8% report a decrease here, led by Gen Z. It's therefore a polarized picture; within existing customers bases, some groups will be searching more intensively but others will have seen decreased activity.
- By generation, it's Millennials who lead for increased shopping of virtually all the categories tracked, especially for essentials.
- By gender, men have the lead for alcohol and home appliances whereas women are ahead for beauty/cosmetics products. All other categories are equal, which is interesting considering that – in our Core dataset – women are significantly more likely to report having the main responsibility for household shopping whereas men take a lead for saying they have joint responsibility. Nevertheless, this could reflect inaccurate pre-coronavirus self-perceptions in terms of shopping responsibility, rather than a gender-rebalancing caused by the pandemic.
- Across all categories, the highest income group are the most likely to be increasing their online shopping. This is most pronounced for essentials, but is also particularly clear for alcohol and entertainment items (in both cases, the top 10% are 2 or 3x ahead of the lower 25%).

Consumers prioritize safety and convenience from the essential stores that remain open

- When asked what they would like to see from essential stores that remain open, it is safety and convenience which top the list; globally, 50% or more say they want ways to enter/exit as quickly as possible, options to order online and collect from outside the store, and time-slots that customers can pre-book for in-store shopping.

- Only a third expect stores to remove non-essential items from their product ranges.
- Whereas views remain relatively consistent by gender and income, there's more distinction by age. All generations want safety – with over 50% in every age group expecting ways to enter/exit as quickly as possible – but younger generations most want convenience (Gen Z and Millennials are ahead for ordering online and collecting outside, as well as for bookable time-slots).
- Location can play a role too. Urban respondents take the lead for wanting the addition of essential items not normally offered, for buying pre-prepared boxes of supplies and for bookable timeslots. Across urban, suburban and rural contexts, everyone places equal importance on safety, with similar proportions wanting ways to enter/exit as quickly as possible.
- By country, the Philippines and China tend to emerge at or towards the top of the list for many of the options tracked; this reflects the younger composition of their online populations and, in the case of China, the increased demand for essential items that we saw reflected in their online shopping behaviors earlier. We should also consider that, of the 17 markets tracked, China has been impacted for the longest period of time. Nevertheless, New Zealand, South Africa, Italy and Ireland are prominent for wanting the ability to order online and collect from outside the store; and Canada, South Africa and Ireland lead for wanting ways to enter/exit as quickly as possible. India is a little ahead of all other markets for wanting the removal of non-essential items.

7 in 10 approve of coronavirus-focused advertising, but 50% still approve of "normal" advertising

- Globally, about 50% say they approve of brands running "normal" advertising campaigns which aren't linked to coronavirus; only around 20% express disapproval, with the rest being neutral. However, of the eight brand roles / reactions that we asked about, "normal" advertising is the only one to see disapproval ratings climb toward 20%. Similarly, we see higher approval scores for brands running campaigns which show how they are responding to coronavirus / helping customers, as well as for contacting customers to let them know how they are responding (both at around 80%).
- Country variation is notable here; consumers express the highest approval for "normal" advertising in Brazil, India, and Italy (60%+, compared to 40-50% in most other places). The highest disapproval is found in New Zealand and South Africa, at around 25%.
- There's little difference by income or gender. Age has a more tangible impact; whereas around 60% of Gen Z approve, that figure dips to 40% among boomers.
- The highest approval ratings of all come for brands providing practical information / tips which help people to deal with the situation – close to 90% support this. Conversely, the lowest scores are seen for "normal" advertising (52%) and brands continuing to sell non-essential products online (60%). It's still majorities who support these two activities, but it's an indicator that any "business as normal" activities need to be managed very carefully.

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

- The importance of television is abundantly clear; two thirds say they're watching more news coverage, close to 60% report watching more on streaming services, and about half are watching more on broadcast TV channels.
- Across the 17 markets surveyed, around half are spending more time on messaging services, with similar proportions watching more videos or spending longer on social media.
- Almost 20% of Gen Z say they are spending more time on esports or creating / uploading videos on services such as YouTube or TikTok.

- As we might expect, age is a huge influencer over some of these behaviors; Gen Z are over four times as likely as boomers to be listening to more music streaming services, almost twice as likely to be watching more on streaming services, over five times as likely to be creating / uploading videos, and three times as likely to be spending more time on apps. In fact, the majority of the activities tracked peak among Gen Z or Millennials and then decline with age; the exceptions to this are listening to more radio, spending more time on the telephone, spending more time cooking, watching more news coverage, and watching more broadcast TV (the latter actually increasing in line with age, peaking among boomers).
- Income exerts an impact too, with the top 25% ahead of the lower 25% for most activities (driven at least in part by their higher disposable income). Only for creating videos, listening to more radio, and spending time on esports do we see equal figures.
- Compared to wave 1 in mid-March, many of the activities record scores which are largely unchanged. The only activities with a clear uplift across the 13 markets tracked in both waves are music streaming, spending more time on the telephone, and watching more streaming services. Some of the activities have actually recorded drops. This might suggest that some people are feeling fatigue with activities they turned to first following the outbreak of the pandemic; this would also explain why those activities which have the biggest selections to choose from – i.e. streaming services with large libraries of content – continue to grow.

Exercise predicted to be the major beneficiary in terms of increased activities

- Once the coronavirus outbreak is over, consumers most expect to continue spending more time exercising; it's 40% globally who say they plan to do this, and in every single one of the 17 countries surveyed it's also the top option out of the 20+ possibilities . Of course, it's hard to know the extent to which these plans and expectations will convert to reality, but this is a clear sign that consumers have appetite to stay healthier and are likely to respond to support and initiatives designed to facilitate this.
- Beyond exercise, there are plenty of other opportunities for brands to respond to consumer intentions. At least 20% say they plan to watch more news coverage, watch more streaming services, watch more videos, or spend more time socializing together as a family.
- Gen Z typically record some of the highest figures for the activities they plan to continue; around 25% plan to spend more time on music streaming, watching videos and on TV streaming services such as Netflix, for example. Nevertheless, Gen X and Boomers are some of the most likely to predict that they will listen to more radio and watch more broadcast TV.
- The highest income group and Millennials are the most likely to say they plan to shop online more in the future (20%).

Smartphone usage continues to climb

- 3 in 4 globally say they are spending more time on their smartphone, climbing to almost 85% for Gen Z. The global figure represents an increase from 70% in wave 1, showing that this device continues to be a significant beneficiary. Indeed, we've seen strong increases in markets like Australia, France, Germany, the UK and the U.S., all of which lagged behind in wave 1.
- For laptops and smartphones, increased usage is highest among Gen Z and then falls in line with age. Millennials show the highest increased usage of smart TV streaming devices, games consoles, smart speakers, smartwatches and tablets. This reflects a trend we often see among these two age groups: both are tech-savvy, but Millennials have comparatively greater financial power which allows them to engage with a wider range of devices.
- Location can make a big difference here: over 80% of urban respondents are spending more time on their smartphones, compared to just over half of rural consumers.
- Country-by-country behaviors can also be very different; around three quarters or more in China, Philippines, India, South Africa and Brazil report increased usage of their smartphone, compared to 50% or less in Japan, Australia and Germany. Age profiles of populations will nevertheless be having a strong influence here.

Large purchases could be delayed for a long time

- As in wave 1 of this research in mid-March, it's vacations (40%+) which are most likely to have been delayed by consumers. However, purchases of flights and clothes round off the top three, both scoring over 25%. Significantly, around 20% say they have delayed purchases of technology devices, home appliances, entertainment tickets, or luxury items, while 15% are delaying vehicle purchases. This illustrates how far-reaching the consequences are.
- Delayed purchases of luxury items are particularly notable in places like China and India, as well as among the highest income group (27% of the top 25% report having done this).
- Over 40% say they will delay purchases until the outbreak is over or begins to decrease in their country. A further quarter plan to wait until to global situation improves or is over.

Social media has the biggest trust gap, with government updates and news channels considered the most trustworthy

- Globally, people are most likely to be turning to news channels (60%), news websites (55%), news bulletins (45%), government updates (50%) and social media (47%) to keep informed about the outbreak. Around a third are keeping up-to-date via conversations with friends / family or updates from health organizations.
- When we ask people which sources they consider to be most trustworthy, the list looks quite different. Government updates move to the top of the list (around 50%), with no real difference between the number of people using them and the number who say they are trustworthy. Following behind are news channels and then updates from health organizations.
- Social media has the biggest "trust gap" of any source – while 47% are keeping-to-date via this channel, only 14% believe it to be one of the most trustworthy sources. Users of individual platforms are in line with these figures.
- In part, the question of trust gives context for what people say they want from social media: around two thirds say platforms should be providing fact-checked content, with a similar proportion wanting them to filter "fake news".

There's strong demand for more films and viral content

- With in-home media activities having seen spikes – especially for broadcast TV and streaming services – there's strong consumer demand for more content. Around half want to see more films, while about a third would be receptive to repeats of classic / popular TV shows. Interest in films peaks at over 60% in Brazil, Italy, France, and Spain. We also see over-indexes for wanting more films from existing users of streaming services, such as Netflix or Amazon Prime Video users.
- Video platforms have a strong opportunity too; a third want more funny videos / memes, with a similar proportion wanting how-to or tutorial videos which teach them how to do new things.
- In some cases, age is a huge determining factor here. Whereas films and TV repeats have relative cross-age appeal, it's Gen Z and then Millennials who are the keenest for most other types of content – with the generational splits most pronounced for updates from vloggers / bloggers, live esports streams and funny videos.

Friends / family, healthcare systems and the economy top the list of concerns

- When we asked consumers to select their top concerns at the moment, the biggest responses were for family / friends catching the virus (46%), their country's economy (46%), not knowing when this will end (45%) and hospitals not being able to cope with coronavirus cases (40%).

- Personal financial concerns are important too; a third are worried about having enough money to live on, while 3 in 10 are concerned about being able to pay the bills. Nevertheless, with far more expressing worries about their national economy, we once again see a tendency here to think the situation will be worse for society collectively than for the individual.
- In places, generational differences are profound here. Boomers are significantly more concerned than others about hospitals being able to copy, catching the virus, the economy, and knowing when the situation will end. Gen Z are understandably 2.5x as concerned as boomers about life events such as weddings / exams being cancelled.
- Gen Z are also the most likely to express concern about feeling lonely or cut-off, as well as their mental health. It’s clear that this age group could be particularly receptive to support in this area.

Levels of Concern (Own Country)

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not at all concerned	5	2	1	3	11	3	3	1	2	2	1	2	0	1	1	2	3	3
A little concerned	19	15	6	11	34	14	25	4	7	11	12	16	2	10	5	11	11	14
Quite concerned	20	25	16	25	26	23	25	8	22	30	20	28	5	27	13	24	18	21
Very concerned	27	30	37	35	23	31	32	26	31	33	30	30	27	34	26	37	34	29
Extremely concerned	29	27	41	26	7	30	15	62	39	24	37	24	66	28	56	27	34	33

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

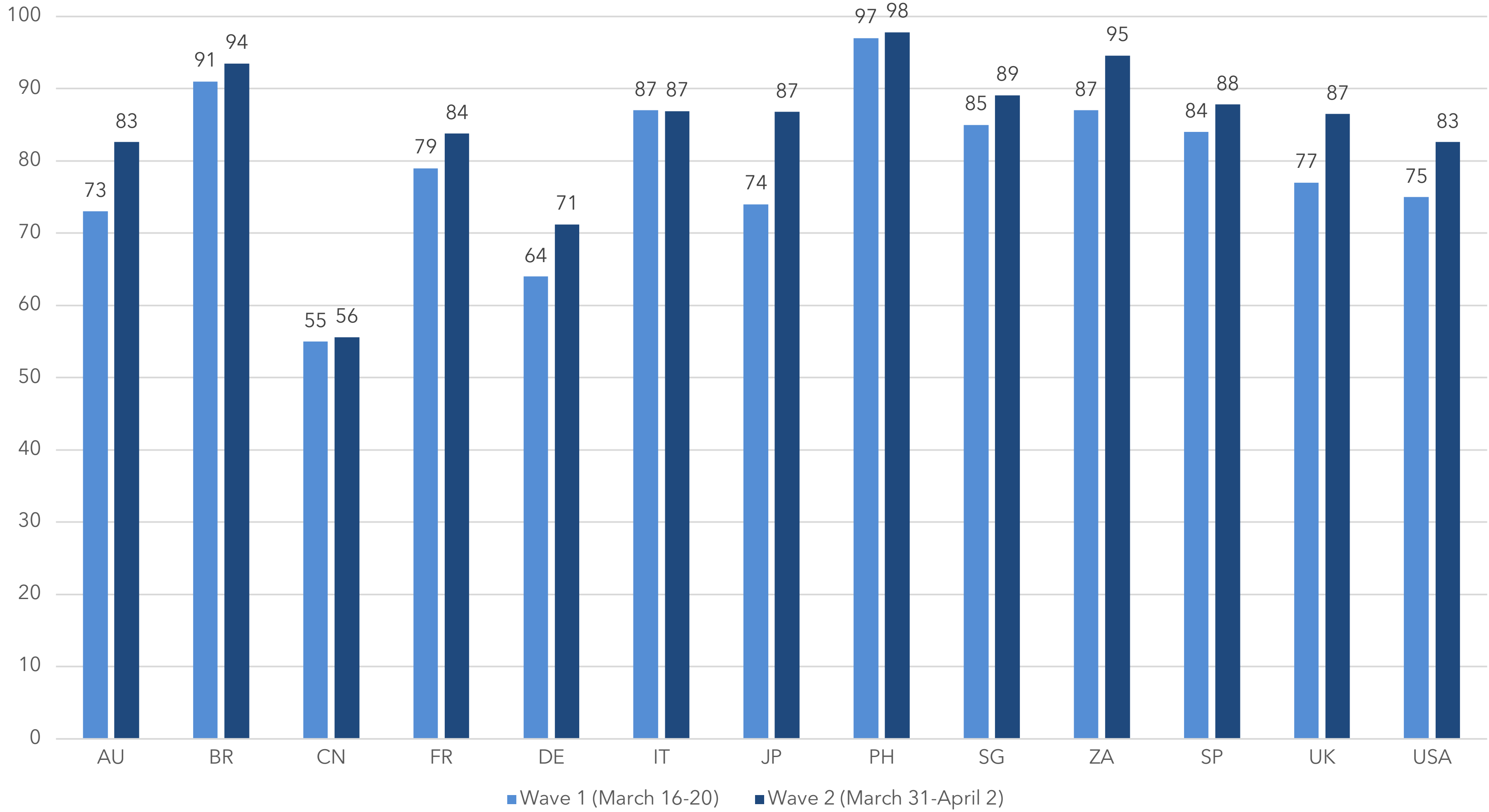
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Not at all concerned	5	6	6	6	4	6	4	5
A little concerned	13	21	21	15	19	19	18	20
Quite concerned	17	20	22	20	21	20	21	20
Very concerned	34	25	25	31	26	27	26	27
Extremely concerned	32	29	26	29	30	28	31	29

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

Levels of Concern (Own Country): Trended Data

% who say they're extremely, very, or quite concerned about the coronavirus / COVID-19 situation in their country



Question: How concerned are you about the coronavirus / COVID-19 situation in your country? Chart illustrates combined responses for Extremely concerned, Very concerned, Quite concerned

Levels of Concern (Global)

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not at all concerned	2	2	1	1	3	2	3	0	1	1	1	2	1	1	1	2	2	3
A little concerned	9	8	5	8	10	13	16	2	4	9	7	6	1	4	2	10	10	14
Quite concerned	17	18	14	23	22	22	25	5	16	25	11	17	6	23	10	24	16	23
Very concerned	35	33	35	33	41	34	33	29	32	38	32	38	27	34	27	37	38	28
Extremely concerned	37	39	46	34	24	30	23	63	47	27	48	38	66	37	59	28	35	32

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

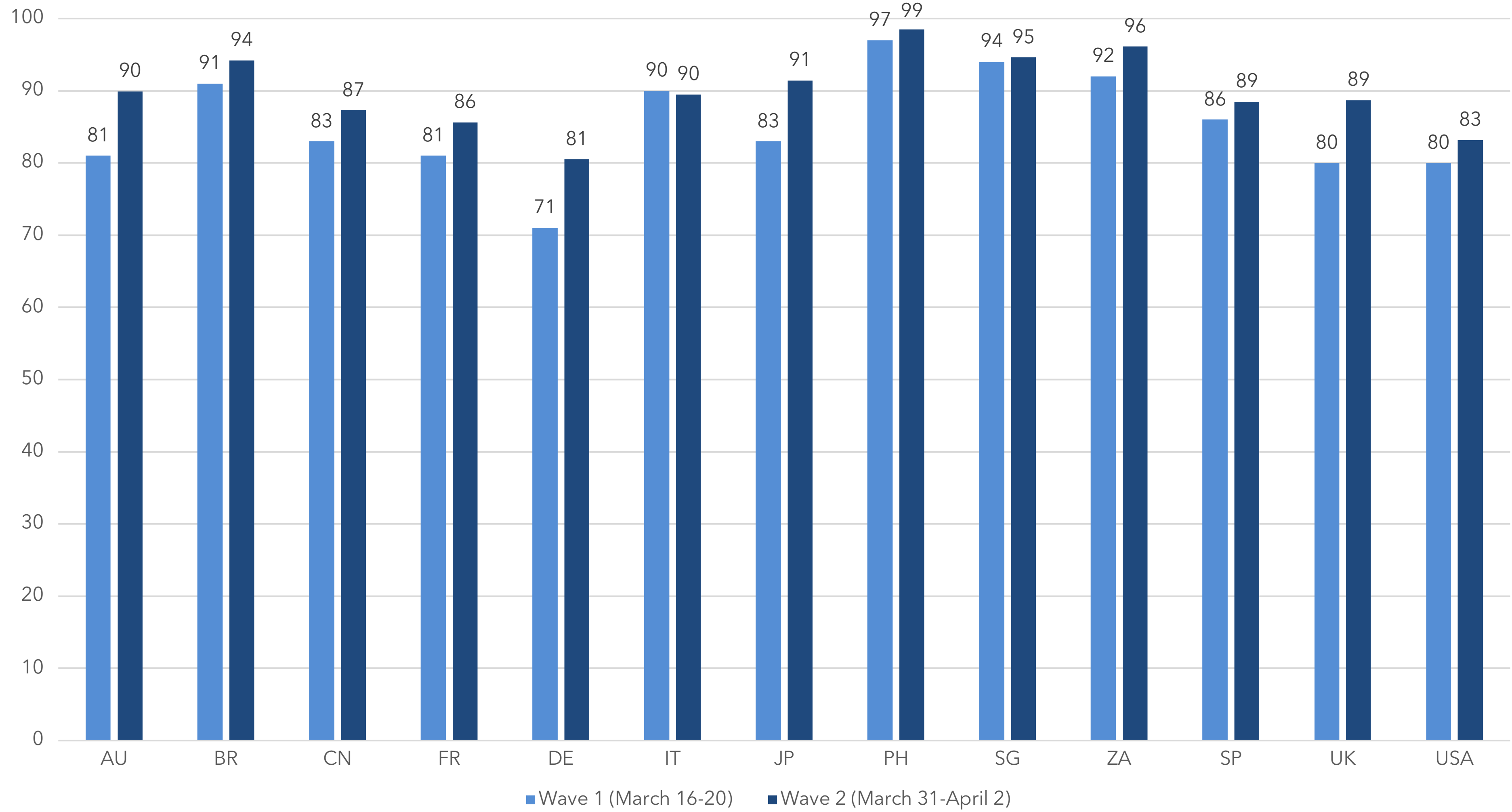
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Not at all concerned	1	2	2	2	1	2	2	3
A little concerned	7	9	10	11	8	9	7	10
Quite concerned	17	16	18	20	18	17	15	19
Very concerned	37	36	34	32	34	36	38	33
Extremely concerned	38	38	36	36	38	36	39	35

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

Levels of Concern (Global): Trended Data

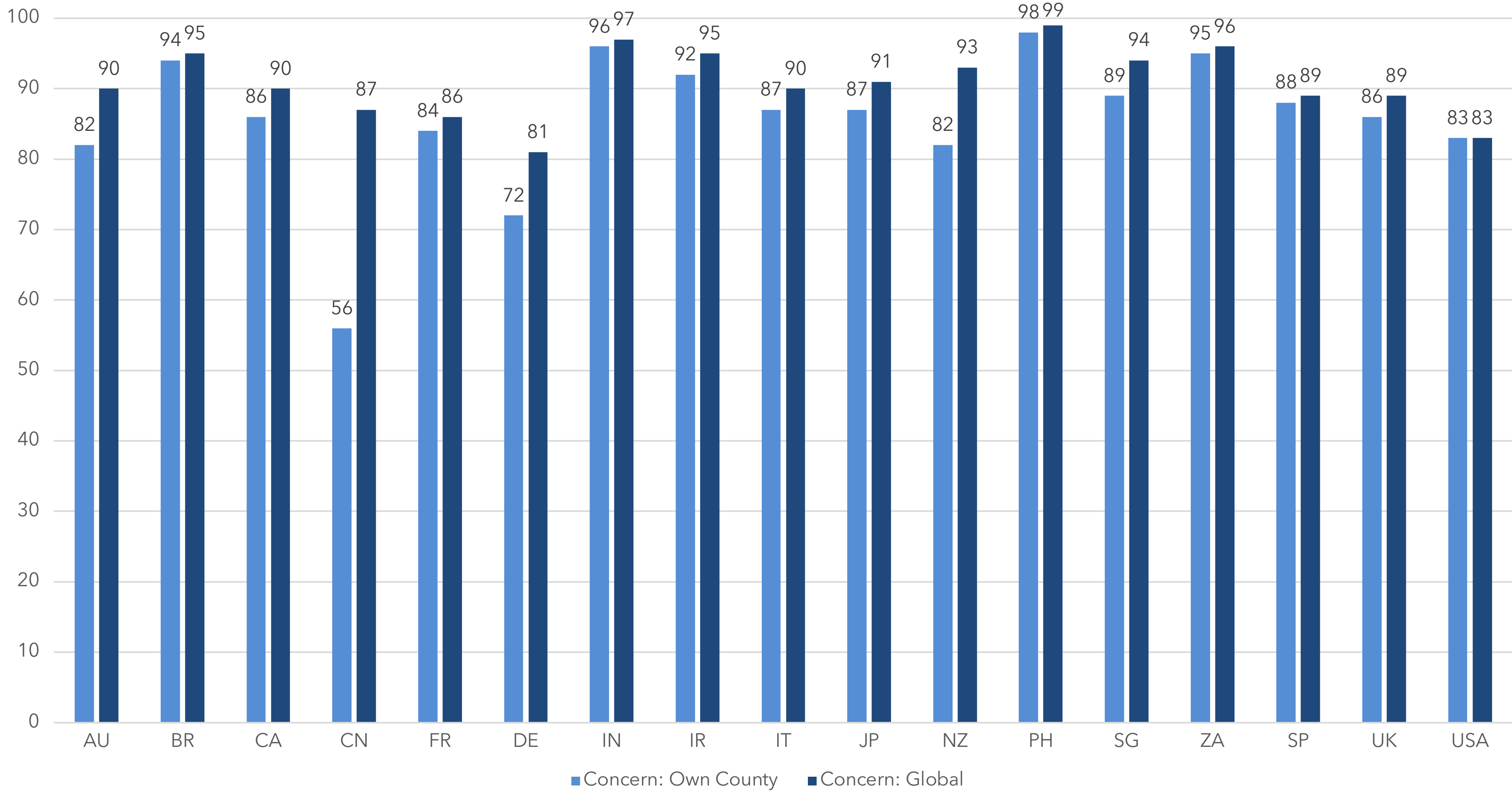
% who say they're extremely, very, or quite concerned about the coronavirus / COVID-19 situation globally



Question: How concerned are you about the coronavirus / COVID-19 situation globally? Chart illustrates combined responses for Extremely concerned, Very concerned, Quite concerned

Levels of Concern: Own Country vs Global

% who say they're extremely, very, or quite concerned about the coronavirus / COVID-19 situation in their own country vs globally



Question: How concerned are you about the coronavirus / COVID-19 situation in your country? How concerned are you about the coronavirus / COVID-19 situation globally? Chart illustrates combined responses for Extremely concerned, Very concerned, Quite concerned

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A few more days	2	1	2	1	1	1	0	4	0	0	1	0	1	1	0	1	1	0
1-2 weeks	5	1	5	1	6	2	2	8	2	3	1	1	4	1	1	3	2	3
3-4 weeks	17	5	11	6	24	11	6	24	6	13	2	8	12	3	9	12	3	9
2-3 months	41	19	35	32	51	47	29	38	26	40	18	30	39	15	28	46	20	34
4-5 months	11	14	21	21	6	19	14	10	18	16	12	13	14	8	14	15	14	15
6 months	12	27	14	17	8	12	16	11	22	12	17	19	16	24	18	10	27	14
Up to a year	8	24	8	17	2	5	20	5	20	12	22	19	12	31	19	7	25	15
Longer than a year	5	9	4	5	2	3	13	2	7	5	27	10	2	17	10	6	10	9

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

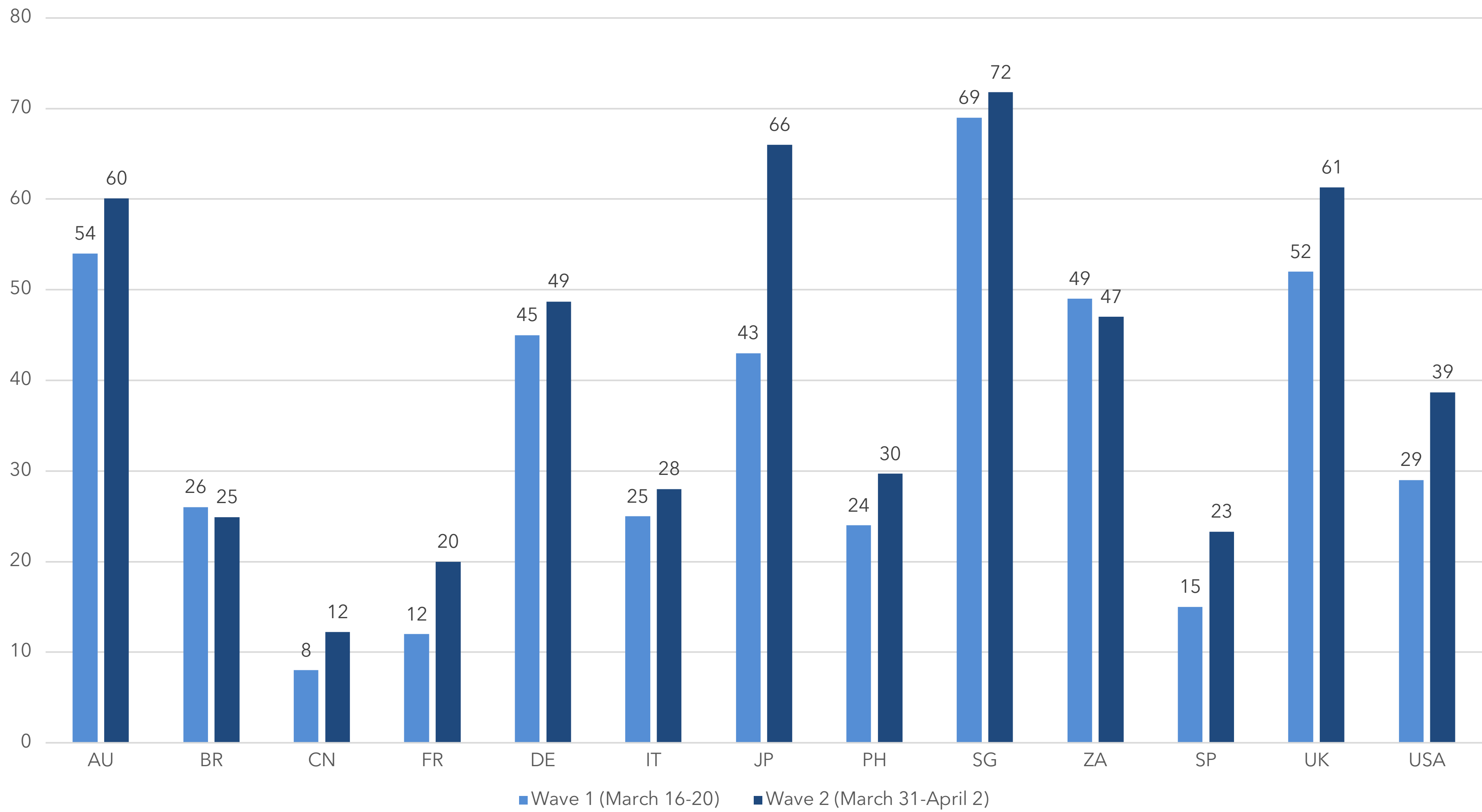
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
A few more days	2	2	1	1	1	2	1	3
1-2 weeks	7	5	4	2	5	5	4	7
3-4 weeks	19	17	17	13	18	17	18	19
2-3 months	46	41	38	34	40	42	40	34
4-5 months	12	10	11	16	12	11	10	12
6 months	8	12	14	14	12	12	15	12
Up to a year	5	8	10	12	8	8	10	8
Longer than a year	2	5	6	8	5	5	4	6

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

Expected Length of Outbreak (Own Country): Trended Data

% who say they think the coronavirus / COVID-19 outbreak will last 6 months or more in their country



Question: How long do you think the coronavirus / COVID-19 outbreak will last in your country? Chart illustrates combined responses for 6 months, Up to a year, Longer than a year

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A few more days	1	0	1	1	0	1	0	3	0	0	1	1	0	1	0	0	1	0
1-2 weeks	2	0	2	1	1	2	2	3	0	2	1	0	3	1	0	1	2	2
3-4 weeks	4	1	5	3	1	3	1	10	3	2	1	1	5	1	2	3	1	4
2-3 months	16	6	15	9	17	13	8	21	7	8	5	5	15	5	10	10	3	15
4-5 months	17	8	19	16	18	20	12	19	9	17	10	7	16	7	11	18	8	15
6 months	25	18	20	17	35	28	15	20	17	21	13	15	24	12	22	20	16	15
Up to a year	22	38	26	30	20	22	29	16	34	30	26	34	23	34	33	25	35	26
Longer than a year	14	29	11	24	7	12	34	8	30	21	43	39	14	39	23	22	34	22

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

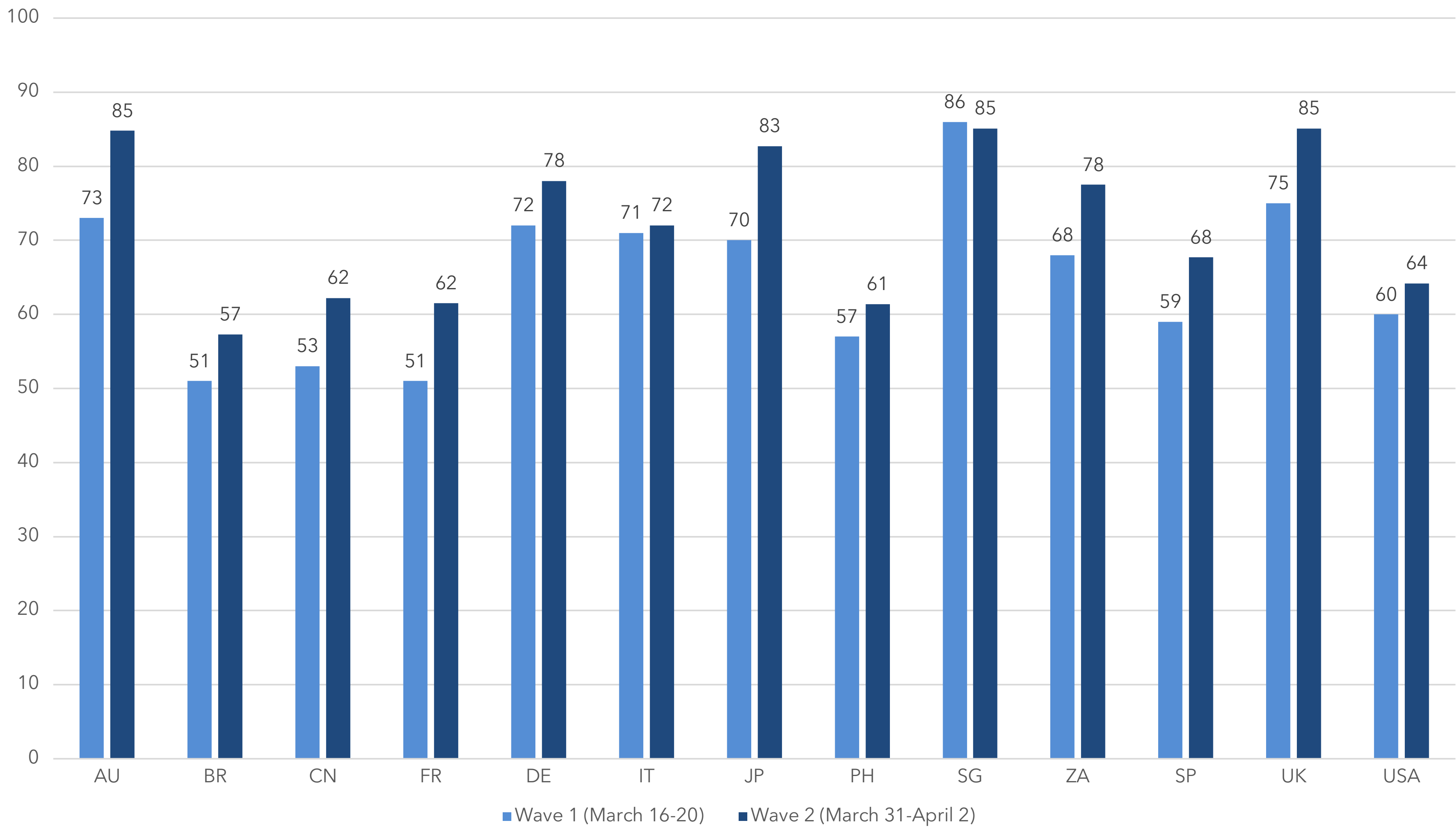
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
A few more days	2	1	1	0	1	1	1	2
1-2 weeks	2	2	1	1	1	2	1	4
3-4 weeks	5	4	2	2	3	4	3	6
2-3 months	17	16	14	16	15	16	13	17
4-5 months	19	17	16	15	17	17	19	17
6 months	25	26	26	19	26	25	25	20
Up to a year	21	22	24	25	24	21	24	20
Longer than a year	9	14	16	22	13	15	14	15

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

Expected Length of Outbreak (Global): Trended Data

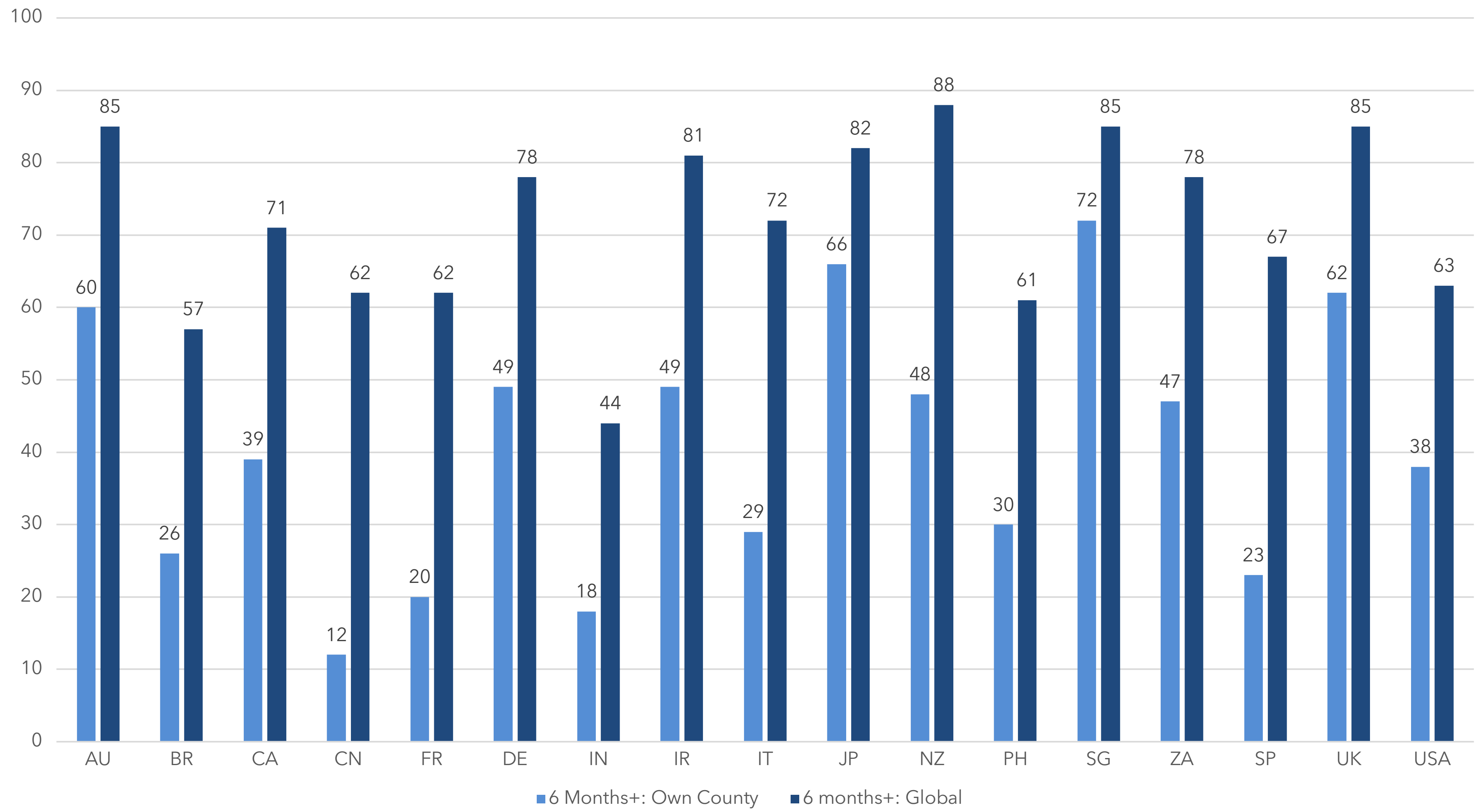
% who say they think the coronavirus / COVID-19 outbreak will last 6 months or more globally



Question: How long do you think the coronavirus / COVID-19 outbreak will last globally? Chart illustrates combined responses for 6 months, Up to a year, Longer than a year

Expected Length of Outbreak: Own Country vs Globally

% who say they think the coronavirus / COVID-19 outbreak will last 6 months or more in their <u>own country</u> vs <u>globally</u>



Question: : How long do you think the coronavirus / COVID-19 outbreak will last in your country? How long do you think the coronavirus / COVID-19 outbreak will last globally? Chart illustrates combined responses for 6 months, Up to a year, Longer than a year

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1 - Not optimistic at all	5	3	10	3	1	8	5	3	3	4	37	2	2	4	6	7	5	5
2	6	6	20	6	1	14	12	3	5	7	31	3	7	5	12	12	6	7
3	18	30	33	34	5	43	40	16	30	37	25	24	15	28	32	41	34	30
4	28	38	24	36	27	28	35	32	37	36	5	40	29	46	25	31	36	31
5 - Very optimistic	43	23	13	22	66	8	8	47	24	17	2	32	46	18	26	10	20	28

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

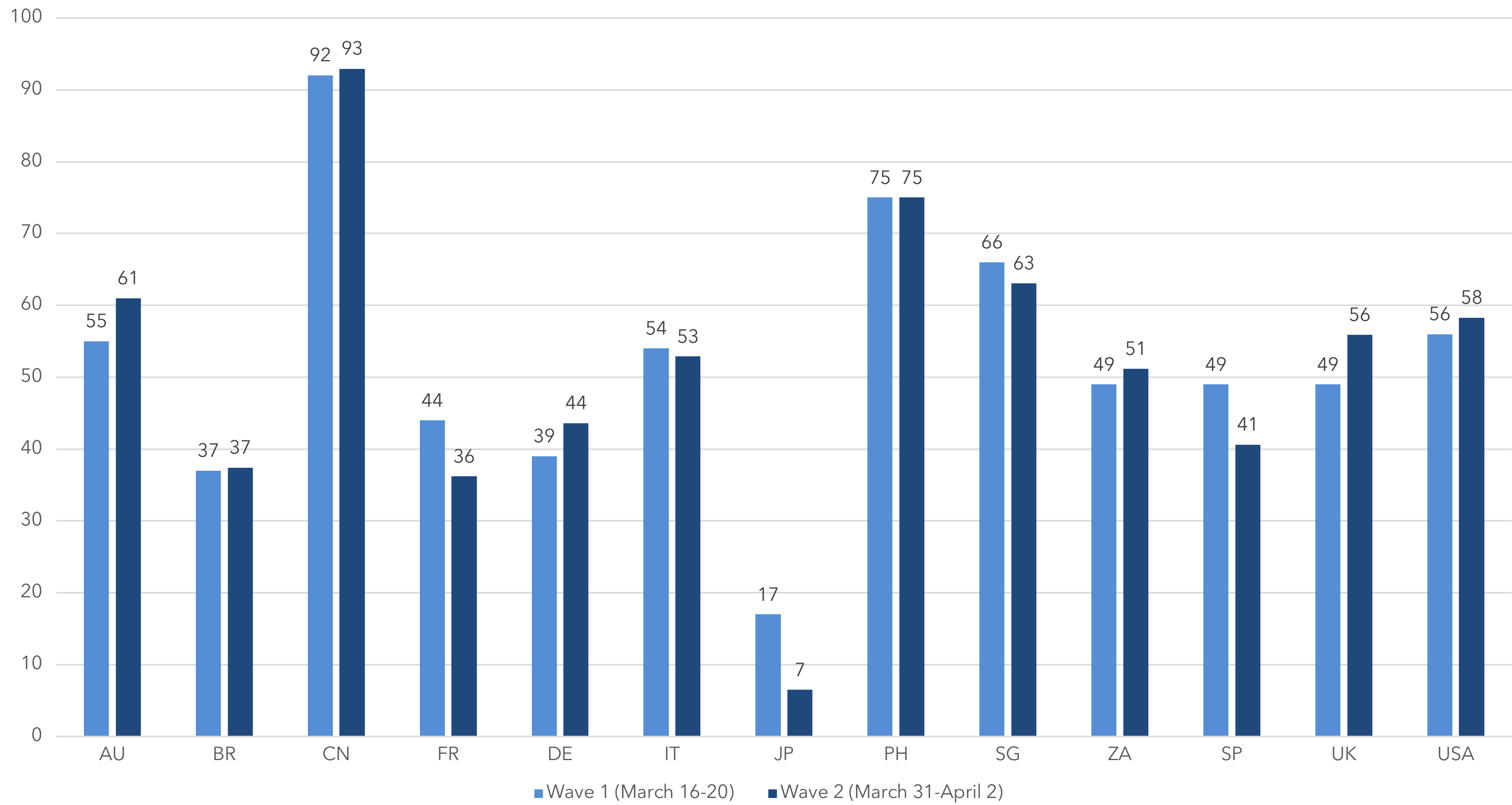
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
1 - Not optimistic at all	3	4	6	7	4	5	5	5
2	5	6	7	8	7	6	6	7
3	17	18	18	24	19	17	17	20
4	31	27	28	29	28	29	26	30
5 - Very optimistic	44	45	42	33	42	44	46	38

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

Levels of Optimism (Own Country): Trended Data

% who say they feel optimistic that their country will overcome the coronavirus / COVID-19 outbreak



Question: How optimistic are you that your country will overcome the coronavirus / COVID-19 outbreak? Chart illustrates combined responses for scale points 4 and 5 on the scale of "1 – not optimistic at all" to "5 – very optimistic"

Levels of Optimism (Global)

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1 - Not optimistic at all	7	6	4	4	6	7	10	3	4	4	45	7	0	7	3	10	5	4
2	12	12	17	12	14	19	30	4	13	12	27	14	3	16	4	19	9	7
3	35	39	37	42	41	47	44	22	37	41	23	40	15	42	31	38	38	36
4	28	29	30	28	29	21	12	31	30	31	4	27	29	25	29	26	31	30
5 - Very optimistic	19	14	13	14	10	6	3	41	16	12	1	11	53	11	33	8	17	23

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

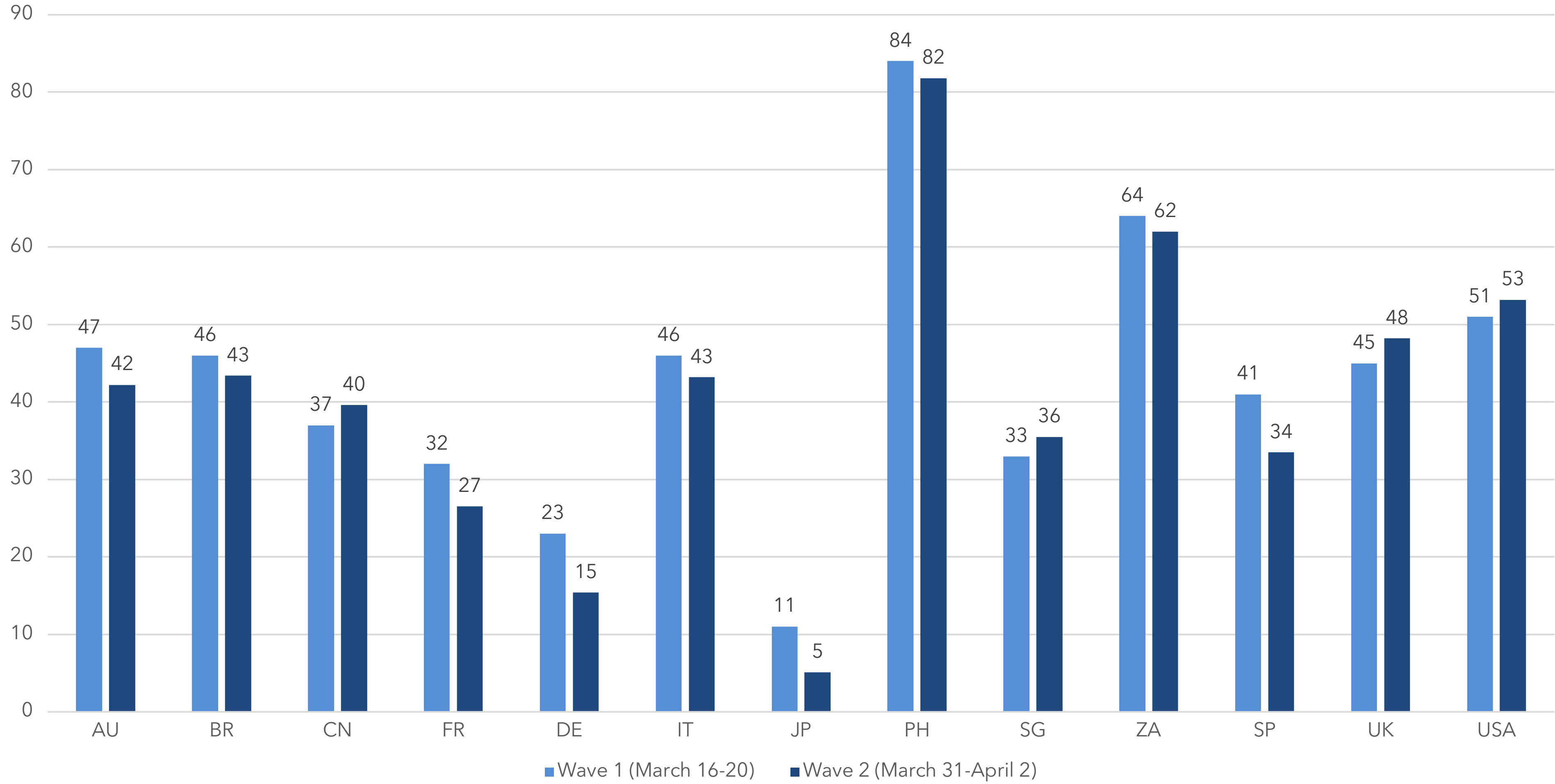
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
1 - Not optimistic at all	4	6	8	11	6	7	6	7
2	9	12	14	14	12	11	13	12
3	36	35	35	34	37	34	33	32
4	31	27	27	25	28	28	30	28
5 - Very optimistic	21	20	16	16	18	20	19	21

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

Levels of Optimism (Global): Trended Data

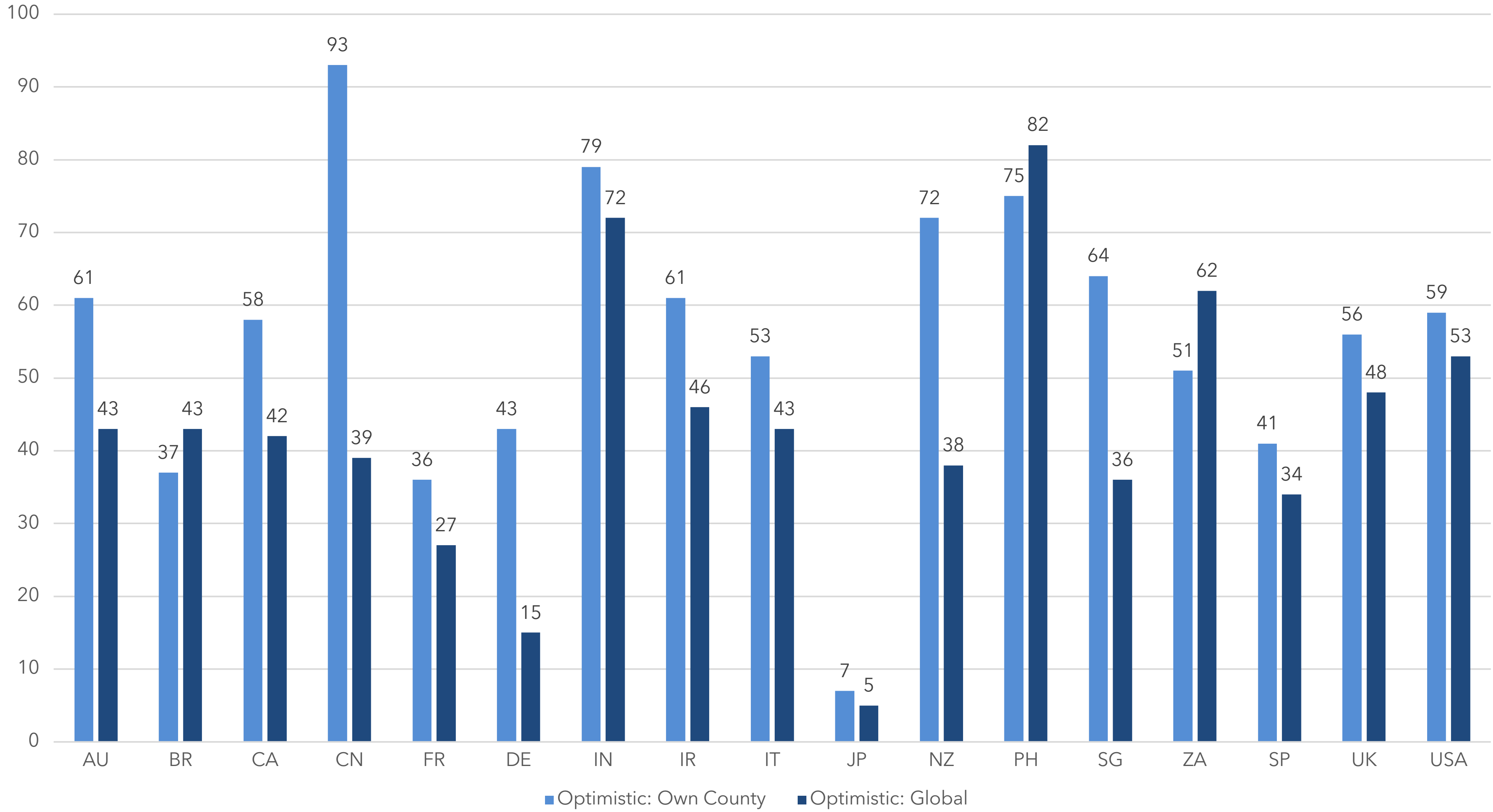
% who say they feel optimistic that the world will overcome the coronavirus / COVID-19 outbreak



Question: How optimistic are you that the world will overcome the coronavirus / COVID-19 outbreak? Chart illustrates combined responses for scale points 4 and 5 on the scale of "1 – not optimistic at all" to "5 – very optimistic"

Levels of Optimism: Own Country vs Global

% who say they feel optimistic that their own country or the world will overcome the coronavirus / COVID-19 outbreak



Question: How optimistic are you that your country will overcome the coronavirus / COVID-19 outbreak? How optimistic are you that the world will overcome the coronavirus / COVID-19 outbreak? Chart illustrates combined responses for scale points 4 and 5 on the scale of "1 – not optimistic at all" to "5 – very optimistic"

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No impact	11	11	8	12	12	21	23	6	10	12	7	12	2	7	9	9	18	19
Small impact	45	38	37	41	60	41	36	35	38	39	34	38	16	42	24	29	41	36
Big impact	29	26	30	31	22	23	17	43	27	31	33	31	66	32	38	35	21	23
Dramatic impact	9	13	18	9	6	7	9	11	12	11	9	10	15	12	20	10	8	8
Not sure	6	12	7	7	1	9	15	6	13	8	17	10	1	7	9	17	12	14

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

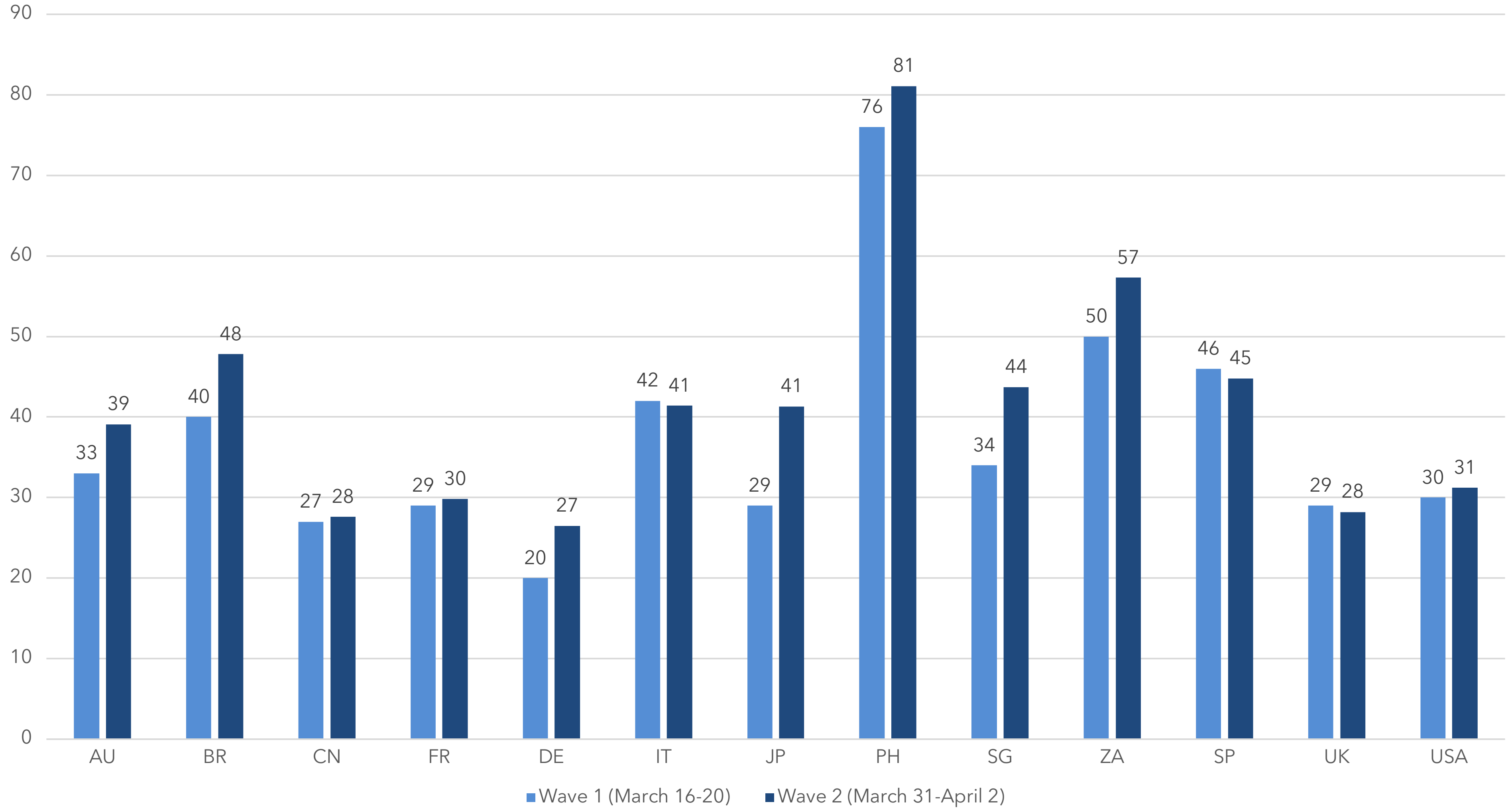
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
No impact	8	11	14	16	11	12	13	12
Small impact	45	48	42	40	45	45	49	40
Big impact	32	29	27	26	28	30	27	28
Dramatic impact	10	8	9	9	10	8	7	11
Not sure	5	5	8	9	6	6	3	9

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

Impact on Personal / Household Finances: Trended Data

% who say they expect coronavirus / COVID-19 to have a big or dramatic effect on their personal / household finances



Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? Your personal / household finances. Chart illustrates combined responses for Dramatic Impact, Big Impact

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No impact	2	1	1	1	2	3	3	1	0	1	1	0	1	2	1	1	1	2
Small impact	17	4	9	7	31	6	11	10	5	6	3	5	3	8	5	3	6	7
Big impact	51	39	43	52	50	51	46	63	45	50	48	51	60	57	45	48	47	44
Dramatic impact	27	52	44	37	16	35	32	22	46	41	41	41	36	32	46	45	40	39
Not sure	4	4	4	3	2	6	8	4	3	2	7	4	1	2	2	4	6	7

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

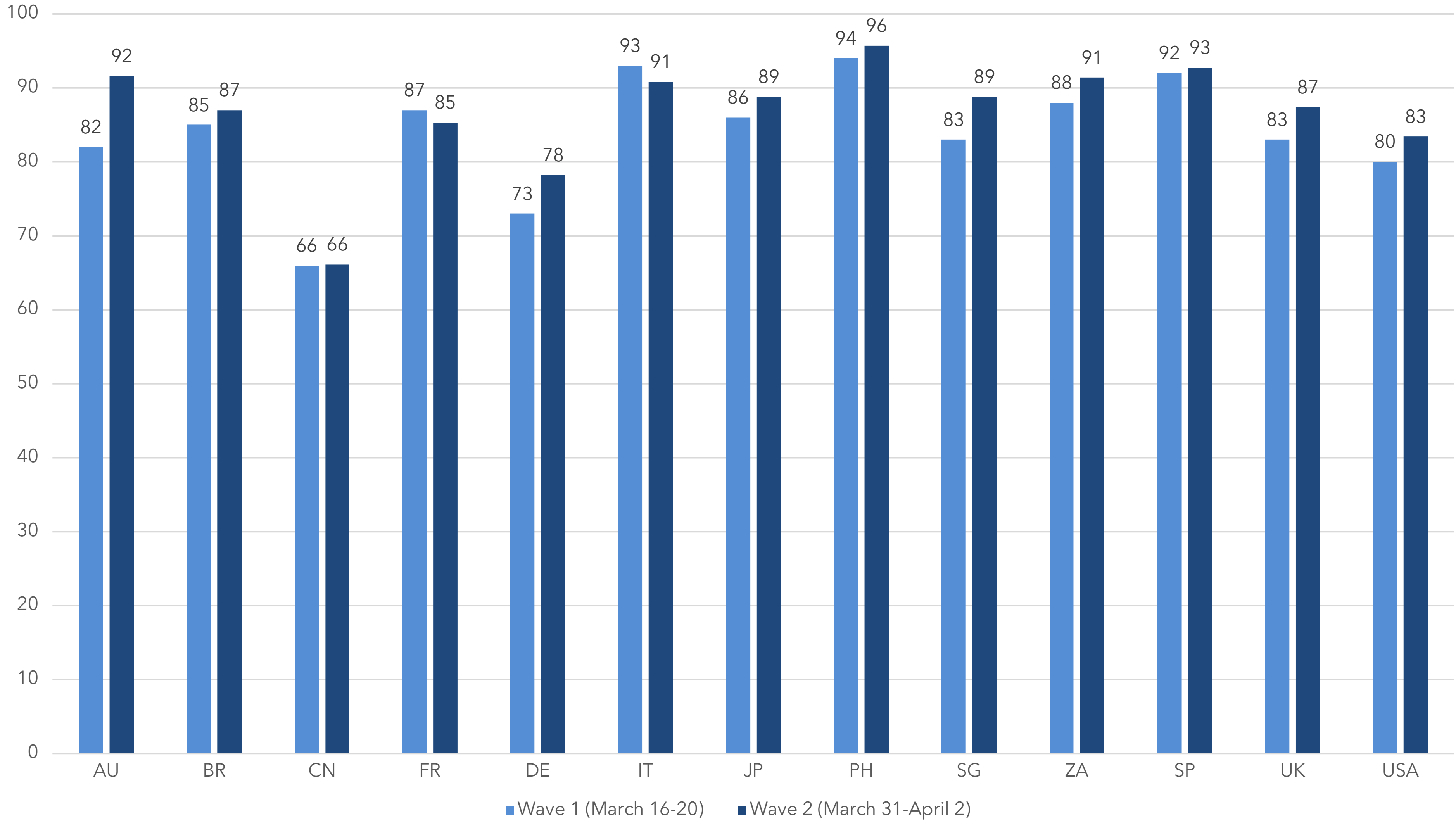
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
No impact	1	2	1	2	1	2	2	2
Small impact	19	18	15	12	17	17	18	14
Big impact	52	52	50	46	49	53	51	50
Dramatic impact	24	26	30	37	30	25	28	28
Not sure	3	3	4	4	4	3	2	6

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

Impact on Country's Economy: Trended Data

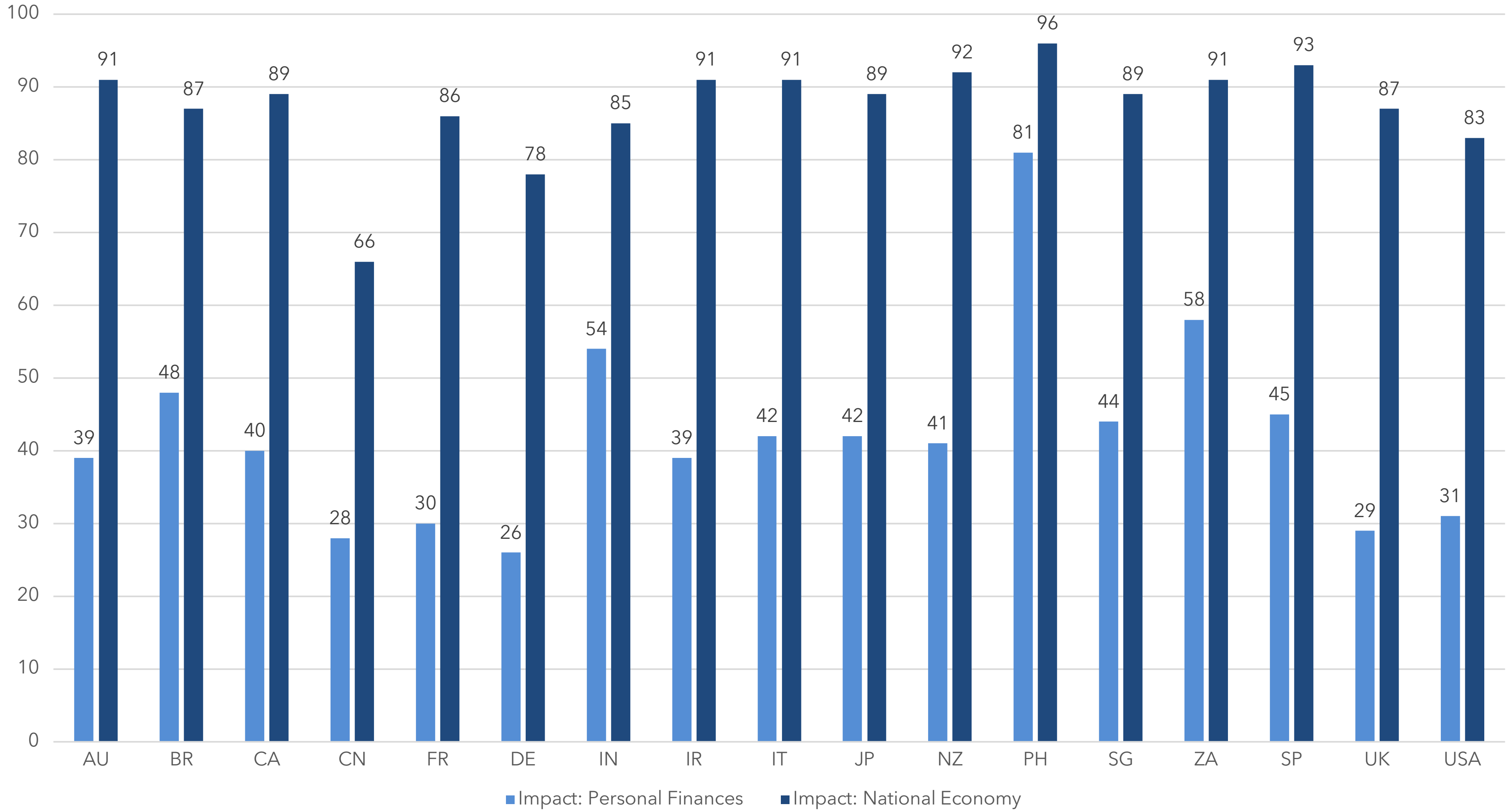
% who say they expect coronavirus / COVID-19 to have a dramatic or big effect on their country's economy



Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? Your country's economy. Chart illustrates combined responses for Dramatic Impact, Big Impact

Impact on Personal Finances vs Country's Economy

% who say they expect coronavirus / COVID-19 to have a dramatic or big effect on their personal finances vs the country's economy



Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? Your personal / household finances. How do you expect the coronavirus / COVID-19 outbreak to impact the following? Your country's economy. Chart illustrates combined responses for Dramatic Impact, Big Impact

Impact on Global Economy

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No impact	2	1	1	1	3	3	3	2	0	2	0	0	1	2	1	1	1	2
Small impact	7	3	8	3	8	6	7	7	5	5	3	2	2	4	5	2	5	6
Big impact	44	32	41	39	40	48	38	58	35	52	39	35	55	38	43	53	41	41
Dramatic impact	43	61	47	53	46	37	45	29	58	39	52	59	42	55	47	40	47	42
Not sure	4	4	3	4	3	6	8	3	3	3	6	4	1	2	4	4	6	9

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

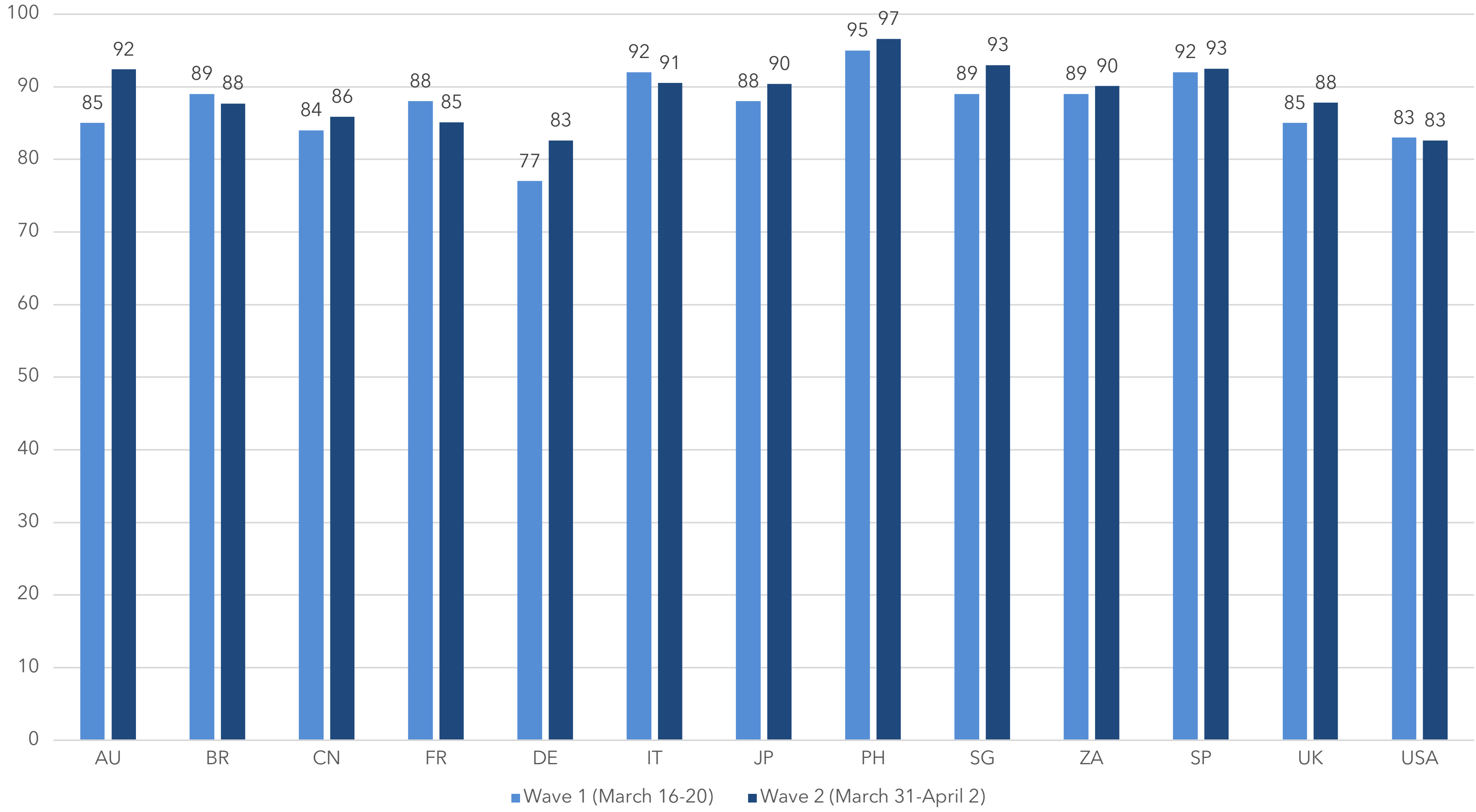
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
No impact	3	3	2	2	2	3	2	4
Small impact	7	8	5	4	6	7	8	7
Big impact	49	43	43	44	42	46	43	41
Dramatic impact	36	43	46	45	45	41	46	40
Not sure	4	4	5	6	5	4	2	8

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

Impact on Global Economy: Trended Data

% who say they expect coronavirus / COVID-19 to have a dramatic or big effect on the global economy



Question: How do you expect the coronavirus / COVID-19 outbreak to impact the following? The global economy. Chart illustrates combined responses for Dramatic Impact, Big Impact

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	27	13	27	15	28	20	11	44	13	27	4	14	27	13	26	16	12	17
Somewhat approve	50	45	43	47	61	44	43	43	49	52	27	50	52	53	46	43	45	43
Neither approve nor disapprove	15	27	11	24	10	22	27	7	19	14	46	24	14	24	14	18	26	25
Somewhat disapprove	5	9	13	10	1	9	13	4	15	6	14	9	6	7	9	10	11	9
Strongly disapprove	3	5	6	4	0	5	6	2	4	2	8	4	2	3	6	13	6	6

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

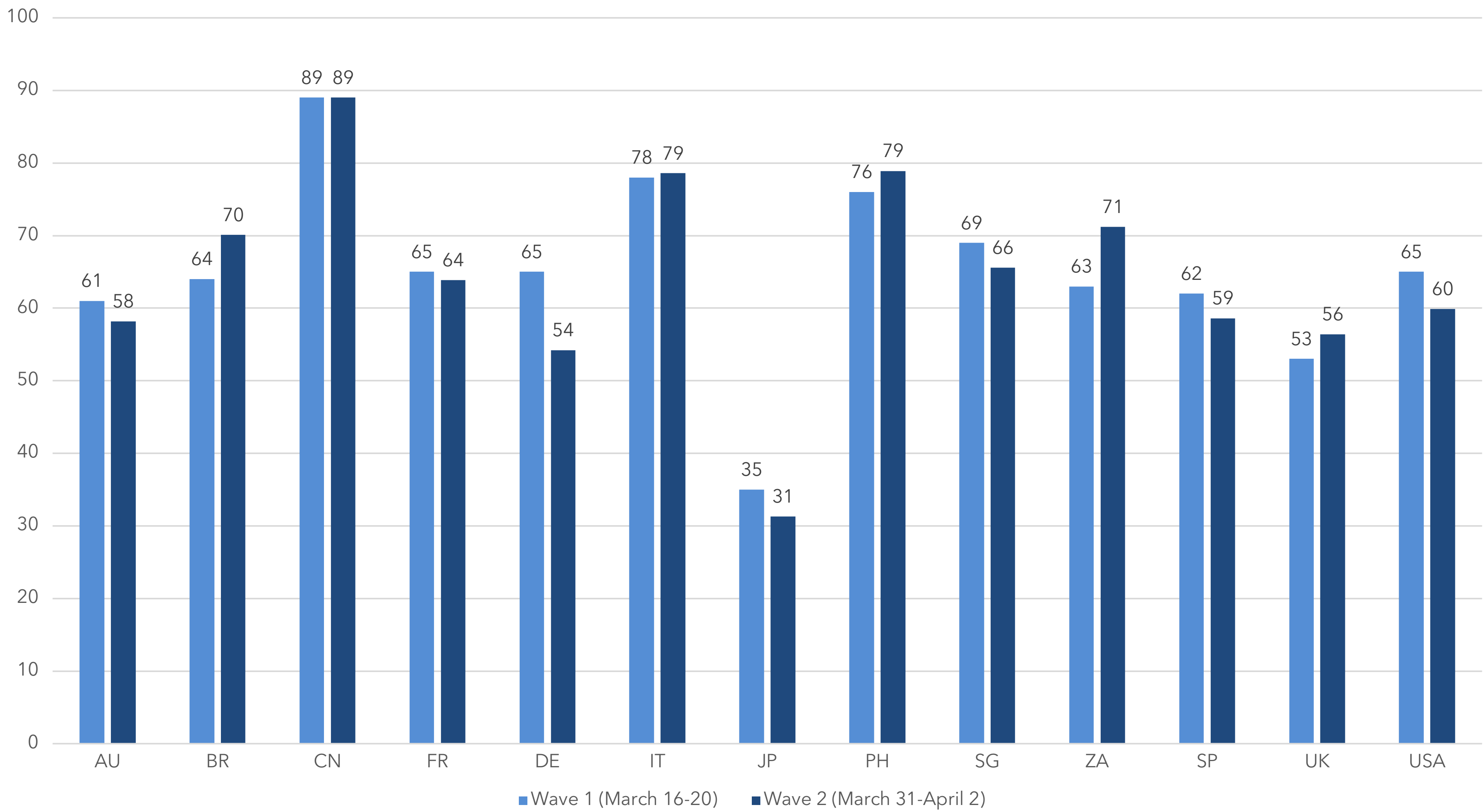
*Using all country data

Large corporations	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	29	30	24	20	26	28	28	30
Somewhat approve	53	49	50	46	50	50	53	43
Neither approve nor disapprove	13	13	17	23	16	14	12	19
Somewhat disapprove	4	5	6	7	5	5	5	5
Strongly disapprove	2	3	3	4	3	3	3	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 - Large Corporations: Trended Data

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



Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Large corporations. Chart illustrates combined responses for Strongly Approve, Somewhat Approve

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	50	27	20	31	73	16	24	66	47	29	1	58	34	39	44	13	22	19
Somewhat approve	27	41	31	45	22	32	48	24	41	48	13	29	37	41	39	29	42	30
Neither approve nor disapprove	7	10	8	8	4	11	8	3	4	5	22	4	11	10	5	10	13	12
Somewhat disapprove	8	15	14	9	1	18	13	5	5	11	24	5	12	6	7	31	14	20
Strongly disapprove	9	7	28	6	1	23	8	2	2	7	39	3	7	5	6	17	9	19

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

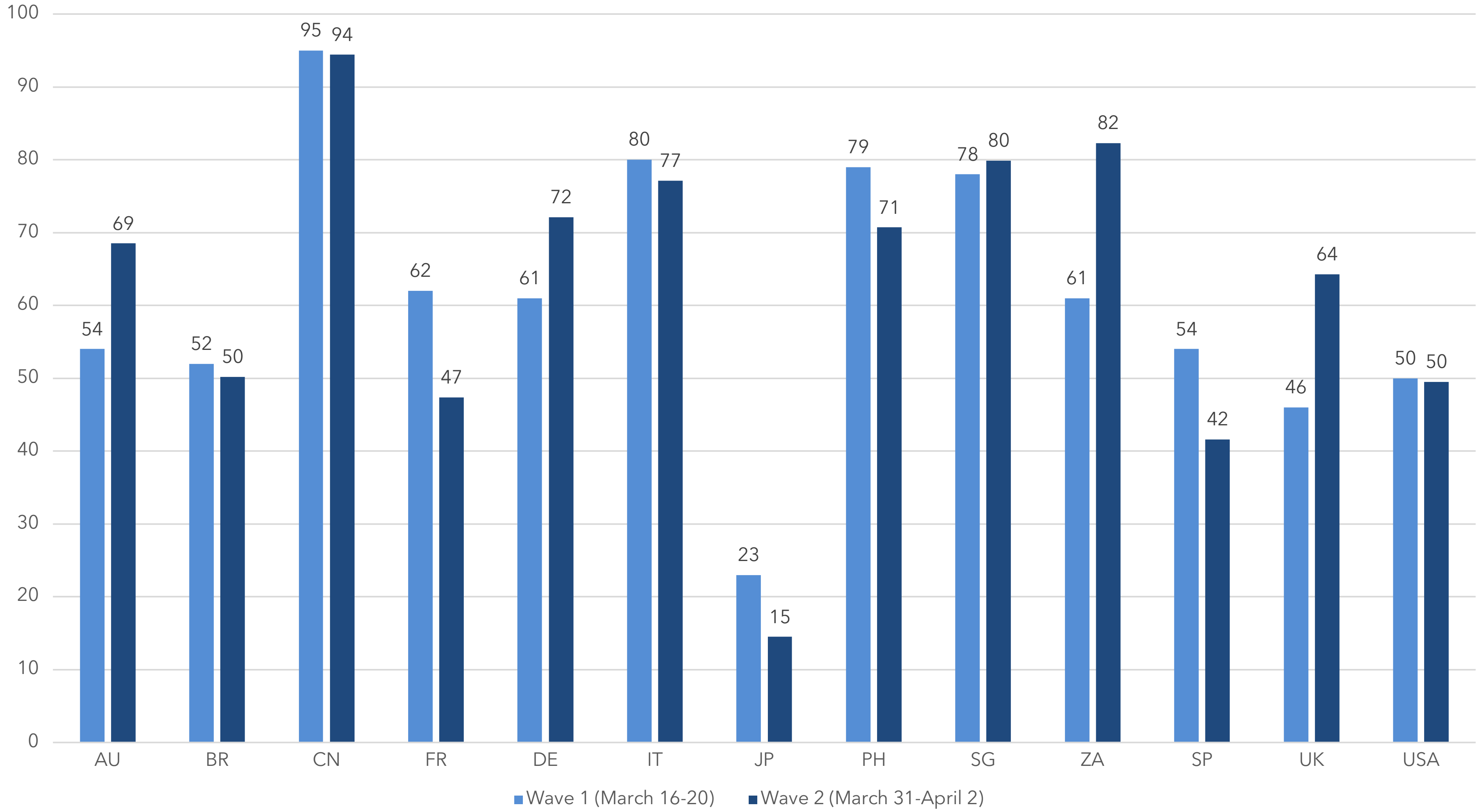
*Using all country data

Country's government	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	59	50	46	37	49	51	51	48
Somewhat approve	23	27	28	30	28	26	28	26
Neither approve nor disapprove	6	7	6	7	7	6	5	9
Somewhat disapprove	7	7	9	14	8	8	8	9
Strongly disapprove	6	8	10	12	9	8	9	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 - Your Country's Government: Trended Data

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



Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Your country's government. Chart illustrates combined responses for Strongly Approve, Somewhat Approve

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	28	9	15	12	43	12	10	30	20	17	1	18	17	13	9	32	10	9
Somewhat approve	40	39	34	43	48	32	52	37	51	43	10	54	36	52	28	41	43	29
Neither approve nor disapprove	12	19	10	16	8	14	12	9	7	11	32	15	21	17	12	11	19	22
Somewhat disapprove	14	23	28	21	1	29	18	16	17	23	31	11	22	12	26	5	23	29
Strongly disapprove	7	10	13	9	1	14	9	9	5	6	26	3	5	6	25	12	6	11

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

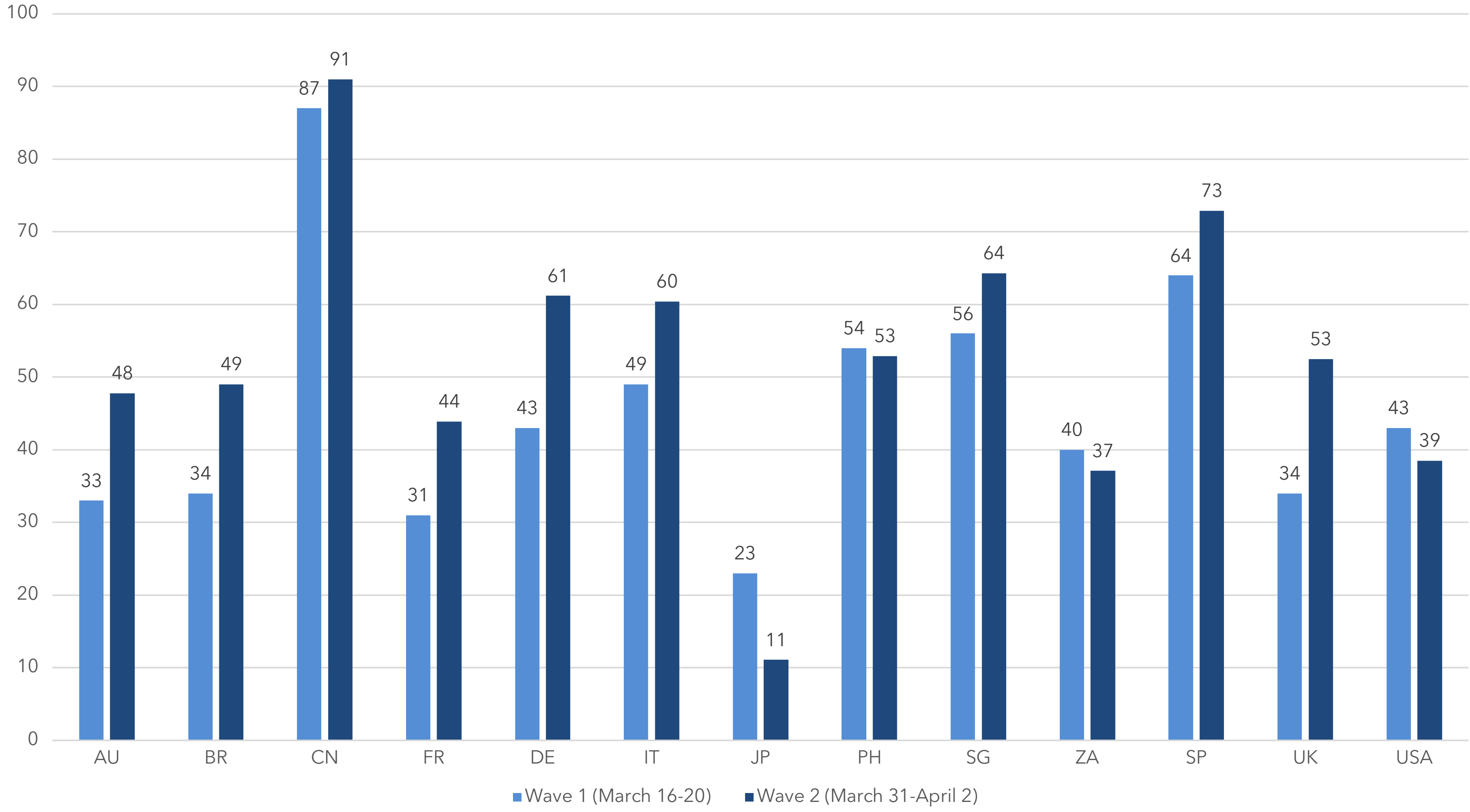
*Using all country data

Country's population	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	26	29	28	19	26	29	28	27
Somewhat approve	42	39	41	39	41	39	42	37
Neither approve nor disapprove	13	12	12	14	13	12	10	16
Somewhat disapprove	13	13	13	20	13	14	12	14
Strongly disapprove	8	7	6	9	7	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 - Your Country's Population: Trended Data

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



Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Your country's population. Chart illustrates combined responses for Strongly Approve, Somewhat Approve

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	22	10	26	11	22	12	8	40	13	16	1	12	22	13	19	15	8	10
Somewhat approve	42	30	34	32	59	26	32	35	35	35	12	39	43	45	32	38	30	27
Neither approve nor disapprove	20	34	14	35	16	30	34	10	32	20	31	34	22	30	24	30	39	37
Somewhat disapprove	9	13	14	13	3	15	15	9	13	17	29	10	10	8	15	8	15	15
Strongly disapprove	7	14	12	10	1	17	11	6	7	12	27	6	3	4	10	9	9	11

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

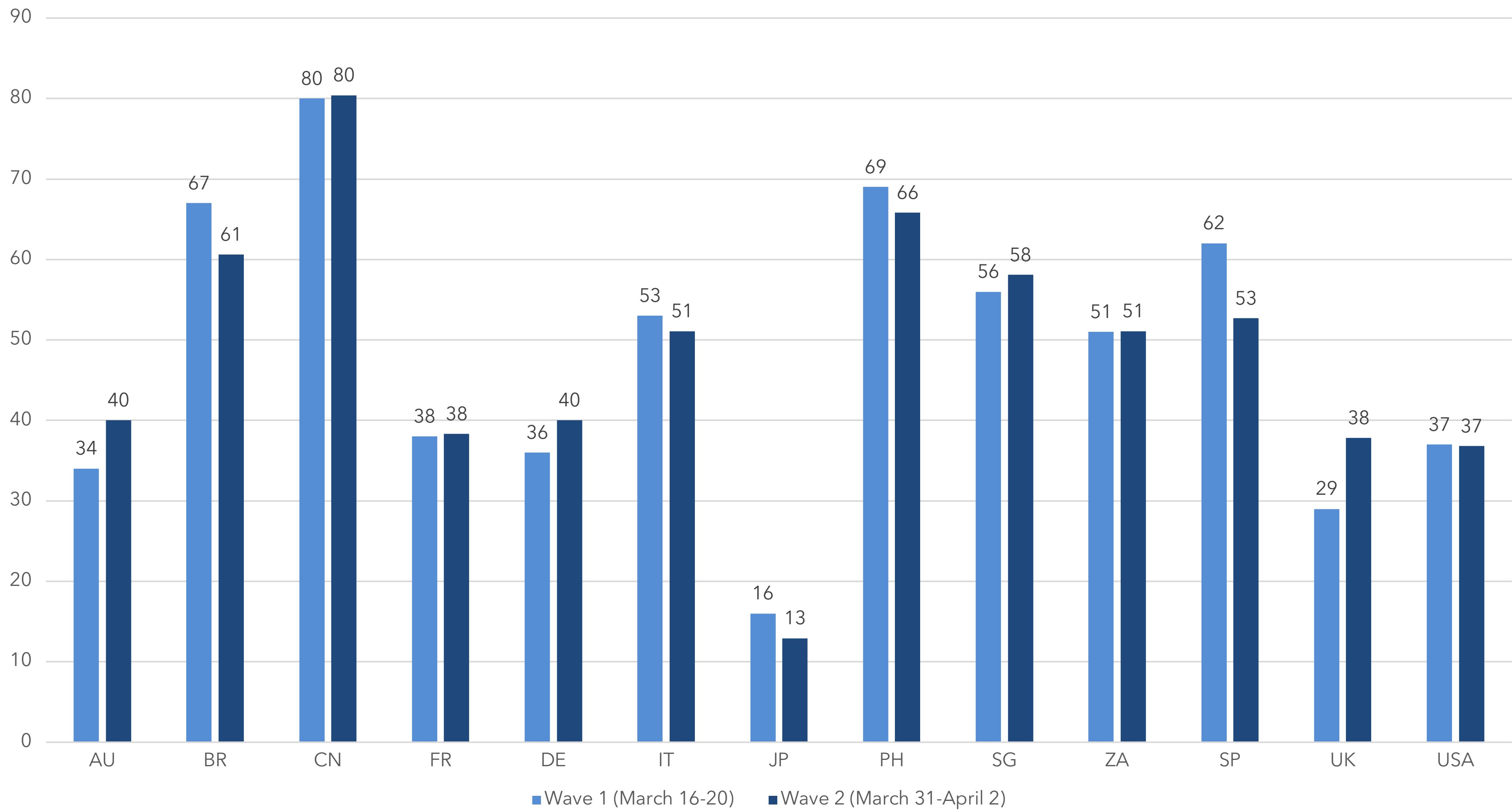
*Using all country data

Social media companies	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	26	22	19	13	22	22	22	24
Somewhat approve	43	44	41	30	43	42	43	38
Neither approve nor disapprove	18	18	23	30	21	20	20	21
Somewhat disapprove	8	9	9	13	9	9	8	11
Strongly disapprove	4	6	8	13	5	8	7	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 - Social Media Companies: Trended Data

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



Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Social media companies. Chart illustrates combined responses for Strongly Approve, Somewhat Approve

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	26	15	28	17	23	12	12	51	12	15	2	23	37	16	32	10	16	21
Somewhat approve	43	46	34	40	55	30	36	37	42	36	12	48	46	54	40	30	44	38
Neither approve nor disapprove	21	27	14	25	19	37	36	5	19	27	68	20	10	23	12	29	28	29
Somewhat disapprove	6	6	13	11	2	11	11	4	13	12	10	6	6	4	8	19	7	7
Strongly disapprove	4	6	11	7	1	10	6	4	15	10	7	3	1	4	8	13	5	5

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

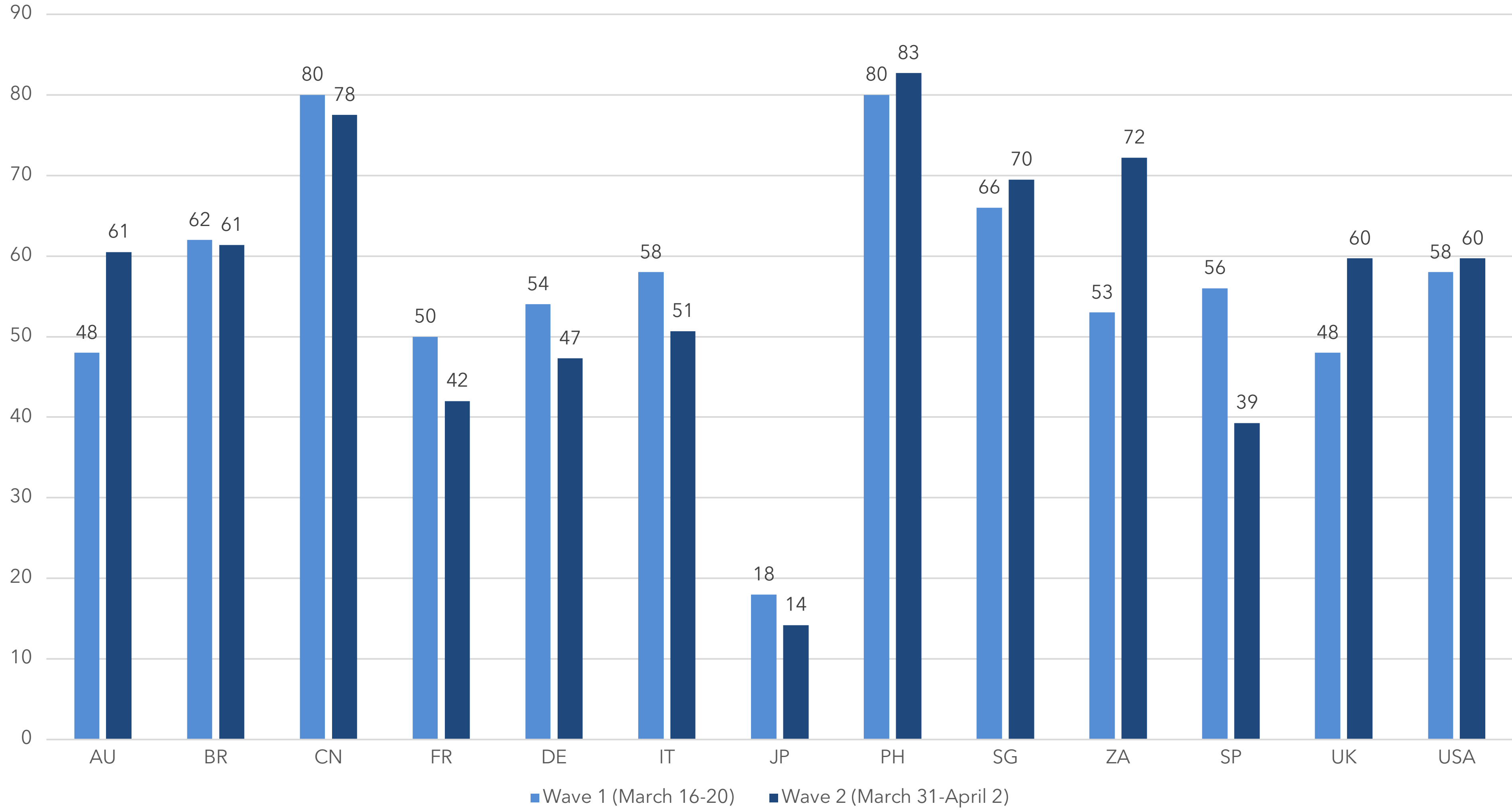
*Using all country data

Banks/financial institutions	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	33	27	22	21	26	27	27	29
Somewhat approve	45	43	44	38	43	44	44	39
Neither approve nor disapprove	16	19	24	30	22	19	18	23
Somewhat disapprove	3	6	6	7	6	6	6	6
Strongly disapprove	3	4	4	5	4	5	5	4

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 - Banks / Financial Institutions: Trended Data

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



Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Banks/financial institutions. Chart illustrates combined responses for Strongly Approve, Somewhat Approve

Levels of Approval – Technology Companies

% who say they approve / disapprove of how technology companies (e.g. Apple, Samsung, etc) have handled the coronavirus / COVID-19 outbreak

Technology companies	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	23	13	30	13	18	13	10	47	13	21	3	14	27	14	24	13	15	19
Somewhat approve	39	34	34	38	45	31	38	33	41	39	15	29	42	47	34	37	38	38
Neither approve nor disapprove	28	45	25	40	29	44	40	9	38	31	66	52	25	31	29	35	40	33
Somewhat disapprove	6	5	6	5	6	6	8	7	5	7	9	4	4	6	8	6	4	6
Strongly disapprove	3	4	5	4	2	6	4	4	3	3	7	1	2	2	5	9	3	3

% who say they approve / disapprove of how technology companies (e.g. Apple, Samsung, etc)* have handled the coronavirus / COVID-19 outbreak

*Using all country data

Technology companies	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	28	25	19	17	22	25	27	24
Somewhat approve	40	38	40	35	39	39	40	33
Neither approve nor disapprove	22	27	33	39	31	26	24	31
Somewhat disapprove	6	7	6	5	6	7	6	7
Strongly disapprove	4	3	3	4	3	4	4	4

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Technology companies (e.g. Apple, Samsung, etc)

Levels of Approval – Fashion Retailers

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

Fashion retailers	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	18	13	23	16	13	17	11	32	24	35	2	15	23	10	30	26	15	17
Somewhat approve	39	35	36	32	51	29	33	33	41	34	12	26	41	43	34	34	32	27
Neither approve nor disapprove	34	40	26	43	33	43	38	20	25	26	70	51	31	36	25	32	39	47
Somewhat disapprove	5	8	9	5	3	6	9	9	8	4	9	6	4	7	7	4	8	5
Strongly disapprove	4	4	5	4	1	5	9	7	3	2	8	2	2	4	6	4	7	4

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

*Using all country data

Fashion retailers	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	18	19	18	17	20	17	19	21
Somewhat approve	43	40	36	31	39	39	39	36
Neither approve nor disapprove	29	32	38	44	34	34	32	34
Somewhat disapprove	5	6	4	5	5	6	5	4
Strongly disapprove	4	4	3	4	3	4	4	5

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

Levels of Approval – Travel Companies

% who say they approve / disapprove of how travel companies (e.g. Expedia, Airbnb, Booking.com) have handled the coronavirus / COVID-19 outbreak

Travel companies	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	21	15	25	17	16	16	15	41	16	27	3	17	26	17	41	12	16	17
Somewhat approve	36	32	33	31	46	25	36	31	35	32	14	28	40	41	26	29	28	25
Neither approve nor disapprove	31	38	29	36	33	40	34	12	29	31	57	43	24	31	18	40	36	42
Somewhat disapprove	7	9	8	11	3	10	9	9	12	8	12	9	7	8	8	10	11	10
Strongly disapprove	5	6	5	6	2	8	6	7	9	3	14	3	3	3	8	9	9	7

% who say they approve / disapprove of how travel companies (e.g. Expedia, Airbnb, Booking.com)* have handled the coronavirus / COVID-19 outbreak

*Using all country data

Travel companies	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	25	22	18	18	21	21	21	24
Somewhat approve	35	37	36	31	35	37	38	30
Neither approve nor disapprove	29	29	34	37	34	29	30	33
Somewhat disapprove	7	7	7	8	6	8	7	8
Strongly disapprove	4	5	5	6	4	5	5	5

Question: How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? Travel companies (e.g. Expedia, Airbnb, Booking.com)

Exercise / Keep-Fit Activities

% who say they are doing the following types of exercise / keep-fit activities during the outbreak

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Cycling	9	5	5	6	7	5	27	15	6	1	6	10	5	8	5	3	9	8
Dancing	12	7	13	9	11	7	4	20	6	2	2	6	20	4	14	6	9	9
Jogging / running	16	14	3	12	21	9	24	16	14	4	10	14	13	23	9	3	16	14
Live-streamed exercise / keep-fit sessions	23	8	14	10	39	12	5	20	9	12	3	11	12	10	13	19	13	7
Using home exercise equipment^	27	17	13	19	36	17	16	33	15	21	11	14	17	14	16	17	15	18
Walks	33	51	21	55	30	26	60	29	61	9	24	64	30	39	16	11	61	55
Workouts at home	51	44	40	45	50	45	34	70	37	47	28	38	64	45	56	57	40	44
None of these	16	21	33	18	12	31	19	5	14	34	49	15	10	20	23	26	15	18

% who say they are doing the following types of exercise / keep-fit activities during the outbreak (average across all markets)

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Cycling	10	9	8	6	7	10	10	9
Dancing	18	13	8	3	17	8	14	12
Jogging / running	12	21	13	7	15	16	19	12
Live-streamed exercise / keep-fit sessions	28	27	17	9	26	21	29	20
Using home exercise equipment^	31	31	22	15	25	29	36	21
Walks	27	33	37	45	34	33	36	29
Workouts at home	54	56	44	35	49	52	56	47
None of these	14	14	20	26	18	15	12	20

Question: What types of exercise / keep-fit activities are you doing during the outbreak? ^Full option wording was: Using home exercise equipment (treadmill, cycling machine, etc)

Online Shopping Behaviors

% who say the coronavirus / COVID-19 outbreak has impacted their online shopping behaviors in the following ways

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I'm spending a lot more time shopping online	23	11	20	13	34	10	11	16	10	11	12	6	10	20	19	9	15	17
I'm spending a little more time shopping online	24	19	19	22	33	13	26	15	18	21	18	10	13	27	10	16	22	23
My online shopping habits haven't changed	21	38	30	42	12	33	49	8	29	29	54	25	17	34	23	30	33	37
I'm spending a little less time shopping online	8	6	4	6	8	9	3	11	7	8	3	7	13	5	9	5	9	5
I'm spending a lot less time shopping online	9	7	5	5	6	14	6	20	11	9	3	19	20	4	8	9	9	6
I'm not shopping online	15	19	22	12	7	21	5	30	25	22	10	34	28	10	33	32	13	10

% who say they are doing the following types of exercise / keep-fit activities during the outbreak (average across all markets)

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
I'm spending a lot more time shopping online	20	28	20	10	24	22	32	18
I'm spending a little more time shopping online	26	24	24	20	21	27	26	20
My online shopping habits haven't changed	16	17	27	41	22	20	18	23
I'm spending a little less time shopping online	8	8	7	5	8	7	6	11
I'm spending a lot less time shopping online	11	9	8	7	10	9	9	8
I'm not shopping online	19	14	14	18	15	16	10	19

Question: How has the coronavirus / COVID-19 outbreak impacted your online shopping behaviors?

Online Shopping Increases

% who say they are shopping online more for the following things

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Alcohol^	10	5	6	3	18	2	3	4	4	2	5	3	9	5	3	4	8	3
Chocolate	12	3	9	5	20	5	5	11	5	3	5	3	2	5	6	5	7	6
Clothes	19	11	13	11	29	8	18	13	9	9	9	4	5	14	6	6	12	14
Cosmetics / beauty products	15	5	11	7	25	5	8	9	5	6	9	2	3	12	7	4	7	7
Entertainment items (e.g. books, films)	17	11	14	9	26	7	12	11	7	11	10	2	5	9	9	8	14	14
Food / grocery products	33	13	22	19	54	11	11	22	13	14	14	12	15	32	19	12	21	23
Gifts for other people	5	3	5	4	6	3	7	5	5	4	3	1	2	5	3	2	7	5
Home appliances / furniture	8	3	6	2	12	3	6	8	2	3	6	1	3	7	6	2	3	2
Home / garden items	10	4	4	5	16	5	6	7	5	6	4	0	2	4	5	3	8	5
Household essentials (e.g. household cleaner, toilet tissue)	29	9	16	15	47	9	9	18	8	12	13	6	10	25	13	8	15	21
Personal care products (e.g. toothpaste, shampoo)	27	8	14	14	45	7	9	18	7	9	14	6	10	22	13	9	13	21
Treats for yourself	10	6	11	11	12	3	9	7	7	9	6	4	6	14	10	5	10	12
Vacations to take in the future	4	2	2	2	4	3	3	5	1	1	3	1	1	4	3	1	2	3
None of these	1	1	1	1	0	1	2	0	1	1	1	0	1	1	1	1	1	1

Question: Which things are you shopping online more for? NOTE: This question is only asked to people who said "I'm spending a lot more time shopping online" or "I'm spending a little more time shopping online". ^Alcohol was shown to respondents who were 18+, or 21+ in the U.S.

Online Shopping Increases

% who say they are shopping online more for the following things*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Alcohol^	8	11	10	5	7	11	14	5
Chocolate	11	16	10	4	12	13	20	10
Clothes	22	22	14	9	19	19	23	15
Cosmetics / beauty products	16	18	11	6	20	10	20	11
Entertainment items (e.g. books, films)	20	21	12	7	16	19	22	13
Food / grocery products	30	38	31	18	33	34	43	24
Gifts for other people	5	7	3	3	5	5	6	4
Home appliances / furniture	8	10	6	4	6	9	9	7
Home / garden items	9	12	8	3	10	9	12	7
Household essentials (e.g. household cleaner, toilet tissue)	21	35	27	17	29	28	39	18
Personal care products (e.g. toothpaste, shampoo)	26	33	23	14	28	27	36	19
Treats for yourself	12	12	6	4	10	10	13	9
Vacations to take in the future	6	4	2	1	3	4	4	2
None of these	0	0	1	1	1	1	1	1

Question: Which things are you shopping online more for? NOTE: This question is only asked to people who said "I'm spending a lot more time shopping online" or "I'm spending a little more time shopping online". ^Alcohol was shown to respondents who were 18+, or 21+ in the U.S.

Online Shopping Decreases

% who say they are shopping online less for the following things

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Alcohol^	4	1	2	2	4	2	1	8	2	2	1	4	5	1	2	2	2	1
Chocolate	3	2	1	1	2	3	1	9	2	2	0	4	4	1	1	3	2	1
Clothes	8	7	4	5	6	13	5	18	10	8	2	16	13	4	7	8	10	6
Cosmetics / beauty products	6	4	3	1	5	6	4	13	5	4	1	7	12	2	4	5	5	2
Entertainment items (e.g. books, films)	4	4	2	2	3	7	2	10	5	4	1	9	6	1	3	4	4	4
Food / grocery products	5	3	2	1	5	4	1	12	3	2	1	3	7	2	6	3	4	2
Gifts for other people	5	4	3	3	3	6	2	11	5	4	1	12	10	2	5	6	6	4
Home appliances / furniture	5	3	3	3	3	5	2	11	4	4	1	7	8	2	4	4	4	2
Home / garden items	4	1	2	3	3	7	2	9	4	4	0	9	6	1	3	4	4	2
Household essentials (e.g. household cleaner, toilet tissue)	4	2	1	2	3	2	1	10	2	2	1	4	6	1	3	3	2	2
Personal care products (e.g. toothpaste, shampoo)	4	2	1	2	3	3	1	12	2	3	1	6	6	2	4	3	2	2
Treats for yourself	5	5	1	4	3	2	2	10	9	7	1	11	14	2	5	5	7	6
Vacations to take in the future	4	4	2	3	3	8	3	10	7	5	0	11	7	3	3	7	6	3
None of these	1	1	1	1	0	2	1	1	1	2	1	1	2	0	1	1	0	1

Question: Which things are you shopping online less for? NOTE: This question is only asked to people who said “I'm spending a lot less time shopping online” or “I'm spending a little less time shopping online”. ^Alcohol was shown to respondents who were 18+, or 21+ in the U.S.

Online Shopping Decreases

% who say they are shopping online less for the following things*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Alcohol^	4	4	3	3	4	3	4	3
Chocolate	4	3	3	2	3	3	3	3
Clothes	10	8	8	6	10	7	8	9
Cosmetics / beauty products	7	6	5	6	8	4	6	6
Entertainment items (e.g. books, films)	5	5	4	3	4	4	5	4
Food / grocery products	7	5	4	5	5	5	4	7
Gifts for other people	7	5	4	4	5	5	5	5
Home appliances / furniture	5	5	4	2	5	4	5	4
Home / garden items	5	4	3	3	4	4	4	3
Household essentials (e.g. household cleaner, toilet tissue)	5	4	3	2	4	4	4	4
Personal care products (e.g. toothpaste, shampoo)	6	5	3	3	4	4	4	5
Treats for yourself	4	5	5	5	5	5	4	6
Vacations to take in the future	4	5	5	5	5	4	5	4
None of these	1	1	1	1	1	1	0	1

Question: Which things are you shopping online less for? NOTE: This question is only asked to people who said "I'm spending a lot less time shopping online" or "I'm spending a little less time shopping online". ^ Alcohol was shown to respondents who were 18+, or 21+ in the U.S.

Role of Essential Stores

% who say they would like to see the following from essential stores (e.g. petrol/gas stations, supermarkets, convenience stores)

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Addition of essential items not normally in their product ranges	48	43	35	41	59	36	25	46	43	33	29	37	62	43	50	36	36	42
Option to buy pre-prepared boxes of essentials	42	36	39	37	48	27	15	48	33	33	26	35	55	37	43	36	36	35
Option to order online and collect from outside the store	53	51	56	57	54	49	33	56	55	56	29	56	63	54	62	42	52	55
Removal of non-essential items from product ranges to focus on essentials	34	24	25	31	37	30	16	46	23	24	16	23	41	29	35	31	29	26
Time-slots that customers can pre-book to shop in-store without waiting in line	51	33	55	44	57	46	19	56	37	42	33	39	56	43	46	40	46	41
Ways to allow you to enter and exit as quickly as possible	55	54	55	66	58	44	42	56	59	51	30	57	61	53	63	51	55	57
None of these	7	17	7	11	2	15	28	2	8	9	27	14	2	13	6	13	12	15

Question: Which of these would you like to see from essential stores (e.g. petrol/gas stations, supermarkets, convenience stores)? NOTE: The survey contained an "All of these" option. For the purposes of this table, we have added the results for this option to the scores for each individual option.

Role of Essential Stores

% who say they would like to see the following from essential stores (e.g. petrol/gas stations, supermarkets, convenience stores)*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Addition of essential items not normally in their product ranges	50	50	47	39	49	48	51	45
Option to buy pre-prepared boxes of essentials	47	45	37	31	42	42	45	41
Option to order online and collect from outside the store	59	55	49	43	54	52	55	48
Removal of non-essential items from product ranges to focus on essentials	41	36	29	25	33	35	36	34
Time-slots that customers can pre-book to shop in-store without waiting in line	56	52	47	41	52	50	56	47
Ways to allow you to enter and exit as quickly as possible	57	55	56	53	55	56	56	53
None of these	3	6	9	16	6	7	5	9

Question: Which of these would you like to see from essential stores (e.g. petrol/gas stations, supermarkets, convenience stores)? NOTE: The survey contained an "All of these" option. For the purposes of this table, we have added the results for this option to the scores for each individual option.

Levels of Approval for Brand Activities: Running "Normal" Advertising Campaigns

% who approve / disapprove of brands running "normal" advertising campaigns (which aren't related to coronavirus)

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	17	15	30	15	8	19	19	32	14	25	7	10	14	10	22	23	13	16
Somewhat approve	35	34	33	28	38	28	36	33	34	38	24	25	36	41	26	32	29	32
Neither approve nor disapprove	31	34	19	39	36	33	27	15	32	21	50	40	31	33	24	30	39	39
Somewhat disapprove	12	12	12	13	13	10	11	11	14	10	11	17	13	10	17	6	14	9
Strongly disapprove	6	6	6	6	4	11	7	9	6	5	7	8	6	6	11	9	6	4

% who approve / disapprove of brands running "normal" advertising campaigns (which aren't related to coronavirus)*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	19	18	14	13	16	17	19	19
Somewhat approve	39	35	32	26	32	36	36	32
Neither approve nor disapprove	26	30	35	39	34	29	28	30
Somewhat disapprove	10	11	13	14	12	11	12	12
Strongly disapprove	6	6	6	7	6	6	6	7

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you approve / disapprove of them doing the following at the moment? Running "normal" advertising campaigns (which aren't related to coronavirus)

Levels of Approval for Brand Activities: Running Advertising in Response to CV-19

% who approve / disapprove of brands running advertising which shows how they are responding to coronavirus or helping customers

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	40	30	56	34	39	25	22	54	34	45	15	26	47	24	47	31	30	30
Somewhat approve	42	46	31	44	48	41	42	32	45	37	36	44	40	52	36	44	44	42
Neither approve nor disapprove	13	19	8	17	10	22	17	6	16	13	37	25	9	20	12	19	20	22
Somewhat disapprove	3	3	2	3	2	7	10	5	4	3	7	4	3	3	2	2	4	5
Strongly disapprove	2	3	3	2	1	6	10	4	2	3	6	1	1	2	3	4	2	2

% who approve / disapprove of brands running advertising which shows how they are responding to coronavirus or helping customers*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	46	40	37	33	42	38	44	41
Somewhat approve	39	42	43	41	41	42	41	37
Neither approve nor disapprove	9	12	15	19	13	13	10	15
Somewhat disapprove	4	4	2	3	3	4	3	4
Strongly disapprove	3	2	2	4	2	3	2	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 approve / disapprove of them doing the following at the moment? Running advertising which shows how they are responding to coronavirus or helping customers

Levels of Approval for Brand Activities: Providing Entertaining Content

% who approve / disapprove of brands providing funny / light-hearted videos or content to entertain people

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	33	30	47	30	28	33	23	40	35	39	14	33	37	19	35	48	30	33
Somewhat approve	44	38	33	40	53	36	43	37	42	34	33	41	46	53	33	35	39	37
Neither approve nor disapprove	17	24	14	25	15	23	19	9	17	19	39	22	14	22	21	14	24	25
Somewhat disapprove	4	4	4	3	2	4	9	9	3	5	8	2	3	4	6	1	5	3
Strongly disapprove	3	4	3	2	1	4	7	5	3	3	6	1	1	3	6	2	3	2

% who approve / disapprove of brands providing funny / light-hearted videos or content to entertain people*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	38	33	29	27	34	31	33	34
Somewhat approve	43	45	44	35	44	44	46	37
Neither approve nor disapprove	12	15	21	30	17	17	16	21
Somewhat disapprove	6	4	4	4	3	5	3	6
Strongly disapprove	2	3	3	4	2	3	3	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 approve / disapprove of them doing the following at the moment? Providing funny / light-hearted videos or content to entertain people

Levels of Approval for Brand Activities: Providing Practical Info / Tips

% who approve / disapprove of brands providing practical information / tips which help people to deal with the situation

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	57	45	74	52	58	44	38	66	57	56	28	47	69	39	63	55	46	48
Somewhat approve	32	38	19	34	35	35	43	23	32	31	38	37	26	49	26	33	35	34
Neither approve nor disapprove	8	13	5	10	6	15	10	5	7	8	24	14	5	10	6	8	15	16
Somewhat disapprove	2	2	1	2	1	4	5	5	2	3	6	2	1	2	2	2	3	2
Strongly disapprove	1	3	1	2	1	2	5	2	1	2	5	0	0	2	3	2	2	2

% who approve / disapprove of brands providing practical information / tips which help people to deal with the situation*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	64	55	55	51	58	56	61	53
Somewhat approve	24	33	35	34	32	31	29	31
Neither approve nor disapprove	7	9	8	12	8	9	7	11
Somewhat disapprove	3	2	1	1	1	3	2	3
Strongly disapprove	1	2	1	2	1	2	1	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 approve / disapprove of them doing the following at the moment? Providing practical information / tips which help people to deal with the situation

Levels of Approval for Brand Activities: Selling Non-Essential Items Online

% who approve / disapprove of brands continuing to sell non-essential products via their websites

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	23	32	42	33	14	23	29	30	28	38	9	16	16	15	25	22	26	38
Somewhat approve	37	39	31	37	48	32	36	27	36	34	20	28	33	47	26	35	36	30
Neither approve nor disapprove	26	22	19	24	30	26	24	14	27	17	48	28	30	30	21	26	29	27
Somewhat disapprove	8	3	5	5	6	10	7	14	7	8	11	17	15	5	12	8	7	4
Strongly disapprove	6	3	3	2	3	9	6	16	3	4	11	12	6	3	16	9	3	2

% who approve / disapprove of brands continuing to sell non-essential products via their websites*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	23	24	22	23	24	23	27	23
Somewhat approve	40	38	36	29	35	39	37	38
Neither approve nor disapprove	22	24	29	36	27	24	25	25
Somewhat disapprove	8	8	7	6	9	7	6	8
Strongly disapprove	7	6	6	6	5	7	5	6

Question: Many brands and companies are trying to decide how best to respond to the coronavirus / COVID-19 outbreak. To what extent do you approve / disapprove of them doing the following at the moment? Continuing to sell non-essential products via their websites

Levels of Approval for Brand Activities: Running Promotions for Customers

% who approve / disapprove of brands running promotions / offers / loyalty perks for customers

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	37	37	60	40	36	35	30	34	38	48	11	26	30	29	37	32	28	44
Somewhat approve	38	37	24	35	48	34	40	31	34	32	28	30	41	48	32	34	34	32
Neither approve nor disapprove	16	19	10	19	12	20	20	13	20	14	50	31	18	19	16	24	28	19
Somewhat disapprove	5	4	4	4	3	7	6	12	5	4	6	7	7	2	9	6	6	3
Strongly disapprove	4	3	3	2	2	5	4	10	3	2	5	6	4	2	6	5	4	2

% who approve / disapprove of brands running promotions / offers / loyalty perks for customers*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	36	39	35	33	40	34	43	36
Somewhat approve	36	39	40	34	37	39	38	35
Neither approve nor disapprove	15	13	19	26	15	17	12	19
Somewhat disapprove	7	5	4	5	5	6	4	6
Strongly disapprove	5	4	3	3	3	5	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 approve / disapprove of them doing the following at the moment? Running promotions / offers / loyalty perks for customers

Levels of Approval for Brand Activities: Contacting Customers About CV-19 Response

% who approve / disapprove of brands contacting customers (e.g. via email) to let them know how they are responding to coronavirus

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	40	36	44	33	47	22	22	47	32	33	11	27	39	22	47	32	33	32
Somewhat approve	39	37	33	37	42	34	39	37	42	37	35	41	44	49	34	38	41	34
Neither approve nor disapprove	15	22	15	20	9	29	18	8	20	19	41	23	14	22	13	23	21	27
Somewhat disapprove	4	3	5	6	2	7	12	6	4	6	7	5	2	5	4	3	4	5
Strongly disapprove	2	3	3	5	0	8	10	3	4	4	5	3	2	2	3	4	2	3

% who approve / disapprove of brands contacting customers (e.g. via email) to let them know how they are responding to coronavirus*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	45	41	38	32	42	39	44	39
Somewhat approve	39	39	38	37	37	40	38	39
Neither approve nor disapprove	10	14	18	21	15	15	13	16
Somewhat disapprove	4	4	4	6	4	4	4	4
Strongly disapprove	2	2	2	4	2	3	2	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 approve / disapprove of them doing the following at the moment? Contacting customers (e.g. via email) to let them know how they are responding to coronavirus

Levels of Approval for Brand Activities: Producing Essential Supplies

% who approve / disapprove of brands suspending their normal factory production to help produce essential supplies

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	42	32	40	46	39	46	34	51	42	53	18	44	40	24	41	54	39	45
Somewhat approve	35	37	34	31	41	31	38	28	36	33	33	32	36	42	36	30	36	31
Neither approve nor disapprove	15	24	14	17	15	16	15	10	13	9	38	17	16	26	12	11	20	19
Somewhat disapprove	5	4	7	3	4	3	6	8	7	4	6	3	4	6	7	3	3	3
Strongly disapprove	3	3	5	3	1	3	7	3	3	2	5	4	4	3	4	2	2	2

% who approve / disapprove of brands suspending their normal factory production to help produce essential supplies*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Strongly approve	43	40	42	45	42	42	45	39
Somewhat approve	32	37	35	33	35	36	35	34
Neither approve nor disapprove	15	15	15	16	17	14	13	17
Somewhat disapprove	7	4	5	3	4	6	4	6
Strongly disapprove	3	3	2	4	2	3	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 approve / disapprove of them doing the following at the moment? Suspending their normal factory production to help produce essential supplies

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Creating / uploading videos (e.g. on YouTube, TikTok, etc)	15	8	19	7	15	8	6	28	6	7	5	4	17	9	9	11	6	6
Listening to more podcasts	14	11	18	11	11	9	11	22	17	7	5	10	15	9	19	13	12	14
Listening to more radio	21	18	16	21	16	23	31	29	27	27	11	19	30	23	33	28	26	19
Listening to more streaming services (e.g. Spotify, Apple Music, etc)	39	20	43	21	51	19	17	44	19	21	11	21	44	22	25	27	23	23
Reading more books / listening to more audiobooks	34	20	36	25	36	22	27	46	28	36	17	27	26	20	37	41	33	24
Reading more magazines	16	7	11	8	15	14	13	30	7	18	7	4	12	11	17	12	10	10
Reading more newspapers	19	12	17	13	13	14	19	43	13	21	17	8	17	33	17	18	11	9
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	46	30	57	29	54	30	30	57	44	55	5	44	52	42	57	60	39	20
Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc)	47	38	58	43	50	34	26	55	35	45	23	47	64	39	50	47	38	36
Spending longer talking on the telephone to others	30	28	20	28	33	43	30	32	35	45	9	33	15	11	26	47	40	25
Spending more time on apps	36	23	40	23	41	23	16	43	25	31	6	21	41	31	36	29	23	26
Spending more time on computer / video games	35	24	49	39	33	38	22	40	22	37	27	26	41	25	33	39	26	33
Spending more time cooking	41	30	31	41	47	44	31	40	38	50	13	46	41	29	41	41	33	39
Spending more time on esports	11	5	11	8	12	6	5	21	3	6	3	3	14	7	7	14	5	5
Spending more time on hobbies / pastimes	39	32	35	37	45	30	28	39	29	38	33	30	41	24	30	23	32	33
Spending more time socializing as a family / household	50	27	36	34	65	36	35	45	29	43	23	38	55	30	45	48	28	36
Watching more news coverage	66	56	56	58	78	50	57	62	56	64	61	62	72	66	64	58	55	50
Watching more shows / films on streaming services (e.g. Netflix)	57	43	60	54	64	39	33	62	52	50	20	51	64	43	53	58	51	53
Watching more TV on broadcast channels	47	40	46	44	42	61	38	60	38	56	50	45	60	34	48	35	40	42
Watching more videos (e.g. on YouTube	54	37	59	43	58	29	27	66	36	41	36	47	69	48	51	45	31	40
None of these	3	10	2	5	1	6	11	1	4	2	10	4	0	5	4	3	7	8

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*

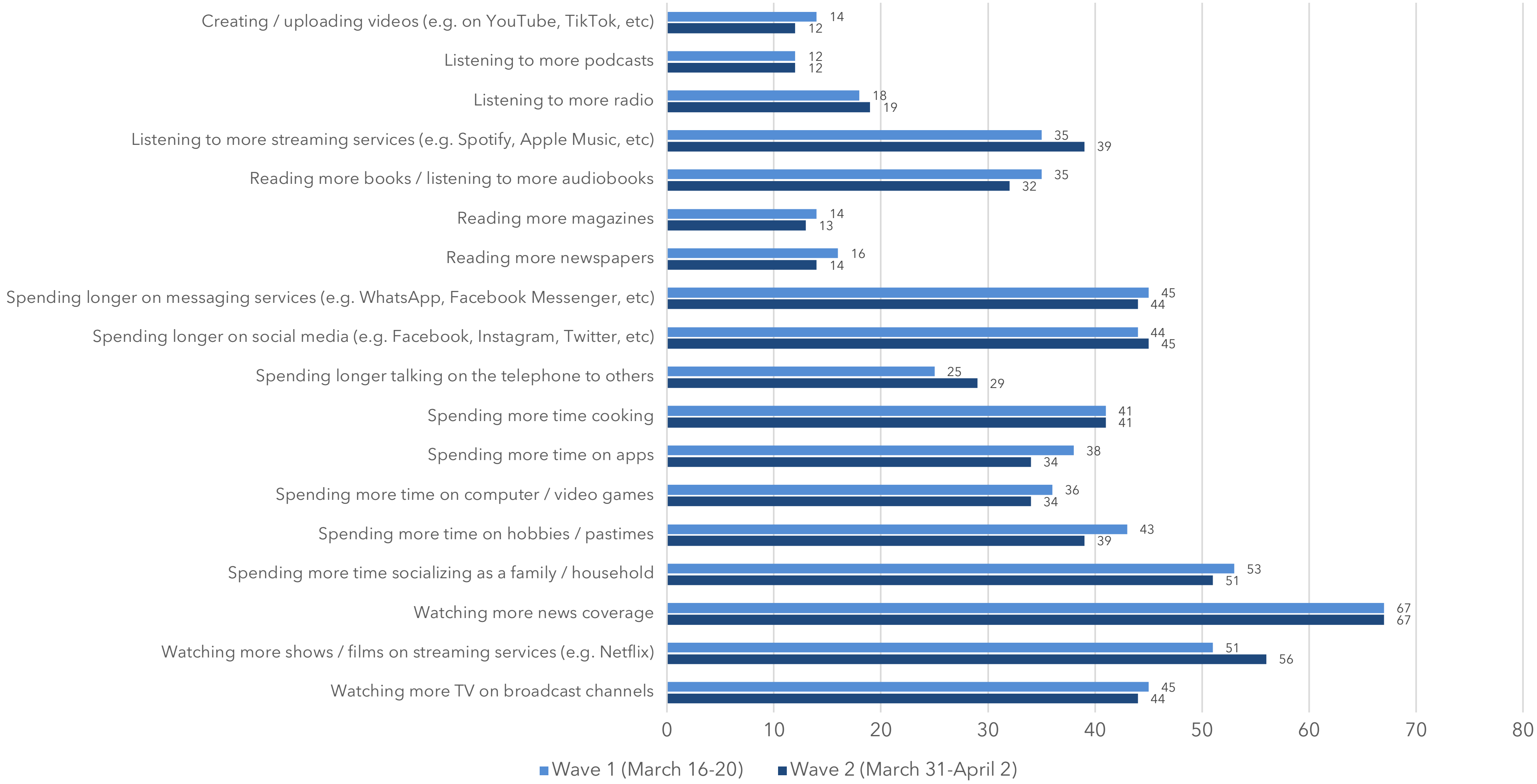
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Creating / uploading videos (e.g. on YouTube, TikTok, etc)	21	19	8	4	15	15	16	16
Listening to more podcasts	18	16	10	7	13	15	17	12
Listening to more radio	19	20	22	20	20	21	21	20
Listening to more streaming services (e.g. Spotify, Apple Music, etc)	55	42	28	15	40	39	43	35
Reading more books / listening to more audiobooks	38	37	29	29	37	32	39	29
Reading more magazines	18	18	12	13	15	17	21	14
Reading more newspapers	24	19	15	15	17	21	23	20
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	58	47	40	31	47	46	47	41
Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc)	60	50	37	30	50	44	47	44
Spending longer talking on the telephone to others	28	32	28	30	32	28	34	27
Spending more time on apps	48	37	28	17	36	35	36	29
Spending more time on computer / video games	41	38	29	26	31	39	37	29
Spending more time cooking	34	42	44	40	48	35	44	33
Spending more time on esports	18	13	5	3	9	14	12	11
Spending more time on hobbies / pastimes	46	40	34	32	42	37	41	34
Spending more time socializing as a family / household	52	50	51	35	53	47	53	38
Watching more news coverage	65	65	68	66	68	64	68	62
Watching more shows / films on streaming services (e.g. Netflix)	67	60	50	38	59	56	60	49
Watching more TV on broadcast channels	43	48	47	50	45	48	48	42
Watching more videos (e.g. on YouTube	65	58	43	29	53	54	54	51
None of these	1	3	4	7	3	4	2	5

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: Trended Data

% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak (average across all 13 markets included in both waves)



Question: Which of the following have you been doing at home, because of the coronavirus / COVID-19 outbreak? NOTE: Spending more time on esports and Watching more videos were new addition to this question in Wave 2, and are therefore excluded from the trended chart

In-Home and Media Consumption - Significant Increases

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Creating / uploading videos (e.g. on YouTube, TikTok, etc)	6	4	7	3	4	3	3	17	2	3	2	1	7	5	5	4	3	3
Listening to more podcasts	5	4	5	3	4	3	4	9	5	3	2	2	4	4	5	3	4	5
Listening to more radio	7	6	6	7	4	8	13	11	11	8	6	7	11	11	17	10	11	6
Listening to more streaming services (e.g. Spotify, Apple Music, etc)	16	9	16	6	20	7	6	21	7	5	5	5	18	9	10	7	7	9
Reading more books / listening to more audiobooks	14	8	15	11	13	8	12	23	11	14	8	11	12	8	15	18	11	9
Reading more magazines	5	2	3	2	4	5	4	12	2	4	3	1	3	4	8	3	2	4
Reading more newspapers	8	6	4	4	4	4	7	22	5	7	7	3	6	15	6	6	5	4
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	24	9	31	12	28	12	10	34	19	24	2	22	28	21	35	26	15	8
Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc)	23	17	32	15	21	14	10	36	11	17	13	20	42	21	26	19	14	16
Spending longer talking on the telephone to others	12	12	6	13	11	18	16	14	16	19	4	14	6	6	11	19	20	11
Spending more time on apps	13	7	14	6	16	7	3	20	6	7	2	5	17	12	13	7	7	8
Spending more time on computer / video games	18	11	23	17	18	15	10	22	7	15	17	11	22	11	17	16	10	14
Spending more time cooking	21	14	12	17	26	20	12	21	17	25	8	22	22	14	18	17	12	17
Spending more time on esports	5	1	5	1	6	3	2	9	1	2	2	1	6	3	3	4	2	1
Spending more time on hobbies / pastimes	17	12	8	14	19	11	10	19	12	15	17	16	19	9	13	6	13	14
Spending more time socializing as a family / household	29	12	16	15	42	18	21	25	14	20	11	19	33	15	23	24	13	18
Watching more news coverage	35	32	24	33	39	22	33	36	32	30	41	35	39	40	37	27	30	29
Watching more shows / films on streaming services (e.g. Netflix)	29	22	35	27	27	21	16	40	25	25	11	25	35	21	28	33	26	29
Watching more TV on broadcast channels	19	16	19	19	13	33	17	31	14	22	27	15	26	16	24	12	14	18
Watching more videos (e.g. on YouTube	28	17	32	18	28	10	12	42	16	14	17	24	42	25	24	17	10	19

Question: Which of the following have you been spending significantly more time doing? NOTE: Options were displayed in this question if respondents said they were spending more time on them.

In-Home and Media Consumption Changes - Significant Increases

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

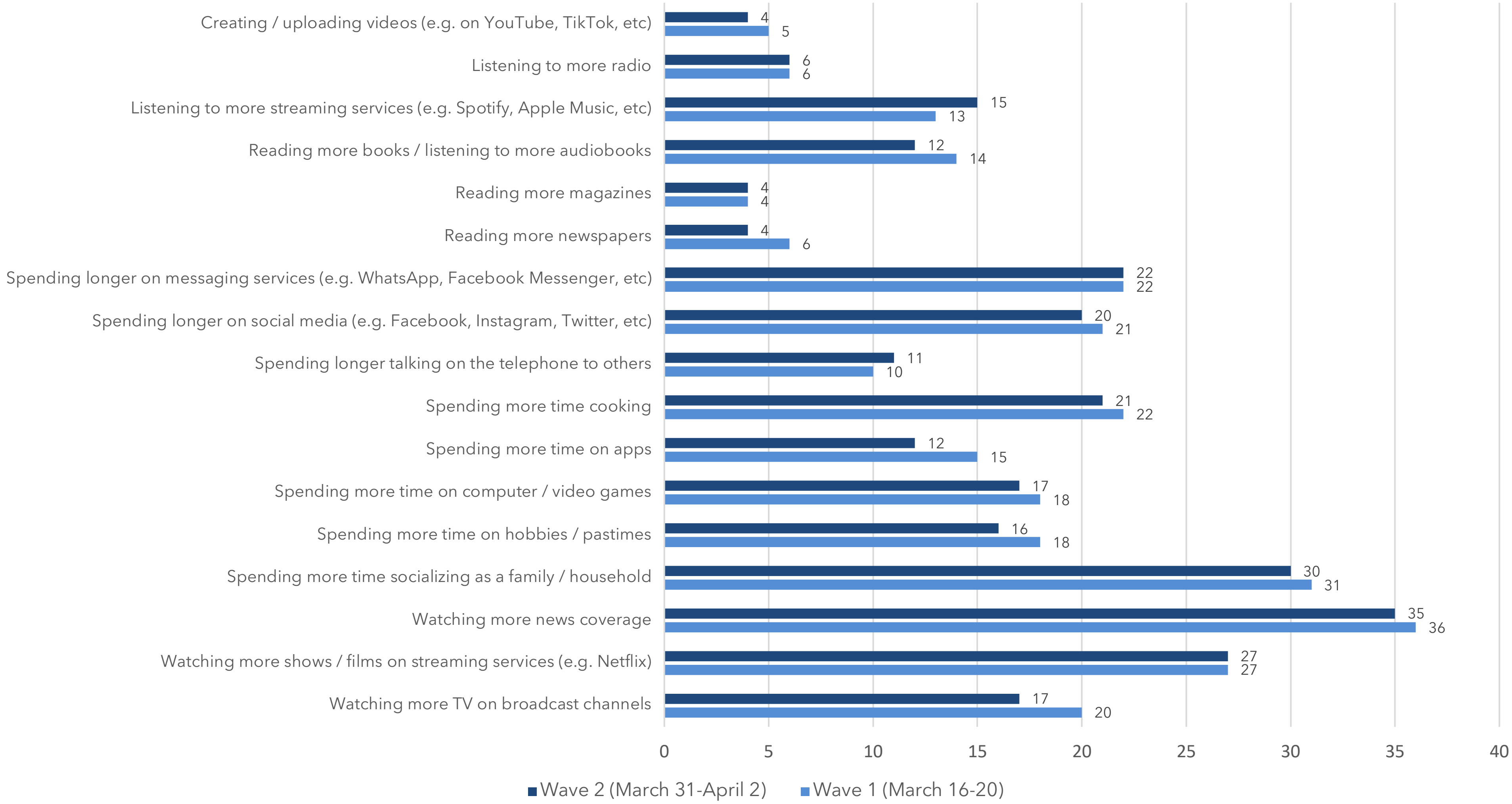
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Creating / uploading videos (e.g. on YouTube, TikTok, etc)	8	8	4	1	6	6	8	7
Listening to more podcasts	5	6	3	3	4	5	7	4
Listening to more radio	5	7	8	8	6	8	7	7
Listening to more streaming services (e.g. Spotify, Apple Music, etc)	24	18	10	4	16	16	17	15
Reading more books / listening to more audiobooks	16	15	12	13	16	13	16	11
Reading more magazines	7	6	4	4	5	6	7	6
Reading more newspapers	10	7	6	7	7	8	9	9
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	31	25	19	15	25	24	26	23
Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc)	31	25	17	16	24	23	23	22
Spending longer talking on the telephone to others	9	13	12	14	13	11	14	11
Spending more time on apps	20	14	10	5	13	14	15	11
Spending more time on computer / video games	24	20	12	10	14	21	19	16
Spending more time cooking	15	23	23	20	26	16	25	16
Spending more time on esports	8	6	2	1	4	6	6	5
Spending more time on hobbies / pastimes	19	17	14	15	17	16	18	15
Spending more time socializing as a family / household	28	31	29	20	31	27	33	19
Watching more news coverage	29	34	40	41	35	35	38	30
Watching more shows / films on streaming services (e.g. Netflix)	34	32	24	18	29	30	31	23
Watching more TV on broadcast channels	17	20	20	27	18	21	20	17
Watching more videos (e.g. on YouTube)	36	32	19	13	26	30	27	29

Question: Which of the following have you been spending significantly more time doing? NOTE: Options were displayed in this question if respondents said they were spending more time on them.

In-Home and Media Consumption - Significant Increases: Trended Data

% who say they've been spending significantly more time doing the following (average across all 13 markets included in both waves)



Question: Which of the following have you been spending significantly more time doing? NOTE: Options were displayed in this question if respondents said they were spending more time on them. The following options are excluded from the chart: Spending more time on esports (added in Wave 2) ,Watching more videos (added in Wave 2), Listening to more podcasts (not included in the follow-up in Wave 1)

In-Home Behaviors and Media Consumption – Permanent Changes Expected

% who say they expect to carry on doing the following, once the coronavirus / COVID-19 outbreak is over

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Creating / uploading videos	6	2	7	1	4	3	2	15	1	2	1	2	7	3	5	2	2	2
Listening to more podcasts	4	4	6	3	2	3	4	9	5	1	1	2	3	4	7	3	4	6
Listening to more radio	6	5	5	6	3	7	11	11	9	4	2	6	9	10	17	8	8	6
Listening to more streaming services	14	7	17	5	17	6	3	20	5	4	3	6	18	8	11	6	7	8
Reading more books / listening to more audiobooks	13	8	19	10	11	9	10	21	13	15	4	9	11	8	18	16	11	9
Reading more magazines	4	2	3	2	2	5	4	11	1	4	2	1	3	4	5	3	3	2
Reading more newspapers	7	3	6	4	3	5	6	19	4	5	3	3	7	13	9	5	4	3
Shopping online more	16	11	16	12	22	6	8	13	9	9	7	4	7	17	15	6	10	13
Spending longer on messaging services	16	5	20	6	19	5	6	25	4	10	1	5	24	15	21	12	7	4
Spending longer on social media	15	7	17	9	16	8	6	24	4	7	6	6	31	15	18	9	5	7
Spending longer talking on the telephone to others	8	7	5	5	9	10	7	9	8	10	2	7	3	3	4	9	11	6
Spending more time on apps	10	3	8	3	13	4	2	14	1	3	1	3	12	9	9	4	4	4
Spending more time on computer / video games	10	6	15	9	9	6	6	14	2	6	6	3	14	8	8	6	6	9
Spending more time cooking	15	13	9	17	16	18	12	18	17	17	2	14	19	12	17	9	11	14
Spending more time exercising	40	26	28	29	51	27	24	39	35	33	23	27	35	36	35	30	28	29
Spending more time on esports	3	2	3	2	3	3	1	7	0	2	1	0	5	3	4	2	2	1
Spending more time on hobbies / pastimes	17	14	9	15	23	12	12	15	13	16	16	10	16	10	13	3	13	15
Spending more time playing sports	18	8	16	9	24	8	5	20	6	22	13	3	12	11	9	25	9	8
Spending more time socializing as a family / household	26	12	18	16	36	22	19	20	15	24	7	16	32	15	24	23	14	17
Watching more news coverage	24	13	17	14	31	10	17	26	8	10	16	13	29	23	27	11	10	13
Watching more shows / films on streaming services	20	12	24	14	19	11	11	29	12	12	4	11	27	17	20	14	13	18
Watching more TV on broadcast channels	11	10	13	7	5	14	8	21	7	8	17	5	18	8	15	4	5	11
Watching more videos	20	12	24	12	19	6	7	32	11	7	11	10	36	19	21	8	7	15
None of these	9	22	12	19	3	19	19	5	17	13	19	28	6	11	12	18	21	16

Question: Once the coronavirus outbreak is over, do you think you'll carry on doing the following? NOTE: Most of the options are routed from “In-Home & Media Consumption Changes”; however, “Shopping online more” is based on the “Online Shopping Behaviors” question, and “Spending more time exercising” and “Spending more time playing sports” were based on the “Exercise / Keep-Fit Activities” question.

In-Home Behaviors and Media Consumption – Permanent Changes Expected

% who say they expect to carry on doing the following, once the coronavirus / COVID-19 outbreak is over*

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Creating / uploading videos	6	8	3	1	6	5	6	6
Listening to more podcasts	5	5	3	1	4	5	5	4
Listening to more radio	5	6	6	6	6	6	5	6
Listening to more streaming services	23	15	9	3	15	14	15	14
Reading more books / listening to more audiobooks	18	12	11	13	15	11	13	13
Reading more magazines	3	5	3	3	4	4	6	4
Reading more newspapers	9	6	5	4	6	7	8	8
Shopping online more	13	20	13	7	15	16	20	12
Spending longer on messaging services	22	17	13	7	15	17	16	18
Spending longer on social media	21	18	9	9	15	16	17	15
Spending longer talking on the telephone to others	9	9	7	6	9	7	9	8
Spending more time on apps	13	11	7	4	9	10	11	9
Spending more time on computer / video games	14	12	6	4	8	12	11	10
Spending more time cooking	12	16	15	13	18	12	15	13
Spending more time exercising	41	41	38	34	39	40	44	36
Spending more time on esports	3	5	1	0	3	3	5	2
Spending more time on hobbies / pastimes	20	18	15	15	18	17	20	16
Spending more time playing sports	17	21	16	8	14	22	21	14
Spending more time socializing as a family / household	25	26	27	18	29	23	27	20
Watching more news coverage	22	24	26	20	22	25	26	23
Watching more shows / films on streaming services	28	20	14	7	20	19	19	17
Watching more TV on broadcast channels	9	12	10	11	9	12	10	11
Watching more videos	25	23	14	9	18	22	18	22
None of these	6	7	11	19	9	9	8	9

Question: Once the coronavirus outbreak is over, do you think you'll carry on doing the following? NOTE: Most of the options are routed from "In-Home & Media Consumption Changes"; however, "Shopping online more" is based on the "Online Shopping Behaviors" question, and "Spending more time exercising" and "Spending more time playing sports" were based on the "Exercise / Keep-Fit Activities" question.

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	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Games console	17	13	22	17	15	18	15	20	10	13	17	9	8	9	14	15	17	19
Laptop	45	41	42	46	47	42	33	57	46	47	11	44	50	51	60	48	35	39
PC / desktop	32	24	40	32	33	36	25	37	15	27	53	24	30	23	28	27	18	21
Smart speaker	11	5	3	6	13	5	5	20	6	5	6	1	6	6	6	5	8	6
Smart TV / media streaming device	34	24	48	25	36	16	26	41	22	31	11	23	28	25	27	35	26	30
Smartphone / mobile phone	76	46	78	51	89	56	44	82	54	71	51	55	87	70	79	67	53	52
Smartwatch	6	5	4	4	6	3	3	13	3	3	5	3	2	6	5	4	4	4
Tablet	22	20	11	25	27	17	17	18	17	21	18	19	15	19	20	24	24	20
Other	1	2	2	1	0	2	1	2	1	1	2	1	1	1	0	1	1	1
None of these	5	15	2	10	1	12	20	1	10	2	14	9	1	6	3	3	12	15

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*

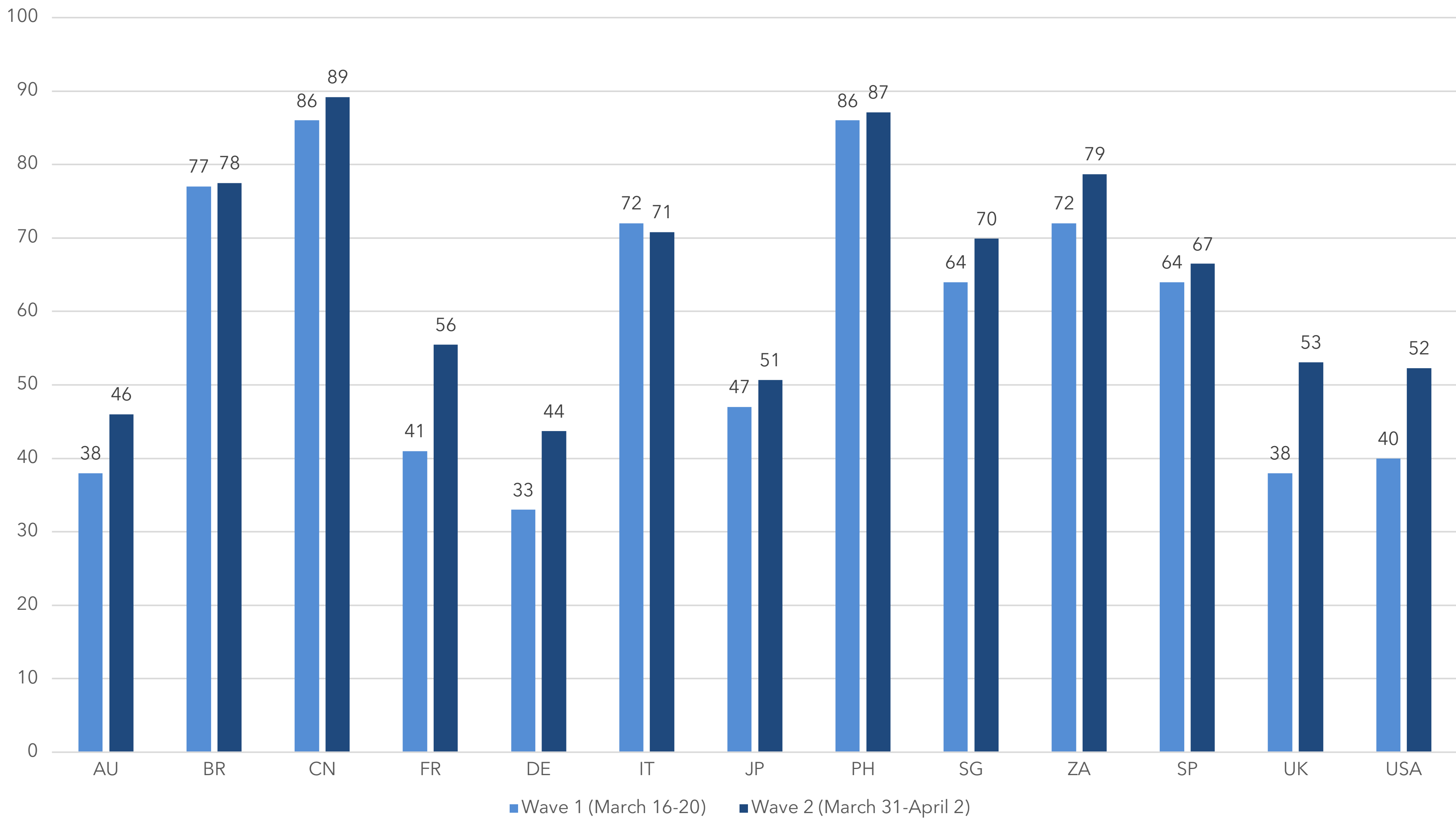
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Games console	17	23	11	2	13	20	22	14
Laptop	52	48	39	33	45	45	51	40
PC / desktop	29	34	32	34	26	37	36	30
Smart speaker	10	15	8	5	10	12	16	11
Smart TV / media streaming device	32	38	31	28	32	36	42	28
Smartphone / mobile phone	84	79	72	50	79	74	78	71
Smartwatch	7	8	4	2	6	7	9	4
Tablet	16	26	20	20	25	19	30	18
Other	1	1	1	2	1	1	1	2
None of these	2	4	6	14	5	5	4	6

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

Smartphone Usage: Trended Data

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



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

Delayed Purchases

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Car / vehicle	15	12	12	15	16	11	10	23	10	11	3	9	12	9	14	10	12	10
Clothes	27	24	26	25	23	29	18	43	29	33	8	31	35	16	43	33	21	20
Concert / theater tickets	22	17	15	21	26	16	18	24	22	16	13	11	12	19	20	21	21	18
Day-to-day / everyday items	18	15	17	22	12	13	8	30	16	20	10	28	34	10	25	14	14	19
Flights	28	29	30	30	31	17	20	29	43	23	11	32	25	43	28	27	27	22
Home appliances / devices (e.g. TV, white goods)	18	11	16	14	17	12	7	31	13	17	5	15	22	11	25	13	13	9
Insurance	7	4	4	5	7	5	4	14	6	7	3	6	8	5	8	4	5	2
Luxury items (e.g. designer clothes, shoes, fragrances, etc)	21	15	13	14	24	9	9	33	15	12	4	12	18	19	25	14	13	11
Technology devices (e.g. smartphone, tablet, etc)	19	9	16	13	18	12	8	36	11	13	5	14	26	13	23	11	10	10
Tickets to sports events / matches	19	15	12	14	23	9	10	22	20	12	9	9	11	15	22	13	17	15
Vacations / holidays	43	42	30	38	53	36	39	42	51	42	17	42	40	57	35	46	45	34
None of these	21	33	28	30	16	33	39	8	25	25	54	28	15	19	20	26	30	35

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*

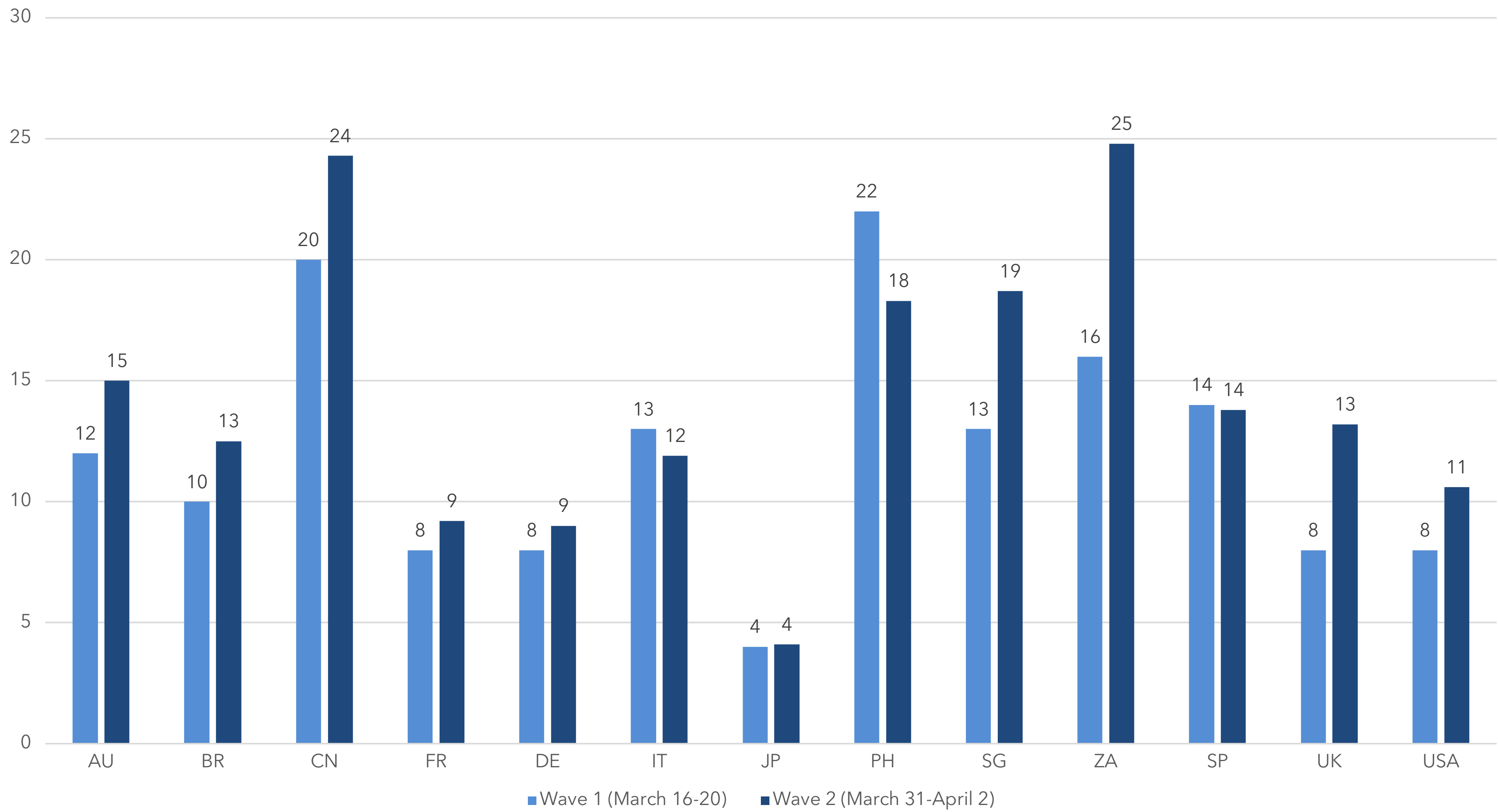
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Car / vehicle	13	18	13	12	13	16	19	14
Clothes	32	27	24	20	30	24	24	27
Concert / theater tickets	25	23	20	19	22	22	27	17
Day-to-day / everyday items	21	18	15	16	18	17	17	20
Flights	25	30	26	25	27	28	40	18
Home appliances / devices (e.g. TV, white goods)	21	19	15	10	17	18	20	18
Insurance	9	9	4	3	7	7	8	7
Luxury items (e.g. designer clothes, shoes, fragrances, etc)	22	24	17	12	21	21	27	18
Technology devices (e.g. smartphone, tablet, etc)	25	20	15	11	17	21	19	20
Tickets to sports events / matches	16	21	18	16	16	21	26	15
Vacations / holidays	38	46	44	41	43	43	55	29
None of these	18	18	26	36	22	20	13	29

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

Delay to Luxury Purchases: Trended Data

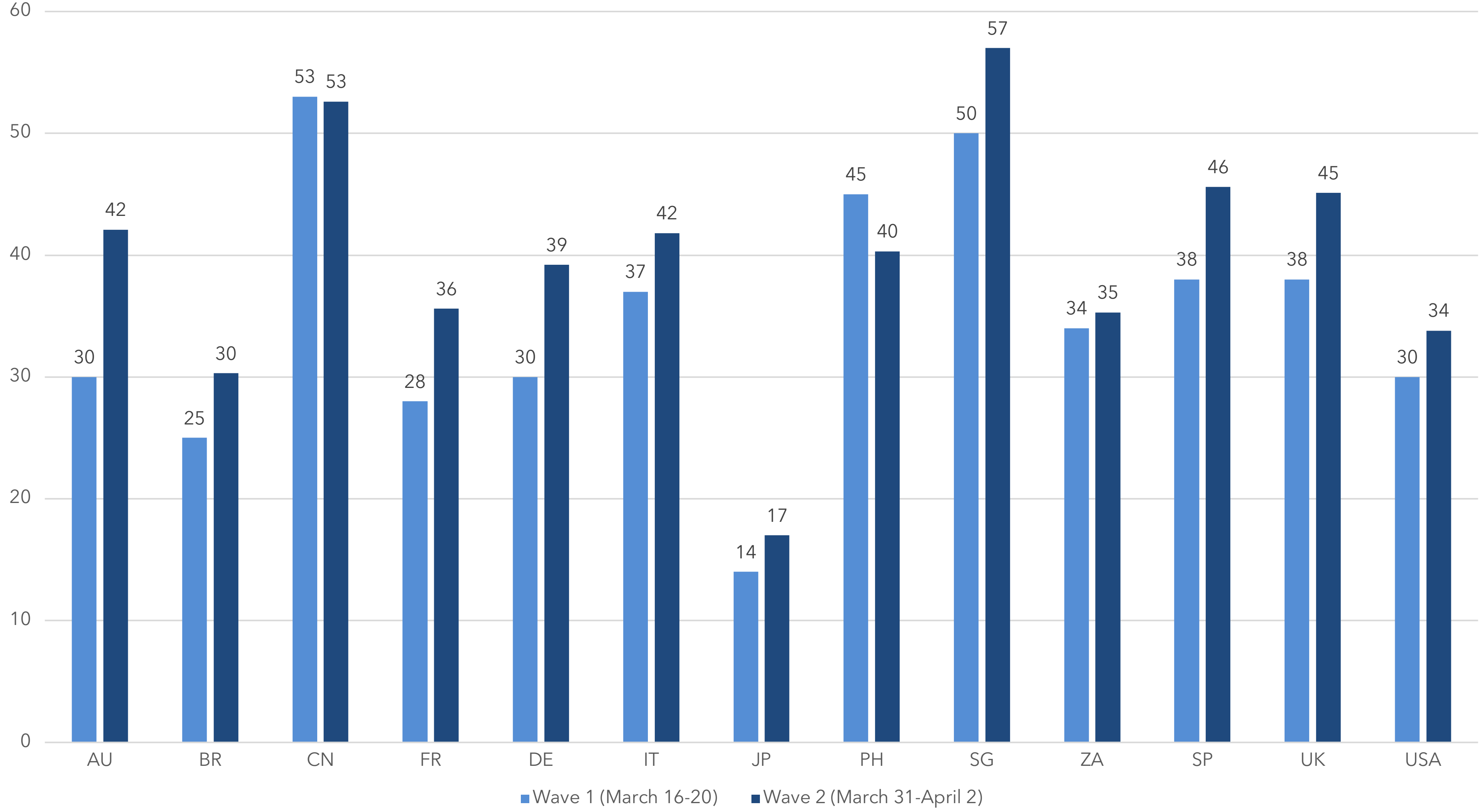
% who say they've delayed purchasing luxury items (e.g. designer clothes, shoes, fragrances, etc) as a result of the coronavirus / COVID-19 outbreak



Question: Have you delayed purchasing any of the following, as a result of the coronavirus / COVID-19 outbreak? Luxury items (e.g. designer clothes, shoes, fragrances, etc)

Delay to Vacation Purchases: Trended Data

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



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

Expected Length of Purchase Delay

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

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
When the outbreak begins to decrease in my country	16	6	14	8	22	10	9	18	8	9	10	9	9	7	11	7	9	8
When the outbreak is over in my country	27	21	25	21	28	27	16	34	17	35	17	23	29	14	31	30	21	21
When the outbreak begins to decrease globally	6	5	4	4	9	4	5	7	6	4	4	5	6	12	5	4	5	3
When the outbreak is over globally	17	15	13	13	17	13	11	24	19	15	11	11	33	29	19	11	16	11
Not sure	18	28	26	30	14	21	23	12	29	23	28	29	13	20	18	31	26	27
Not relevant to me	16	25	19	25	11	25	36	6	21	15	30	23	10	18	18	18	24	29

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

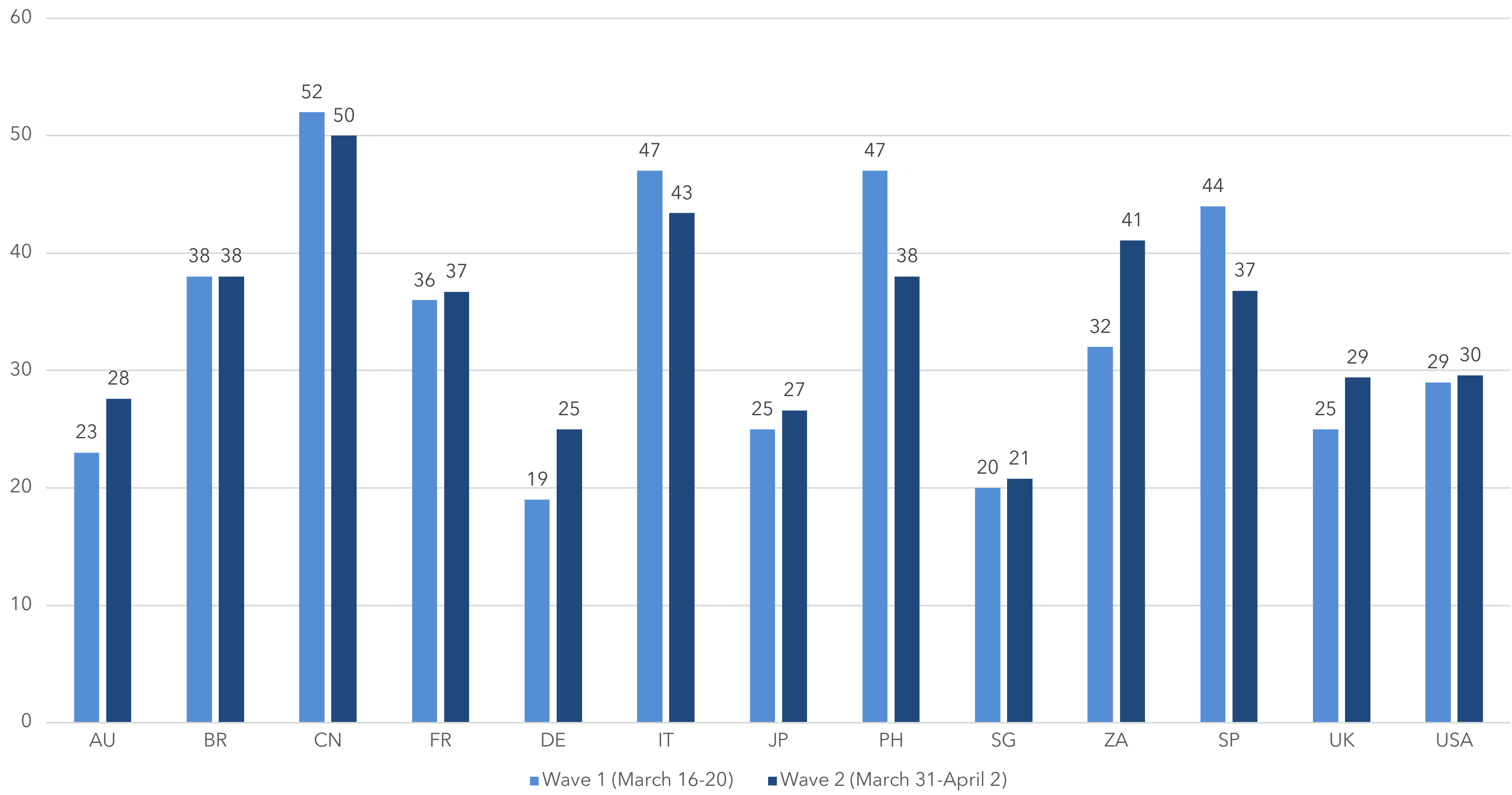
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
When the outbreak begins to decrease in my country	21	17	13	8	16	17	21	13
When the outbreak is over in my country	29	29	24	20	24	29	26	22
When the outbreak begins to decrease globally	7	7	5	3	7	6	8	6
When the outbreak is over globally	17	18	15	13	17	16	19	15
Not sure	13	17	22	25	20	17	17	21
Not relevant to me	14	12	20	31	16	15	9	22

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

Expected Length of Purchase Delay: Trended Data

% who say they plan to buy purchases they have delayed when the outbreak decreases or is over in their country



Question: Thinking about large purchases that you have delayed, when do you plan to buy them? Chart illustrates combined responses for When the outbreak begins to decrease in my country and When the outbreak is over in my country.

Information Sources Used

% who say they are using the following to keep up-to-date with news during the outbreak

	All	AU	BR	CN	FR	DE	IT	JP	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conversations with family / friends	31	31	27	31	20	28	22	23	33	27	30	24	28	31
Government updates	50	49	41	56	31	40	47	29	58	63	53	38	47	38
Group chats on messaging services (e.g. WhatsApp)	21	8	22	27	7	10	13	4	18	24	27	19	8	4
News bulletins on TV	45	42	43	52	59	69	71	39	28	24	42	46	43	26
News channels on TV	60	57	53	65	42	46	47	57	69	51	54	55	51	56
News websites	55	45	55	64	32	49	48	60	46	56	45	40	49	45
Newspapers	20	15	25	9	19	28	26	23	12	38	14	24	15	14
Podcasts	6	4	9	5	4	7	3	3	3	3	9	4	5	7
Radio	14	20	15	8	25	41	20	10	21	18	32	24	26	14
Social media	47	36	40	57	25	24	30	30	71	43	49	34	26	32
Updates from brands	9	5	8	10	5	4	4	4	4	5	7	3	6	5
Updates from employers / workplaces / schools	12	17	7	8	9	12	7	9	17	20	14	6	15	15
Updates from health organizations	29	21	33	30	18	18	23	12	38	30	32	19	19	25
Other	2	3	3	1	5	4	2	6	1	2	2	3	2	5

Question: Which sources are you using to keep up-to-date with news during the outbreak?

Information Sources Used

% who say they are using the following to keep up-to-date with news during the outbreak*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income
	%	%	%	%	%	%	%
Conversations with family / friends	31	31	30	27	32	29	31
Government updates	55	49	48	48	49	51	52
Group chats on messaging services (e.g. WhatsApp)	26	22	18	12	21	21	25
News bulletins on TV	41	44	50	53	45	46	48
News channels on TV	59	58	63	64	59	60	60
News websites	54	55	57	48	54	56	59
Newspapers	25	18	18	23	17	22	20
Podcasts	8	8	3	2	5	7	7
Radio	11	13	16	22	13	15	13
Social media	59	51	39	23	49	46	48
Updates from brands	10	11	6	4	8	9	12
Updates from employers / workplaces / schools	12	13	9	9	12	11	15
Updates from health organizations	34	28	26	27	29	29	29
Other	3	2	2	3	2	3	1

Question: Which sources are you using to keep up-to-date with news during the outbreak?

Most Trusted Information Sources

% who say the following are the most trustworthy for news about coronavirus

	All	AU	BR	CN	FR	DE	IT	JP	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conversations with family / friends	11	9	8	10	6	9	20	9	8	7	10	7	7	10
Government updates	49	57	37	55	29	40	48	25	59	69	59	33	47	34
Group chats on messaging services (e.g. WhatsApp)	8	3	7	8	4	5	11	3	3	5	8	4	3	3
News bulletins on TV	32	25	31	34	39	51	68	27	23	18	36	31	31	15
News channels on TV	44	34	38	49	31	35	43	29	53	44	52	38	39	38
News websites	32	25	36	34	19	26	42	26	33	38	31	21	30	28
Newspapers	16	11	25	6	17	20	22	15	15	30	16	19	11	11
Podcasts	4	2	5	3	2	5	2	3	3	3	4	3	4	4
Radio	10	11	12	4	17	25	17	5	15	12	25	21	13	7
Social media	14	7	11	15	8	11	25	8	13	10	8	8	7	8
Updates from brands	6	3	6	6	4	2	4	3	3	4	4	2	3	3
Updates from employers / workplaces / schools	8	8	4	5	6	6	9	5	7	12	6	4	7	10
Updates from health organizations	34	36	45	28	27	20	23	19	52	40	42	28	30	42
Other	3	5	3	1	7	6	2	13	1	2	3	6	4	8

Question: Which sources do you think are most trustworthy for news about coronavirus?

Most Trusted Information Sources

% who say the following are the most trustworthy for news about coronavirus*

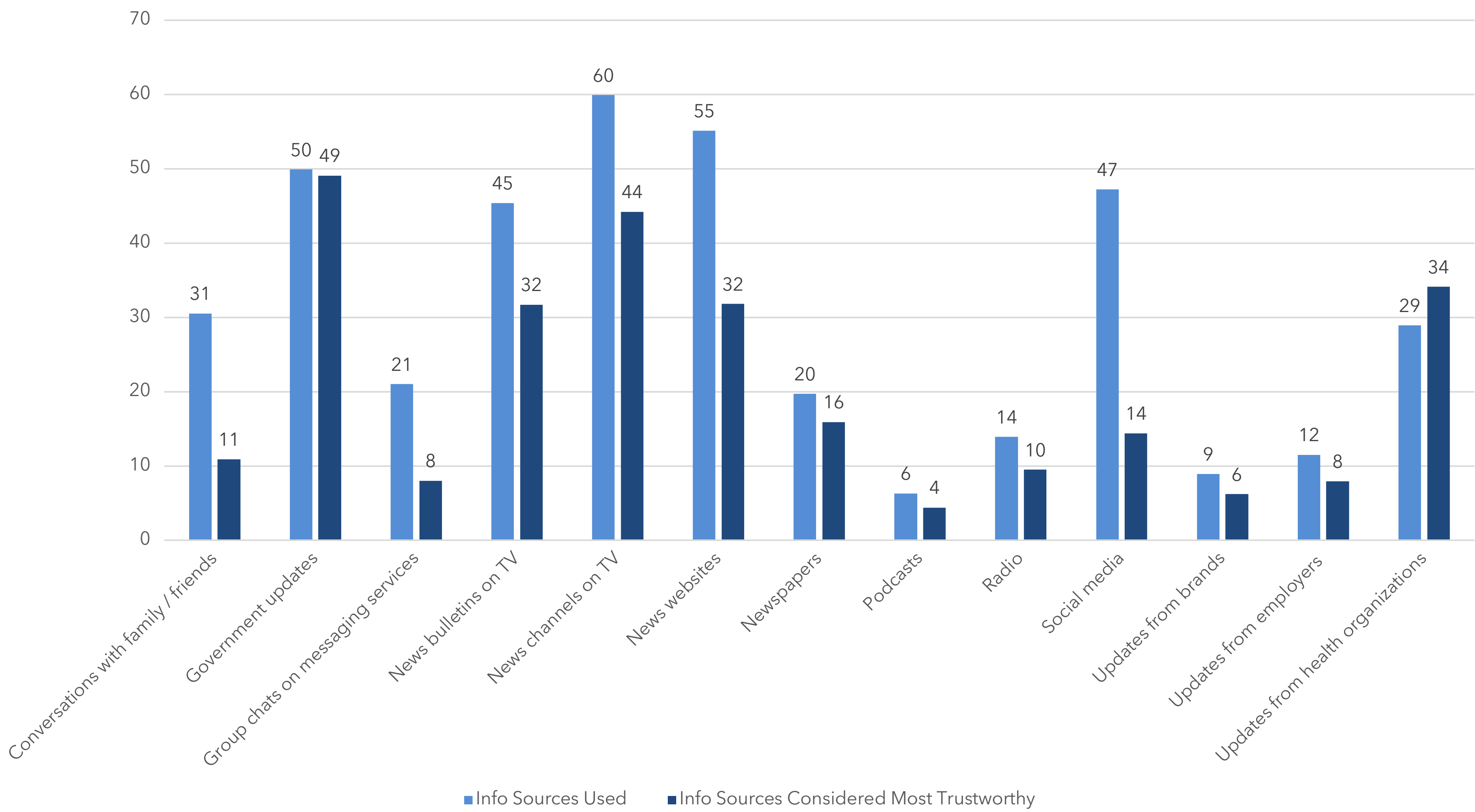
*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income
	%	%	%	%	%	%	%
Conversations with family / friends	12	12	9	9	11	11	12
Government updates	53	48	48	47	49	49	47
Group chats on messaging services (e.g. WhatsApp)	8	11	6	3	8	8	10
News bulletins on TV	29	32	33	37	33	31	32
News channels on TV	42	44	46	46	44	45	44
News websites	33	33	30	25	31	32	35
Newspapers	21	15	13	15	15	17	17
Podcasts	6	5	3	2	4	5	4
Radio	8	10	10	12	8	10	9
Social media	16	18	10	6	14	14	15
Updates from brands	7	8	4	3	5	7	7
Updates from employers / workplaces / schools	9	9	6	4	8	8	9
Updates from health organizations	40	32	32	38	36	33	35
Other	2	3	4	5	3	3	2

Question: Which sources do you think are most trustworthy for news about coronavirus?

Information Sources: Usage vs Trust

% who say they are using the following to keep up-to-date with news during the outbreak, and who say the following are the most trustworthy for news about coronavirus



Question: Which sources are you using to keep up-to-date with news during the outbreak? Which sources do you think are most trustworthy for news about coronavirus?

Information Types Wanted

% who say they want more of the following types of information at the moment

	All	AU	BR	CN	FR	DE	IT	JP	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Financial advice	20	20	21	16	10	12	11	26	23	25	37	10	17	19
Ideas for things I can do in the home	27	20	29	25	21	13	20	25	35	24	29	22	22	24
Information about how I can volunteer to help	19	11	15	17	15	14	13	6	26	15	21	17	12	12
News stories on things not related to coronavirus	20	23	30	13	26	27	19	20	17	21	23	26	25	24
Positive / feel-good stories about reactions to coronavirus	38	28	42	41	28	27	24	25	51	32	44	26	33	29
Tips on how to stay active / healthy	37	24	38	39	22	20	22	21	48	35	44	29	24	28
Updates on the situation in my country	56	48	49	64	40	40	41	53	70	62	66	44	36	43
Updates on the situation in my local area	50	40	48	54	37	39	48	40	63	41	50	38	42	51
Updates on the situation in other countries	44	31	34	58	27	25	29	29	51	50	40	26	24	23
None of these	6	16	5	2	14	19	10	11	1	9	4	13	17	13

Question: Which types of information would you like more of at the moment?

Information Types Wanted

% who say they want more of the following types of information at the moment*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income
	%	%	%	%	%	%	%
Financial advice	22	22	17	13	21	19	22
Ideas for things I can do in the home	32	30	22	17	28	26	29
Information about how I can volunteer to help	23	20	16	13	18	20	22
News stories on things not related to coronavirus	22	20	19	22	20	20	20
Positive / feel-good stories about reactions to coronavirus	38	40	37	27	41	36	40
Tips on how to stay active / healthy	42	38	33	26	37	36	38
Updates on the situation in my country	55	55	58	52	57	55	57
Updates on the situation in my local area	50	48	52	54	51	49	51
Updates on the situation in other countries	46	44	44	36	44	44	46
None of these	4	5	7	13	5	7	5

Question: Which types of information would you like more of at the moment?

Content Types Wanted

% who say they want more of the following types of content at the moment

	All	AU	BR	CN	FR	DE	IT	JP	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Films	49	38	69	50	61	41	63	31	51	33	54	60	46	34
Funny videos / memes	33	29	31	35	24	17	15	21	51	29	36	19	21	31
How-to / tutorial videos to help you learn new skills	33	20	33	35	17	14	23	14	43	32	38	26	24	23
Live-streams from my favorite music artists / bands	20	15	23	20	12	12	12	15	26	16	23	19	15	18
Live-streams from my favorite sports stars / teams	14	8	9	16	8	8	6	7	8	9	12	7	9	7
Live-streams of esports	11	6	10	12	6	4	5	5	11	8	8	6	6	6
Repeats of classic / popular TV shows	33	23	24	39	12	11	17	16	28	20	21	19	28	29
Repeats of classic sports matches / events	17	8	12	21	9	7	8	11	13	10	12	11	12	10
Updates from bloggers / vloggers	11	7	7	10	5	4	5	5	18	8	11	5	6	6
None of these	14	28	7	9	17	38	14	39	6	26	13	17	22	26

Question: Which types of content would you like more of at the moment?

Content Types Wanted

% who say they want more of the following types of content at the moment*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income
	%	%	%	%	%	%	%
Films	54	49	46	40	47	50	48
Funny videos / memes	38	35	29	22	34	33	34
How-to / tutorial videos to help you learn new skills	41	36	24	23	34	32	37
Live-streams from my favorite music artists / bands	25	22	17	11	21	20	23
Live-streams from my favorite sports stars / teams	16	16	11	5	11	17	17
Live-streams of esports	14	14	7	4	8	14	14
Repeats of classic / popular TV shows	34	33	32	26	35	30	33
Repeats of classic sports matches / events	18	20	14	10	13	21	20
Updates from bloggers / vloggers	17	13	6	4	11	11	12
None of these	8	11	18	29	13	14	12

Question: Which types of content would you like more of at the moment?

Sources of Concern

% who say they are most concerned about the following at the moment

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Being able to buy essentials I need	29	41	21	33	25	18	20	35	26	22	36	28	41	33	40	17	37	36
Businesses collapsing	27	31	39	28	22	25	11	31	26	45	23	36	24	33	52	33	27	26
Catching coronavirus myself	37	40	48	46	28	46	41	36	50	45	49	41	53	50	57	46	46	48
Family / friends catching coronavirus	46	50	64	57	36	62	54	42	70	61	47	61	61	52	61	63	60	55
Feeling lonely / cut-off	14	24	8	21	10	14	19	25	17	14	6	21	11	9	14	8	21	18
Having enough money to live on	35	34	42	35	34	22	27	33	34	31	28	37	46	40	54	29	30	37
Having to be in self-isolation / quarantine	20	22	23	19	14	23	14	30	23	18	13	17	28	25	21	21	24	23
Having to put my life on hold	23	29	20	26	19	17	21	27	23	19	27	24	22	24	35	20	29	29
Hospitals / healthcare systems being able to cope with coronavirus	40	46	55	48	30	46	51	44	53	53	30	49	54	47	56	55	49	48
Hospitals / healthcare systems being able to cope with non-coronavirus conditions	32	39	46	44	23	44	26	33	49	51	20	42	43	37	41	46	45	40
Job security	25	35	29	31	22	20	18	31	30	28	22	36	30	48	47	33	25	24
Knowing when this situation will end	45	44	48	49	44	44	49	43	44	43	46	51	59	50	57	52	44	46
Life events being cancelled (e.g. weddings, school exams)	13	14	8	14	9	7	6	26	12	9	5	8	17	12	19	9	11	13
Looking after children or pets	13	12	19	11	10	9	12	18	15	13	7	13	18	11	24	14	15	11
My mental health / wellbeing	25	26	41	29	18	20	21	33	32	35	22	29	29	26	37	29	32	24
My physical health / fitness	31	24	37	28	30	27	29	37	27	19	28	27	39	37	33	34	27	28
Paying my household bills	29	29	38	30	31	18	19	25	26	23	18	33	36	31	45	27	25	30
Shops / leisure venues / public places being closed	16	18	13	11	15	7	14	22	11	17	17	10	10	19	17	12	12	14
Social unrest	22	23	25	20	19	12	28	25	19	31	40	21	20	18	33	22	18	19
The country's economy	45	46	51	50	40	35	43	55	52	57	40	58	54	57	67	52	39	43
Vacations / trips being cancelled	12	13	8	12	10	10	16	18	15	11	9	12	8	19	8	9	18	11
Vulnerable people catching coronavirus	35	40	49	44	27	45	33	36	47	47	21	47	51	36	48	51	43	41
None of these	4	4	1	3	6	4	4	2	1	1	5	3	1	2	0	2	3	4

Question: Which of these things are you most concerned about at the moment?

Sources of Concern

% who say they are most concerned about the following at the moment*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Being able to buy essentials I need	30	28	29	33	31	27	28	32
Businesses collapsing	23	27	28	30	24	28	30	20
Catching coronavirus myself	36	35	39	46	39	36	38	37
Family / friends catching coronavirus	44	44	49	55	50	42	47	44
Feeling lonely / cut-off	20	14	12	12	14	15	13	16
Having enough money to live on	36	36	32	27	36	33	30	37
Having to be in self-isolation / quarantine	22	21	17	21	20	20	20	21
Having to put my life on hold	24	24	20	24	23	22	24	21
Hospitals / healthcare systems being able to cope with coronavirus	35	38	44	56	44	37	47	35
Hospitals / healthcare systems being able to cope with non-coronavirus conditions	29	30	34	44	35	29	34	32
Job security	24	28	24	16	26	25	25	24
Knowing when this situation will end	43	44	47	54	50	42	44	39
Life events being cancelled (e.g. weddings, school exams)	21	12	9	8	13	13	12	16
Looking after children or pets	10	15	13	7	13	13	15	13
My mental health / wellbeing	28	26	23	20	27	24	25	25
My physical health / fitness	31	32	31	33	31	32	32	32
Paying my household bills	28	31	28	21	31	27	26	30
Shops / leisure venues / public places being closed	18	17	12	14	14	17	16	17
Social unrest	23	21	22	22	21	22	23	20
The country's economy	46	42	48	54	45	46	49	41
Vacations / trips being cancelled	11	13	9	13	11	12	15	9
Vulnerable people catching coronavirus	36	32	36	41	37	32	35	35
None of these	5	4	4	3	3	5	3	5

Question: Which of these things are you most concerned about at the moment?

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