# GWI

# Coronavirus Research | April 2020

## Multi-market research wave 3


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# Contents

# Introduction

The coronavirus pandemic is still gripping communities worldwide, but lockdowns and restrictions in many countries are beginning to ease a little.

The first and second releases of our multi-market study showed the scale of the impact that the pandemic was exerting on the consumer landscape, as well as how behaviors and sentiments were trending. This third wave, fielded in 17 countries between April 22 - 27, shows us how the picture is evolving as some countries hope to enter the recovery phase. 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 provides an updated view on many of the themes covered previously and explores expectations for after the outbreak.

As with all of our dedicated research on this topic, the data and reports are free 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 1,073 (Australia), 1,024 (Brazil), 790 (Canada), 1,054 (China), 1,102 (France), 1,073 (Germany), 1,010 (India), 505 (Ireland), 1,076 (Italy), 781 (Japan), 543 (New Zealand), 762 (Philippines), 768 (Singapore), 411 (South Africa), 1,073 (Spain), 1,144 (UK) and 1,085 (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 this desired target in South Africa, 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 age 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 third 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.); and Wave 2 which was fielded in 17 countries (the same 13, plus Canada, India, Ireland, and New Zealand) between March 31 – April 2. About half of the questions included in Wave 3 were also included in Waves 1 and/or 2; therefore, where possible we have shown trended data for the 13 countries that featured in the three 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. |

# Key Insights

**Many consumers are planning (very) slow returns to public places**

- As "lockdown" or "shelter-at-home" restrictions begin to ease, many consumers are not planning a quick return to various public places. Almost half say they will not return to shops "for some time" or "for a long time"; this rises to nearly 60% for large outdoor venues (e.g. sports stadiums, music festivals) and climbs still higher to two-thirds for large indoor venues (e.g. cinemas, concert halls, sports arenas).
- Globally, only 6% say they will return immediately to large outdoor venues, and only 4% anticipate an immediate return to indoor ones. The figures for shops are slightly higher, but even then, it's only 9% who expect an immediate return to normality.
- Expectations around returning to shops are fairly consistent by age, income and gender. Elsewhere, demographic variations can be stronger; boomers and the higher income group are the most likely to say they will delay returning to large outdoor or indoor venues.
- As we see in other results in this study, concerns about safety are a key driver here – across a range of questions, future behaviors center around minimizing personal risk; in some cases people plan to achieve that by spending less time in public places, while in others it is through more usage of things like home delivery, digital communication, and staying in the local area rather than venturing further afield.

**Growing numbers expect a hit on their personal finances**

- It's still less than 50% in most countries who expect the coronavirus outbreak to have a big or dramatic impact on their personal finances. Nevertheless, the figures are creeping up in most markets, with particularly notable jumps in Brazil and South Africa (two of the markets which are least optimistic about overcoming their national situations).
- By country, figures for expecting a big or dramatic impact on personal finances can vary from as low as 25% in Germany to as high as 86% in the Philippines. The U.S. and UK have both seen little change in their figures across waves 1, 2, and 3; this suggests that, despite the deterioration of circumstances in both places, consumers remain convinced that they will be able to weather the storm.

**The anticipated length of the outbreak continues to increase – and rapidly**

- Between waves 2 and 3, the number of people expecting the outbreak to last six months or more in their country has increased in almost all markets (Australia, Singapore, and the UK being the only exceptions).
- Some of the rises have been particularly dramatic, as in Germany (49% to 71%), Italy (28% to 57%), and Spain (23% to 52%). With all of these countries having been hit early, it suggests that consumers are now coming to realize that it will take longer than they first expected to recover.
- We see this pattern even in China; although it remains the most optimistic country, the substantial increase in the numbers expecting it to last 6 months+ (from 12% to 26% over a period of just two weeks) is testament to how quickly sentiment can worsen if improvements aren't seen quickly.
- When asked about expected length of the *global* outbreak, it's now over 3 in 4 in most countries who expect it to last over 6 months. That represents an increase since wave 2 in almost every country.
- People are typically much more pessimistic about the global situation than their own national one. And there's a clear correlation with a country's perceived success in tackling its own outbreak; by some distance, it's China and then New Zealand which see the biggest gaps here – with their figures for a global 6 month+ timeframe being at least 40 points higher.

### Concern about the global pandemic continues to outpace national worries

- In almost all countries, levels of concern about the global situation are higher than those seen for the national picture.
- China continues to record one of the biggest gaps (35 points), but it is now followed very closely by New Zealand (28 points). The latter's recent announcement that it has effectively eliminated the spread of transmission is likely to be a big driver here. Australia and Germany also record larger than average gaps (Germany's concern about their national situation having dropped 9-points since wave 2, a reflection of the country's perceived success in tackling the crisis).
- When asked if they are optimistic about their country overcoming the outbreak, results are strikingly different. China once again remains exceptional, with almost everyone feeling positive (93% in waves 1 and 2, vs 92% in wave 3). It's also one of the only places where we've seen no movement in the figures over the last month. In contrast, we've seen sustained and, in some cases, substantial increases in optimism in Australia, Germany, and South Africa. Conversely, we've seen consistent drops in optimism in France, Italy, Singapore and – most notably – Spain.

### 9 in 10 in most countries expect a big or dramatic impact on the national economy

- If consumers remain largely optimistic about their own personal finances, this mindset is completely reversed when it comes to the outlook for the national economy. China, Germany, and the U.S. are the only places among the 17 countries surveyed where fewer than 90% expect a big or dramatic impact nationally.
- New Zealand records the biggest disparity in terms of the expected personal vs national impact: in that market, 34% expect a hit personally but 93% are bracing themselves for a national impact – giving a gap of 59 points. Nevertheless, the figure passes 50 points in Australia, Canada, France, Germany, Ireland, Italy, the UK and the U.S.

### Promotions could be key as 8 in 10 plan to delay big purchases and 4 in 10 look to cut back on day-to-day spending

- When we ask consumers how they plan to respond to the outbreak financially, about 8 in 10 plan to delay big purchases, while just over 4 in 10 say they will cut back on the day-to-day things they buy. Around a third will be using their savings or reducing their regular financial commitments (e.g. subscriptions).
- Almost 1 in 3 say they will wait for products to be on promotion or sale, a figure which peaks at around 40% in Brazil, Canada, and Singapore.
- The appeal of promotions and discounts emerges in several places across wave 3 of our research. For example, those who have delayed purchasing a technology device are twice as likely to say they will wait for it to be on promotion/offer as they are to look for cheaper options from the same brand. They are also almost four times more likely to hold out for promotions rather than looking for cheaper options from an alternative brand.
- It's a similar story with luxury items (e.g. designer clothes, shoes, fragrances); those who have delayed such a purchase are more likely to wait for a promotion than take any of the other actions we asked about. This suggests a clear opportunity to galvanize loyalty and encourage spending through the use of offers.

### Numbers delaying purchases continue to rise

- In most categories, the numbers who say they have delayed a purchase have risen since wave 2. This is especially evident with clothing (+5 points), home appliances (+5 points), luxury items (+4), and vacations (+9).

- The delay to clothing purchases is led by Gen Z, where over 4 in 10 have halted a purchase. This group is also the most likely to have delayed buying a smartphone (33%), a smart device (21%), or a personal electronic device (33%). For many other categories, it's millennials who are most likely to be delayers – including for flights, vacations, luxury items, home furnishings, and home appliances.
- There are strong income-based trends in evidence here. The lower income group is most likely to have delayed purchases of clothing, insurance, and technology devices, whereas the higher income group is notably ahead for delayed automotive, travel, luxury and domestic purchases.
- The delay to purchasing luxury items has grown consistently in China, from 20% in mid-March, to 24% in early April, to 31% in mid-April. Nevertheless, as we saw above, luxury buyers are particularly receptive to promotions as a way to kick-start spending, and China also sees the highest levels of optimism of any country.

**Over half have delayed booking a vacation – and safety is key to re-starting a market that could look very different**

- Globally, it's now more than 1 in 2 consumers who say they have delayed booking a vacation; the figure peaks at close to 60% in China and Singapore, as well as among the higher income group (62%).
- Across the 3 waves of research, we've seen consistent increases in delayed vacation purchasing in virtually every market. For example, it's grown from 28% in France in mid-March to 48% in mid-April; and in the U.S. the numbers have risen from 30% to 49% over the same period.
- Vacations emerge as the top priority in terms of post-outbreak purchases. Almost a quarter say this will be their top priority, rising to almost a third among the most affluent group. There's an age-pattern at work too; the older the consumer, the more likely they are to prioritize booking a vacation (with boomers scoring 29%, vs. 18% for Gen Z – the latter being most focused on clothing at 25% and smartphones at 20%).
- When asked what would give them confidence to travel again, a personal feeling of safety is by far the top option – scoring 58% globally and peaking at almost 70% in markets like the U.S. and Ireland. Safety is also paramount for boomers, where 65% select it.
- A feeling of safety scores almost twice as much as any other option, with countries re-opening their borders, the removal of stay-at-home restrictions, feeling secure financially and travel advice being issued by the government all polling around 30%. There can be strong national variations, however; government-issued travel advice is important to just 10% in France, vs. 40% in places like Australia and Singapore.
- Only around 20% say they don't plan to make any changes to their vacation behaviors. The most popular option at the moment is to have more staycations / trips in the local area, followed closely by taking more domestic vacations. This reflects a combination of two factors: the feeling that one's own country is outperforming the global average, together with the importance of safety in terms of vacations.

**Half of consumers support "normal" advertising**

- From a list of 11 possible actions that brands could be taking at the moment, running "normal" advertising which is unrelated to coronavirus scores the lowest approval rating. Nevertheless, it's still 52% globally who approve of this, with the figure passing 60% in Brazil, India, Italy, and Spain. In no country do we see approval dip below 40%.
- Topping the list of brand actions are the provision of practical information / tips to help people deal with the situation (83%) and pledging money / aid / supplies (83%). That's followed by two more financially oriented activities: running promotions (81%) and offering flexible payment terms (80%).

- Most options tracked in multiple waves have either seen no real change to their global figures, or a slight decrease. The obvious exception to this is running promotions, which is up by 6 points – suggesting that many people are preparing to start purchasing again, and are looking for financial support from brands.
- Promotions have an appeal which transcends the age, income and gender breaks although, interestingly, the higher income group is 5 points ahead of the lower income one. Clearly, the appeal of value-for-money in the post-covid landscape will be widespread.

**Biggest support for brands which can meet needs and which have good availability**

- Although it's challenging for consumers to know precisely which factors will influence their future decisions over which brands to buy from after the outbreak is over, their expressed views are still highly revealing. They show that brands which can best meet their needs (56%) and have the best product availability (39%) should find it easiest to resonate.
- In terms of coronavirus-specific responses, those companies which can demonstrate that they helped people during the outbreak (38%) could find it easier than those which focused efforts on contacting consumers (17%). In fact, the latter scores the lowest figures of any option that was asked. Nevertheless, it does resonate particularly strongly with Gen Z (23%), especially in comparison to boomers (9%).
- Price will play an obvious factor too; 30% select this as a main influencer, rising to 50%+ in Brazil and New Zealand
- Country-by-country variations can be highly revealing here. In Canada, Ireland, and New Zealand, there's particular support for local / independent businesses. In Germany, we see a much higher than average figure for supporting businesses that a consumer has bought from previously. Meanwhile, Chinese consumers are more receptive than their counterparts in other markets to businesses that can demonstrate that they helped people.

**Consumers expect to reduce their out-of-home leisure behaviors**

- Across the 17 markets surveyed, 2 in 3 consumers say they expect to reduce how frequently they engage with various out-of-home leisure activities.
- Restaurants are top of the list for a reduction; over 40% anticipate they will eat out at restaurants less frequently. It's a figure which remains consistent by age, gender and income, but which does peak among Gen Z at closer to 50%.
- About a third think they will eat at fast-food outlets, visit bars / pubs or visit the cinema less often. Most of these behaviors are once again led by Gen Z; it's no coincidence that this generation also expect the biggest impact on their personal finances, and hence promotions, value for money and reassurance over spending being worthwhile will likely appeal strongly here.
- With over 40% saying they plan to exercise at home more frequently after the outbreak, we have some context for why 1 in 10 say they expect to cancel a gym membership.

**Online shopping should see a long-term boost – and free, reliable delivery is highly valued**

- Over 40% say they will shop online more frequently after the outbreak, hitting 50% in China. Some countries such as Japan and France are notably less enthusiastic about this, but the global figures remain high and consistent by gender, income, and age (only dropping a little among boomers).
- For those planning to increase their online shopping, home delivery is around twice as popular as in-store collection. Convenience will be a big driver to this, but as we've seen elsewhere, safety is paramount too: significant minorities want to reduce the time they spend inside stores as well as visit stores less frequently.
- Compared to before the outbreak, free delivery (51%) and reliable delivery (51%) are the things people think have become more important to them. The figures for free delivery are remarkably consistent across the major demographic splits, whereas reliable delivery matters more to Gen Z, millennials and the higher income group.

- A wide range of categories can be expected to benefit from this increase in online shopping. Across the 17 markets, around 3 in 10 say they plan to shop online more for groceries, household essentials and personal care products. Nevertheless, clothing could also benefit significantly (29%), as could cosmetics, personal electronics, and smartphones (all scoring over 20%).
- In many of the categories tracked, figures peak in China – suggesting that a country which was already at the vanguard of online shopping will see yet more momentum here.

**Convenient solutions popularized or highlighted during the outbreak can expect lasting gains**

- Many of the tools and solutions that people have turned to during the "lockdown" period can expect a lasting boost. About a fifth say they will use food delivery services more frequently, around a quarter plan to use video conferencing platforms such as Zoom more regularly, and about a third plan greater usage of mobile payment services and video calling tools such as FaceTime.
- As might be expected, there are strong demographic influencers at work. Gen Z are over three times as likely as boomers to plan higher usage of food delivery services. Similar age patterns are present for mobile payment services, video calling and video conferencing. The higher income group also tends to take a lead over the lower income one, especially for using video conferencing.
- With many companies having to move to full remote working during the outbreak, it's clear that employees will expect more convenient and flexible options once normality resumes. It's close to 1 in 4 who say they expect to work from home more frequently, peaking among Gen Z and the higher income group.
- Learning platforms can also be expected to have a more visible presence in the future. Globally, around a third say they are spending more time on them during the outbreak, but this rises to over 50% among Gen Z. And, crucially, over a fifth of this youngest cohort expect to continue this after the crisis is over.

**Initial diversification of media consumption appears to be slowing**

- In wave 1, we saw a wide range of media and in-home activities benefitting as people looked for ways to fill their time during "lockdown". In wave 2 in early April, there were small decreases evident for many of them, suggesting that initial enthusiasm was being replaced by a sense of fatigue among at least some consumers. This pattern has continued in wave 3 in mid-April, with almost all of the 20 tracked activities seeing another small decline.
- Of course, in some cases this will be the result of countries beginning to ease "lockdown" restrictions; there simply aren't as many people still confined to their homes, and so there isn't as much additional time to spend on media activities. But especially among younger groups, we're also seeing evidence of people focusing on activities that were already popular among their demographic. If we look at Gen Z as an example, some the strongest figures come for things like social media, messaging services, videos, and streaming services; in each case, over 50% say they are spending more time on them, and around a quarter or more say they expect to continue this increased level of consumption after the outbreak. Effectively, the initial diversification is giving way to a more concentrated focus on key activities.

# 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 | 3 | 1 | 2 | 9 | 4 | 5 | 1 | 2 | 2 | 2 | 5 | 0 | 1 | 1 | 1 | 2 | 3 |
| A little concerned | 22 | 24 | 8 | 14 | 40 | 16 | 33 | 3 | 12 | 16 | 10 | 33 | 2 | 6 | 5 | 11 | 13 | 15 |
| Quite concerned | 20 | 30 | 14 | 31 | 25 | 27 | 27 | 6 | 22 | 32 | 19 | 29 | 7 | 24 | 13 | 27 | 26 | 25 |
| Very concerned | 26 | 24 | 35 | 32 | 19 | 33 | 25 | 28 | 34 | 33 | 28 | 21 | 27 | 36 | 30 | 34 | 31 | 31 |
| Extremely concerned | 28 | 20 | 42 | 20 | 7 | 21 | 11 | 62 | 30 | 17 | 41 | 13 | 64 | 33 | 51 | 27 | 27 | 27 |

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

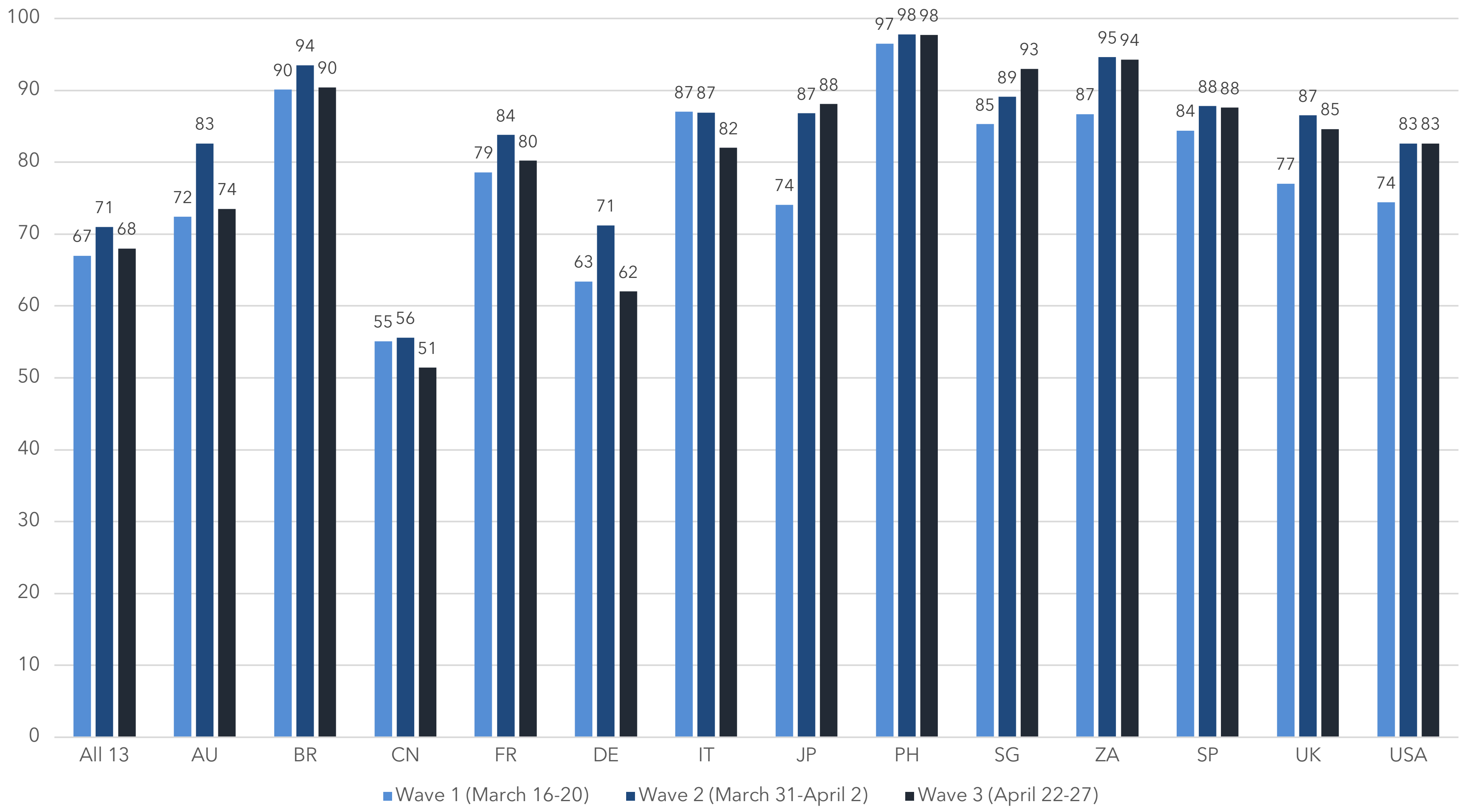
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Not at all concerned | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 6 |
| A little concerned | 19 | 23 | 24 | 18 | 22 | 22 | 20 | 23 |
| Quite concerned | 16 | 21 | 22 | 24 | 21 | 20 | 21 | 20 |
| Very concerned | 29 | 23 | 26 | 27 | 25 | 26 | 27 | 24 |
| Extremely concerned | 33 | 28 | 23 | 25 | 28 | 27 | 29 | 27 |

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 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 |
| A little concerned | 10 | 11 | 7 | 9 | 12 | 14 | 20 | 2 | 8 | 13 | 7 | 7 | 2 | 4 | 3 | 11 | 11 | 14 |
| Quite concerned | 19 | 25 | 16 | 27 | 22 | 32 | 30 | 6 | 17 | 30 | 14 | 26 | 8 | 24 | 12 | 30 | 26 | 22 |
| Very concerned | 34 | 30 | 35 | 33 | 39 | 32 | 30 | 27 | 34 | 37 | 30 | 34 | 30 | 36 | 30 | 36 | 34 | 35 |
| Extremely concerned | 36 | 33 | 42 | 29 | 25 | 19 | 16 | 64 | 39 | 18 | 46 | 30 | 59 | 35 | 54 | 22 | 27 | 26 |

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

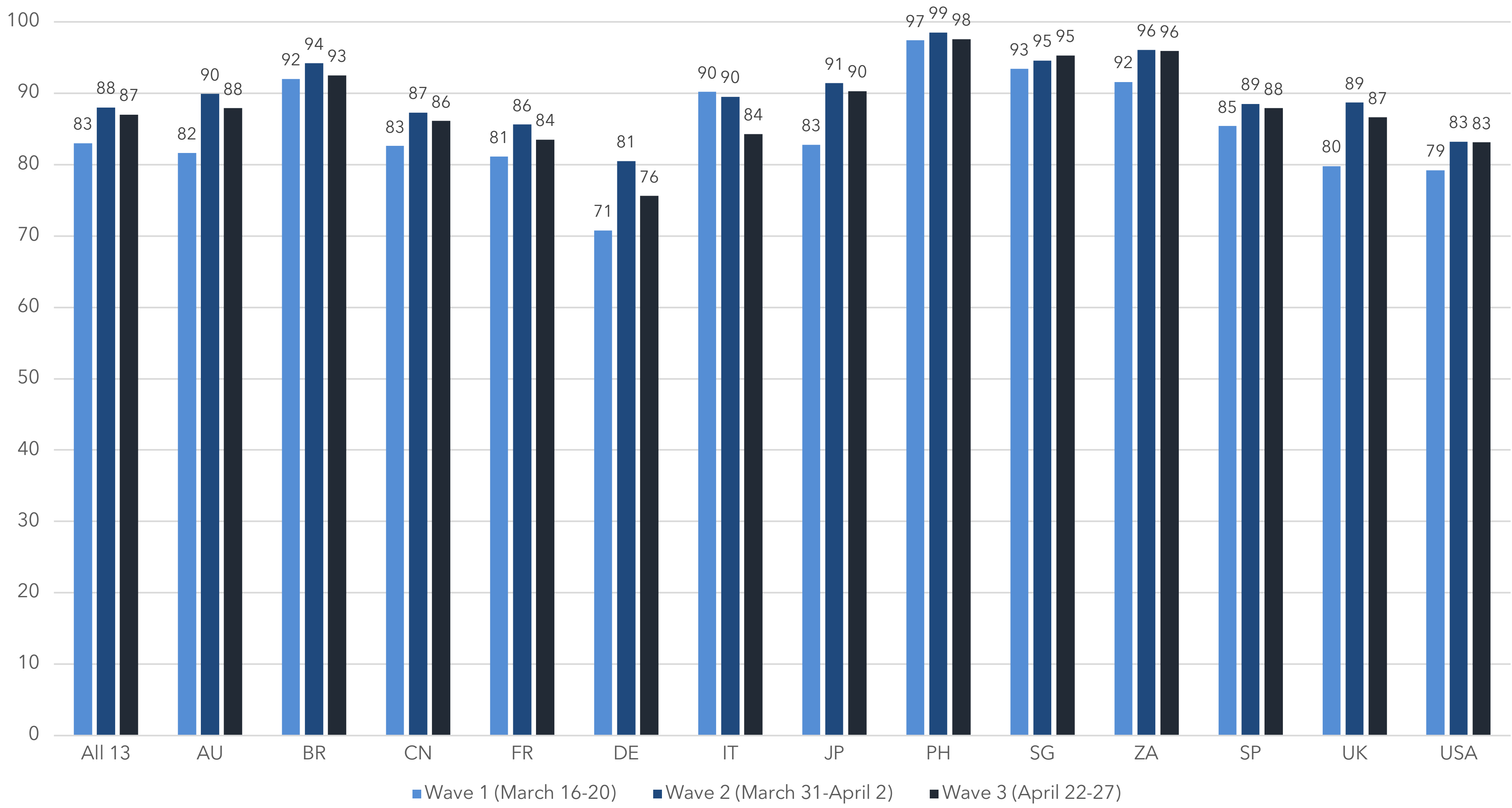
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Not at all concerned | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| A little concerned | 6 | 10 | 11 | 12 | 10 | 9 | 9 | 10 |
| Quite concerned | 19 | 18 | 19 | 22 | 19 | 19 | 17 | 21 |
| Very concerned | 36 | 34 | 34 | 34 | 35 | 34 | 36 | 34 |
| Extremely concerned | 39 | 36 | 33 | 31 | 35 | 36 | 37 | 33 |

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

# Levels of Concern (Global): Trended Data

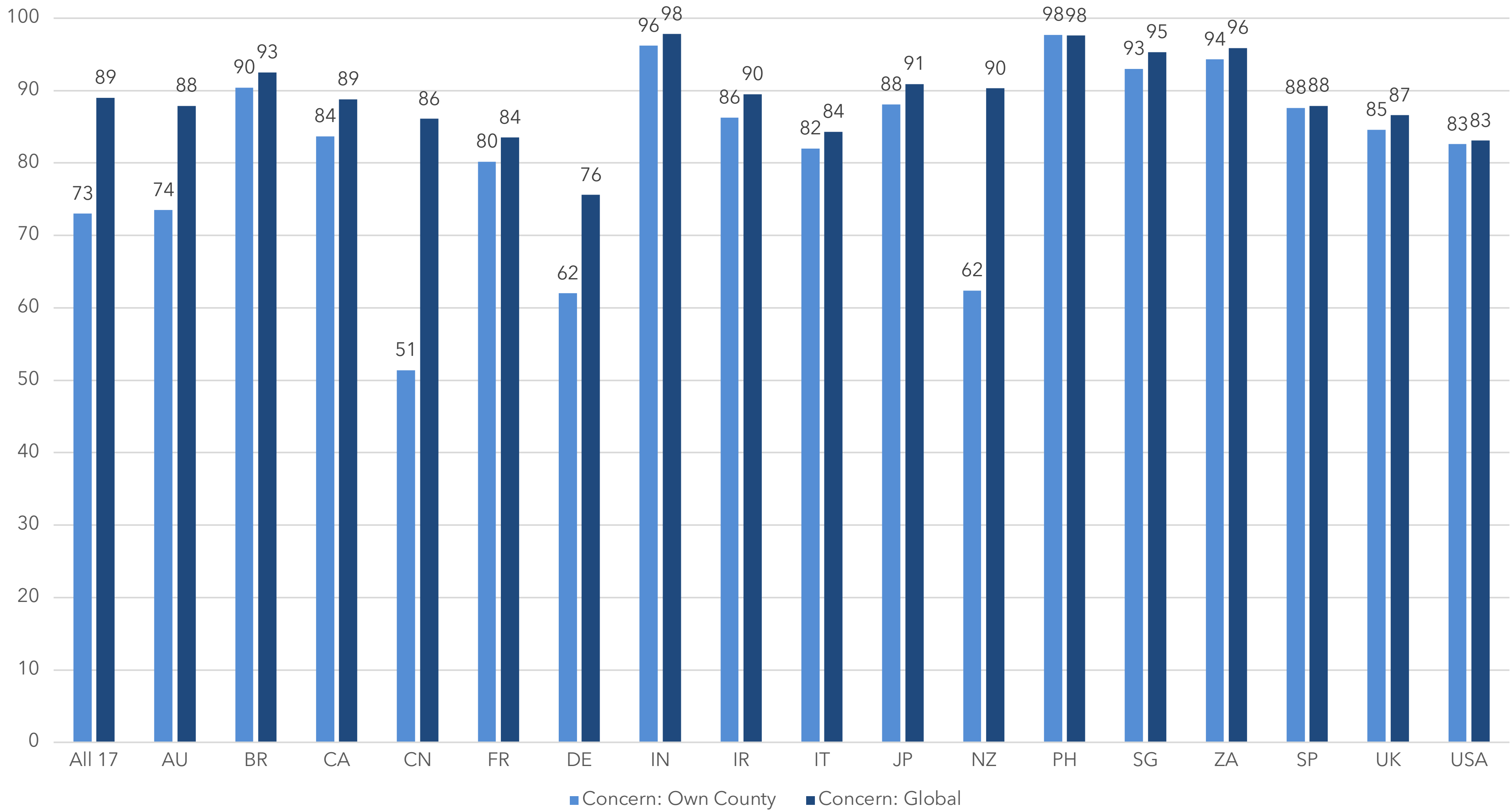
**% who say they're extremely, very, or quite concerned about the coronavirus / COVID-19 situation globally**




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 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| 1-2 weeks | 3 | 2 | 4 | 2 | 4 | 1 | 2 | 3 | 2 | 3 | 1 | 2 | 4 | 1 | 1 | 1 | 3 | 1 |
| 3-4 weeks | 11 | 6 | 9 | 5 | 15 | 5 | 4 | 14 | 3 | 6 | 2 | 12 | 5 | 3 | 2 | 6 | 5 | 9 |
| 2-3 months | 33 | 21 | 27 | 22 | 45 | 21 | 11 | 35 | 15 | 20 | 11 | 26 | 28 | 16 | 10 | 24 | 22 | 22 |
| 4-5 months | 13 | 11 | 18 | 12 | 10 | 16 | 11 | 15 | 12 | 14 | 8 | 10 | 16 | 11 | 16 | 16 | 13 | 14 |
| 6 months | 16 | 24 | 18 | 16 | 15 | 21 | 14 | 16 | 15 | 17 | 16 | 21 | 20 | 24 | 25 | 13 | 17 | 11 |
| Up to a year | 13 | 23 | 15 | 21 | 7 | 17 | 32 | 11 | 31 | 26 | 23 | 18 | 21 | 32 | 26 | 18 | 23 | 19 |
| Longer than a year | 10 | 13 | 7 | 21 | 4 | 18 | 25 | 5 | 21 | 14 | 40 | 10 | 6 | 13 | 20 | 22 | 17 | 22 |

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

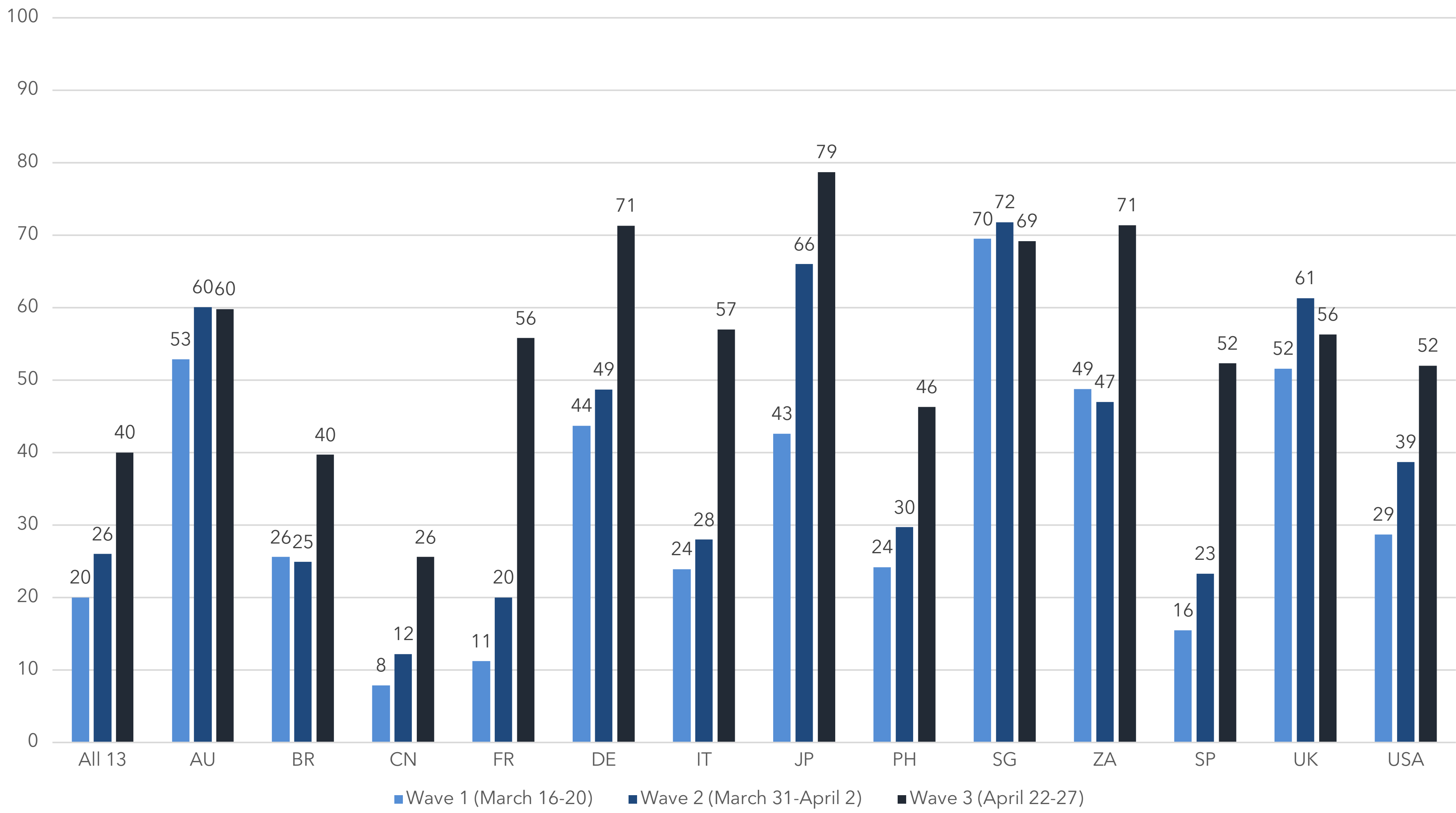
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| A few more days | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 3 |
| 1-2 weeks | 4 | 3 | 2 | 2 | 3 | 3 | 4 | 3 |
| 3-4 weeks | 15 | 11 | 10 | 7 | 10 | 12 | 9 | 13 |
| 2-3 months | 36 | 34 | 32 | 25 | 32 | 34 | 33 | 34 |
| 4-5 months | 15 | 12 | 12 | 10 | 12 | 13 | 12 | 13 |
| 6 months | 14 | 17 | 16 | 16 | 16 | 15 | 17 | 13 |
| Up to a year | 12 | 12 | 14 | 21 | 15 | 12 | 14 | 12 |
| Longer than a year | 4 | 10 | 14 | 19 | 11 | 10 | 11 | 10 |

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 | 2 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 |
| 1-2 weeks | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 1 |
| 3-4 weeks | 3 | 3 | 6 | 1 | 2 | 3 | 1 | 5 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 4 |
| 2-3 months | 9 | 5 | 13 | 7 | 9 | 8 | 4 | 11 | 4 | 5 | 4 | 3 | 9 | 4 | 3 | 6 | 7 | 11 |
| 4-5 months | 12 | 6 | 15 | 8 | 12 | 11 | 6 | 18 | 8 | 10 | 5 | 4 | 15 | 6 | 7 | 11 | 7 | 10 |
| 6 months | 21 | 11 | 19 | 9 | 29 | 16 | 8 | 21 | 8 | 12 | 8 | 14 | 16 | 12 | 10 | 14 | 13 | 13 |
| Up to a year | 27 | 35 | 24 | 29 | 27 | 29 | 27 | 26 | 29 | 34 | 23 | 28 | 34 | 38 | 38 | 25 | 31 | 26 |
| Longer than a year | 26 | 38 | 19 | 44 | 20 | 33 | 52 | 16 | 48 | 36 | 59 | 50 | 23 | 38 | 40 | 42 | 38 | 35 |

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

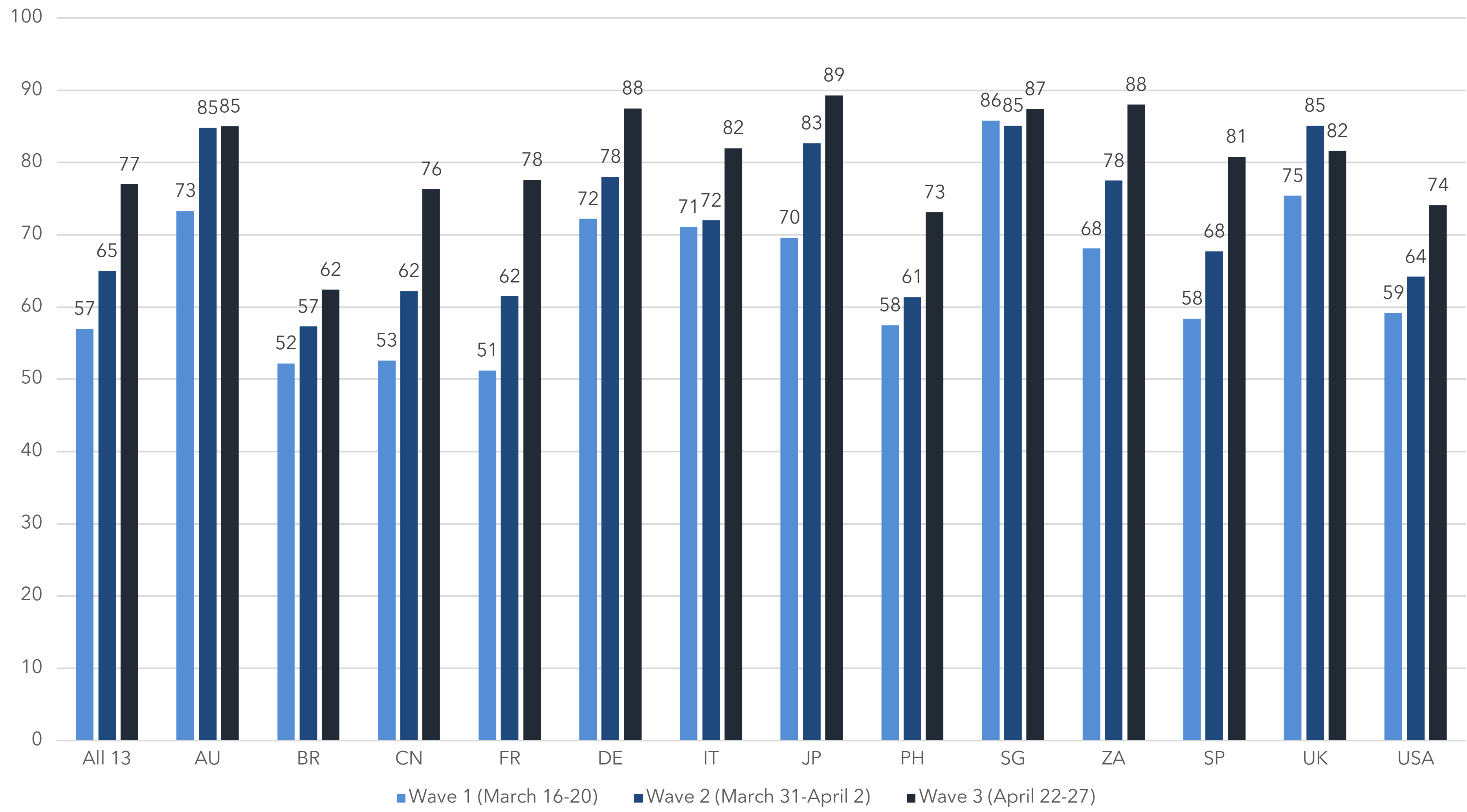
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| A few more days | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 2 |
| 1-2 weeks | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 2 |
| 3-4 weeks | 5 | 2 | 2 | 2 | 2 | 4 | 2 | 3 |
| 2-3 months | 9 | 9 | 9 | 8 | 9 | 9 | 9 | 12 |
| 4-5 months | 16 | 12 | 11 | 11 | 12 | 12 | 14 | 11 |
| 6 months | 19 | 23 | 21 | 13 | 21 | 21 | 21 | 19 |
| Up to a year | 28 | 27 | 27 | 25 | 26 | 28 | 27 | 24 |
| Longer than a year | 20 | 25 | 30 | 40 | 28 | 25 | 26 | 27 |

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

# Expected Length of Outbreak (Global): Trended Data

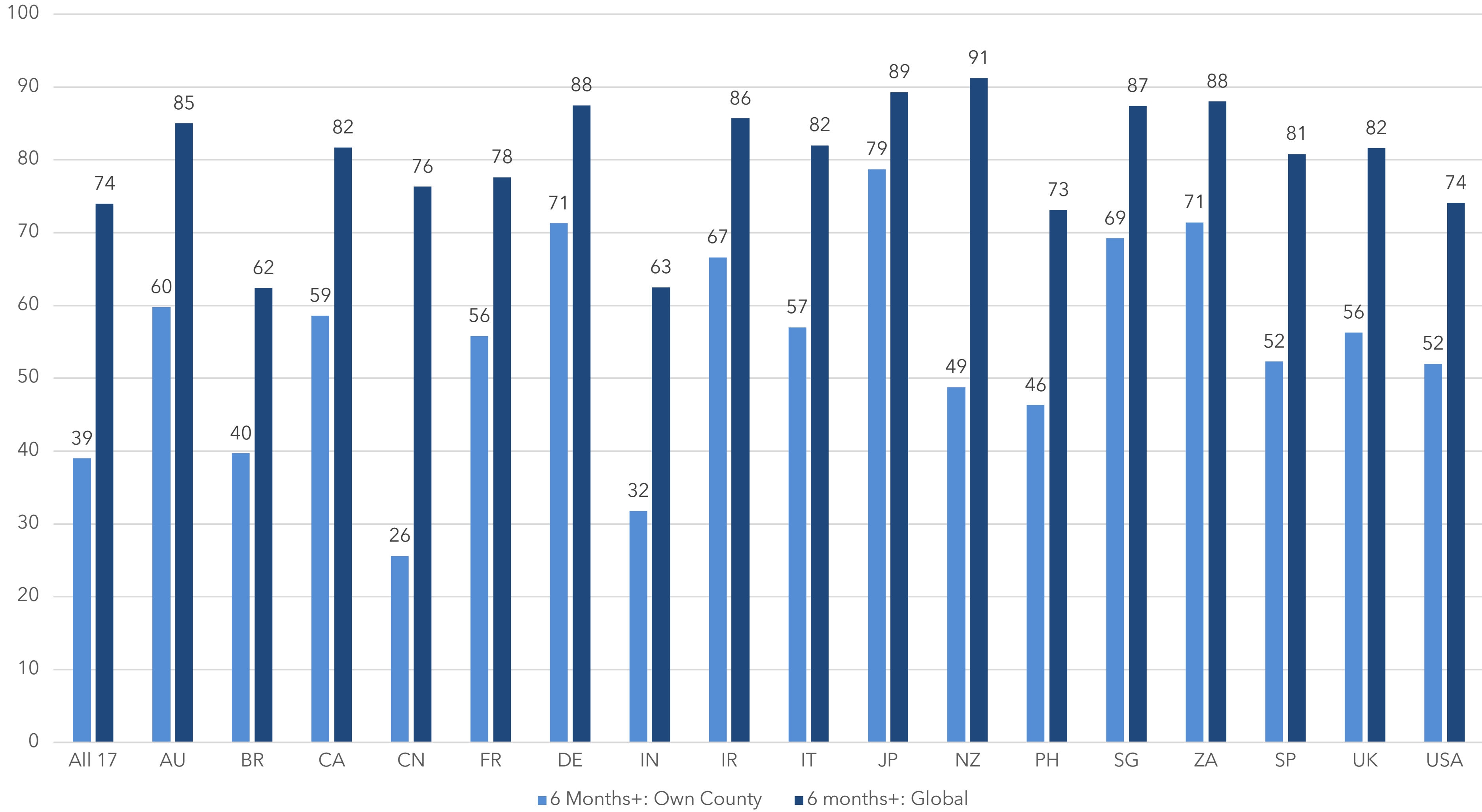
**% who say they think the coronavirus / COVID-19 outbreak will last 6 months or more globally**




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 own country vs globally**




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 | 13 | 4 | 1 | 11 | 6 | 2 | 2 | 5 | 39 | 3 | 2 | 4 | 6 | 9 | 5 | 4 |
| 2 | 7 | 5 | 22 | 8 | 1 | 15 | 7 | 3 | 5 | 11 | 30 | 3 | 7 | 7 | 8 | 17 | 11 | 10 |
| 3 | 19 | 26 | 34 | 32 | 6 | 42 | 38 | 15 | 30 | 40 | 23 | 14 | 21 | 32 | 29 | 40 | 34 | 33 |
| 4 | 28 | 42 | 21 | 37 | 28 | 25 | 40 | 31 | 42 | 32 | 5 | 41 | 29 | 41 | 31 | 26 | 35 | 32 |
| 5 - Very optimistic | 42 | 24 | 11 | 19 | 65 | 8 | 10 | 49 | 20 | 13 | 3 | 39 | 41 | 17 | 26 | 9 | 15 | 22 |

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

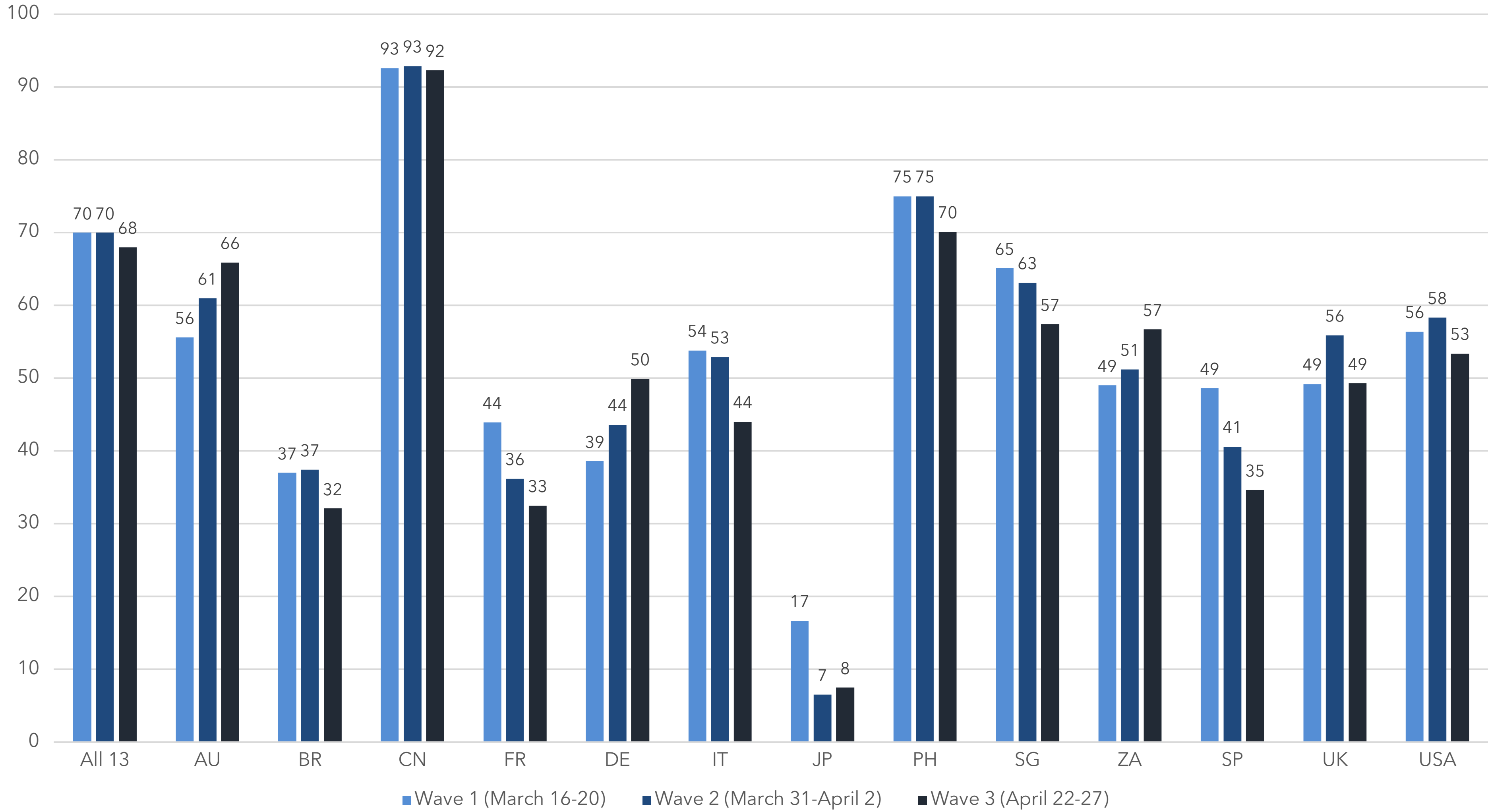
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| 1 - Not optimistic at all | 3 | 4 | 6 | 9 | 5 | 5 | 5 | 4 |
| 2 | 6 | 6 | 8 | 10 | 7 | 6 | 7 | 7 |
| 3 | 16 | 18 | 21 | 24 | 21 | 17 | 18 | 19 |
| 4 | 28 | 30 | 27 | 28 | 27 | 29 | 28 | 26 |
| 5 - Very optimistic | 48 | 43 | 39 | 30 | 41 | 43 | 43 | 44 |

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 | 8 | 4 | 6 | 6 | 9 | 11 | 2 | 5 | 5 | 44 | 9 | 1 | 6 | 3 | 8 | 6 | 6 |
| 2 | 14 | 15 | 21 | 14 | 16 | 23 | 27 | 5 | 14 | 15 | 29 | 21 | 3 | 16 | 8 | 23 | 13 | 11 |
| 3 | 36 | 41 | 33 | 44 | 45 | 45 | 48 | 21 | 35 | 40 | 23 | 44 | 16 | 41 | 28 | 42 | 38 | 35 |
| 4 | 26 | 25 | 30 | 27 | 24 | 17 | 12 | 33 | 32 | 29 | 3 | 20 | 31 | 29 | 31 | 19 | 29 | 31 |
| 5 - Very optimistic | 17 | 11 | 12 | 9 | 10 | 6 | 3 | 40 | 15 | 11 | 2 | 7 | 49 | 8 | 30 | 8 | 13 | 18 |

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

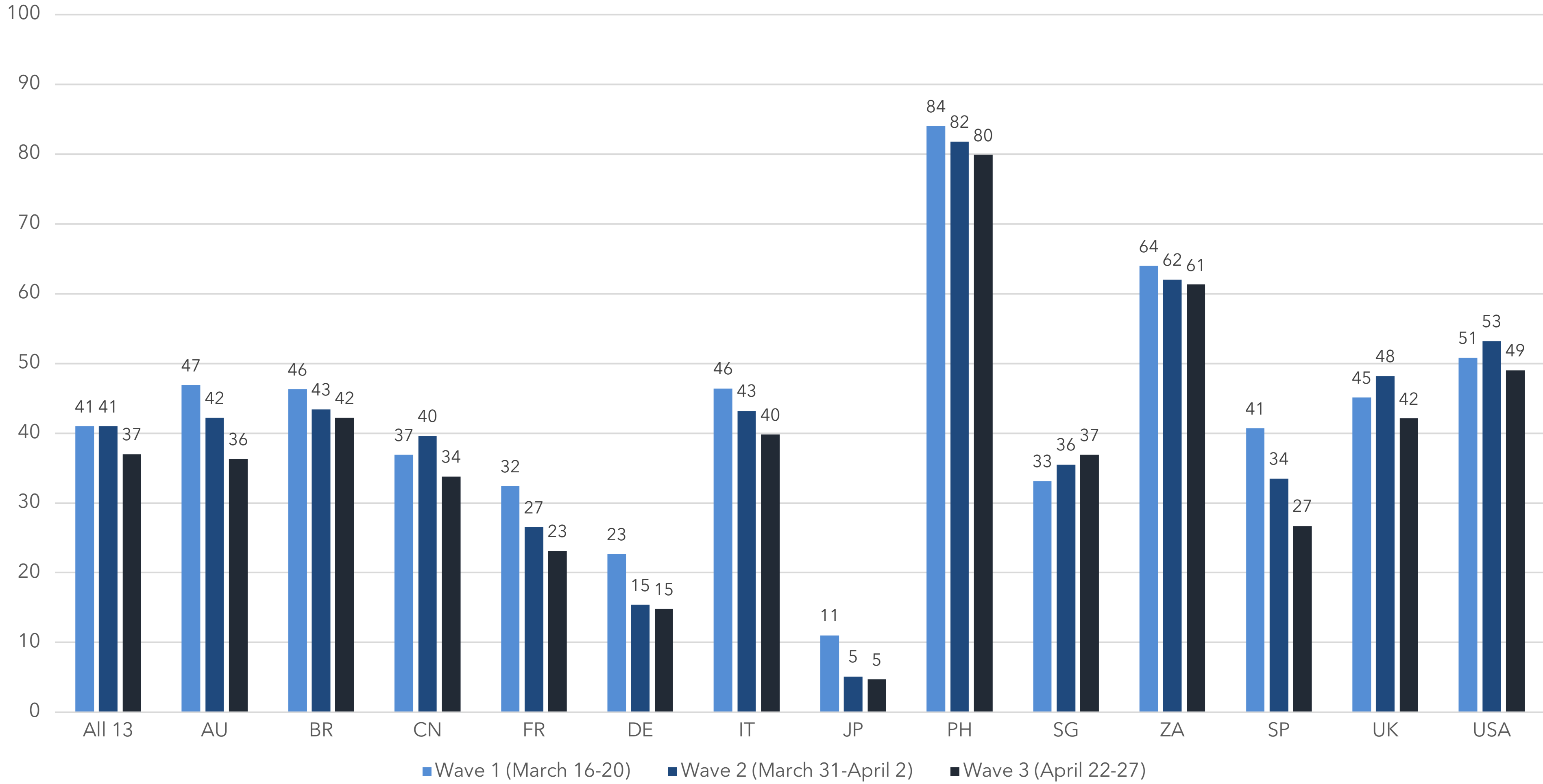
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| 1 - Not optimistic at all | 3 | 6 | 9 | 12 | 7 | 7 | 6 | 8 |
| 2 | 12 | 14 | 15 | 20 | 15 | 14 | 14 | 14 |
| 3 | 35 | 35 | 38 | 34 | 36 | 36 | 35 | 36 |
| 4 | 31 | 25 | 24 | 22 | 25 | 27 | 26 | 24 |
| 5 - Very optimistic | 19 | 20 | 14 | 12 | 17 | 17 | 18 | 18 |

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

# Levels of Optimism (Global): Trended Data

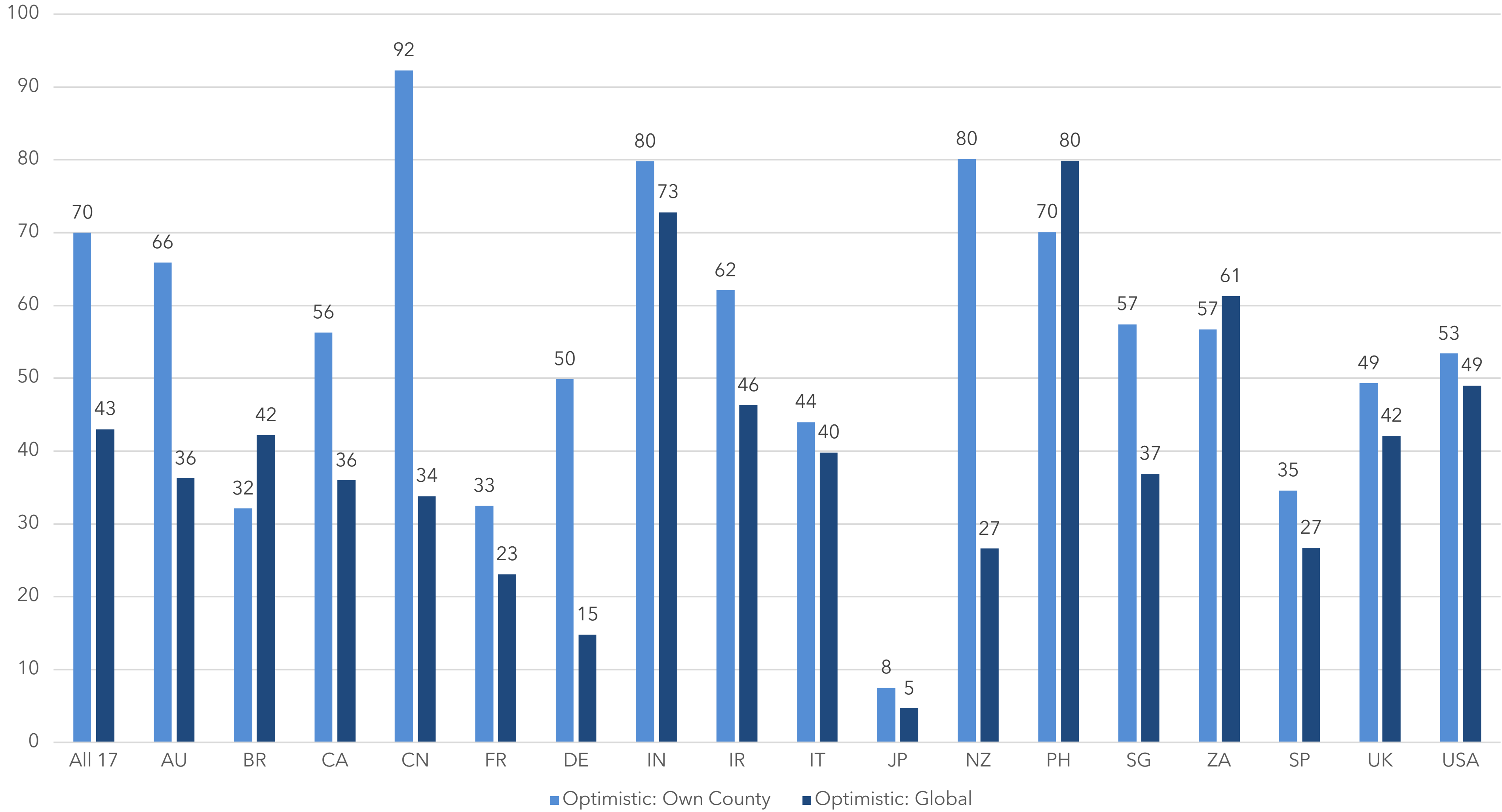
**% who say they feel optimistic that the world will overcome the coronavirus / COVID-19 outbreak**




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 | 10 | 14 | 5 | 14 | 10 | 17 | 27 | 3 | 9 | 9 | 4 | 15 | 1 | 4 | 4 | 6 | 22 | 22 |
| Small impact | 43 | 42 | 33 | 40 | 58 | 41 | 39 | 29 | 42 | 39 | 34 | 47 | 13 | 35 | 18 | 29 | 39 | 38 |
| Big impact | 32 | 28 | 38 | 29 | 23 | 28 | 16 | 53 | 27 | 34 | 42 | 27 | 62 | 41 | 52 | 40 | 23 | 23 |
| Dramatic impact | 11 | 9 | 18 | 11 | 8 | 7 | 9 | 13 | 12 | 9 | 9 | 7 | 24 | 13 | 21 | 11 | 8 | 8 |
| Not sure | 4 | 6 | 5 | 5 | 1 | 7 | 10 | 3 | 11 | 8 | 12 | 5 | 0 | 7 | 5 | 14 | 8 | 10 |

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

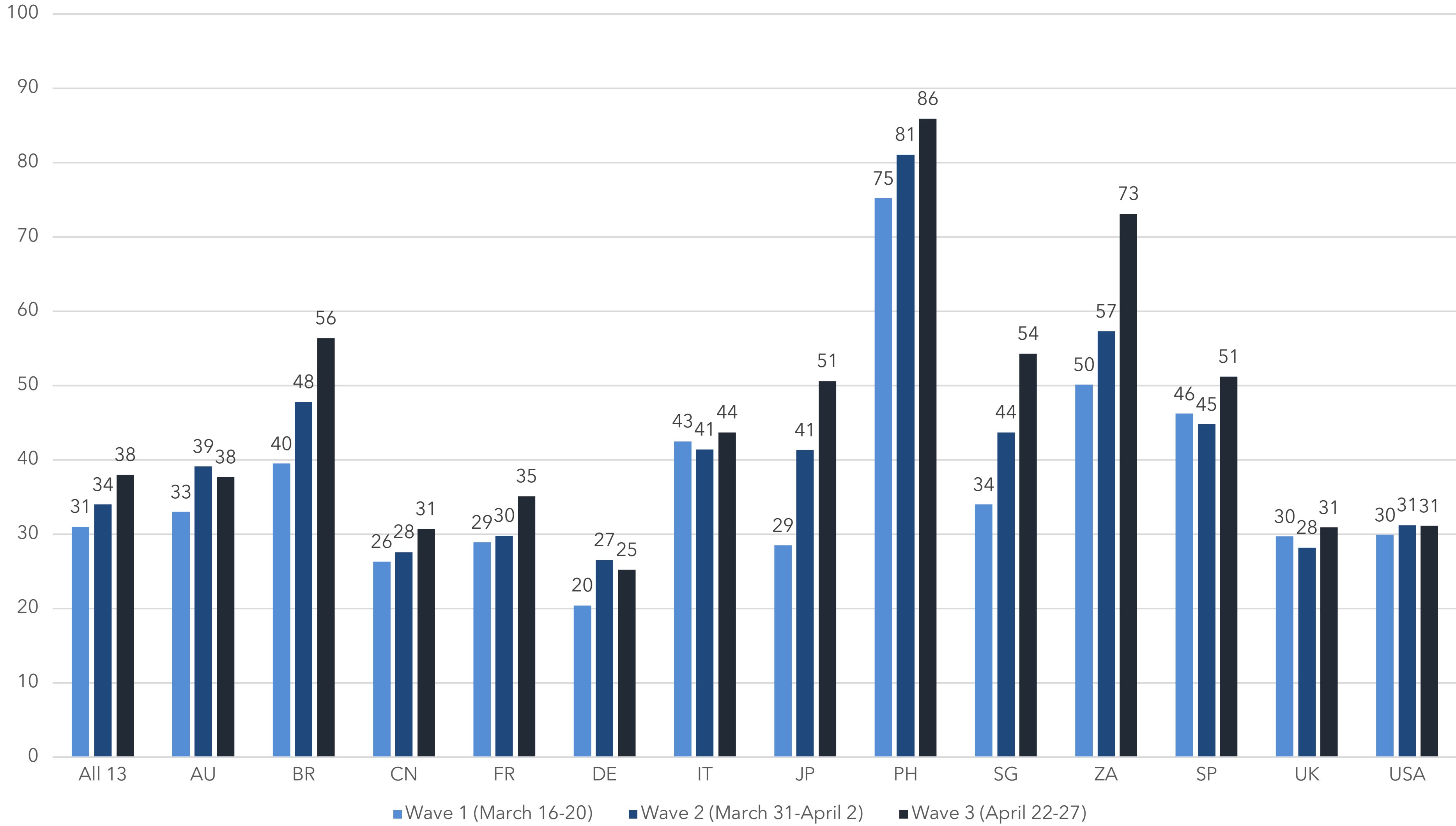
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| No impact | 5 | 10 | 12 | 18 | 11 | 10 | 11 | 9 |
| Small impact | 43 | 43 | 43 | 42 | 43 | 43 | 47 | 36 |
| Big impact | 36 | 33 | 30 | 24 | 31 | 33 | 31 | 37 |
| Dramatic impact | 14 | 10 | 9 | 8 | 10 | 11 | 8 | 13 |
| Not sure | 2 | 4 | 5 | 8 | 5 | 4 | 3 | 5 |

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 | 1 | 1 | 0 | 1 | 2 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 |
| Small impact | 13 | 4 | 5 | 5 | 24 | 6 | 11 | 6 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 1 | 9 | 8 |
| Big impact | 53 | 55 | 46 | 50 | 51 | 61 | 52 | 65 | 44 | 55 | 53 | 62 | 56 | 59 | 41 | 51 | 49 | 43 |
| Dramatic impact | 30 | 38 | 45 | 43 | 20 | 30 | 28 | 26 | 50 | 39 | 39 | 31 | 41 | 36 | 54 | 45 | 36 | 44 |
| Not sure | 3 | 2 | 4 | 2 | 2 | 3 | 7 | 2 | 3 | 1 | 5 | 3 | 0 | 1 | 2 | 2 | 5 | 4 |

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

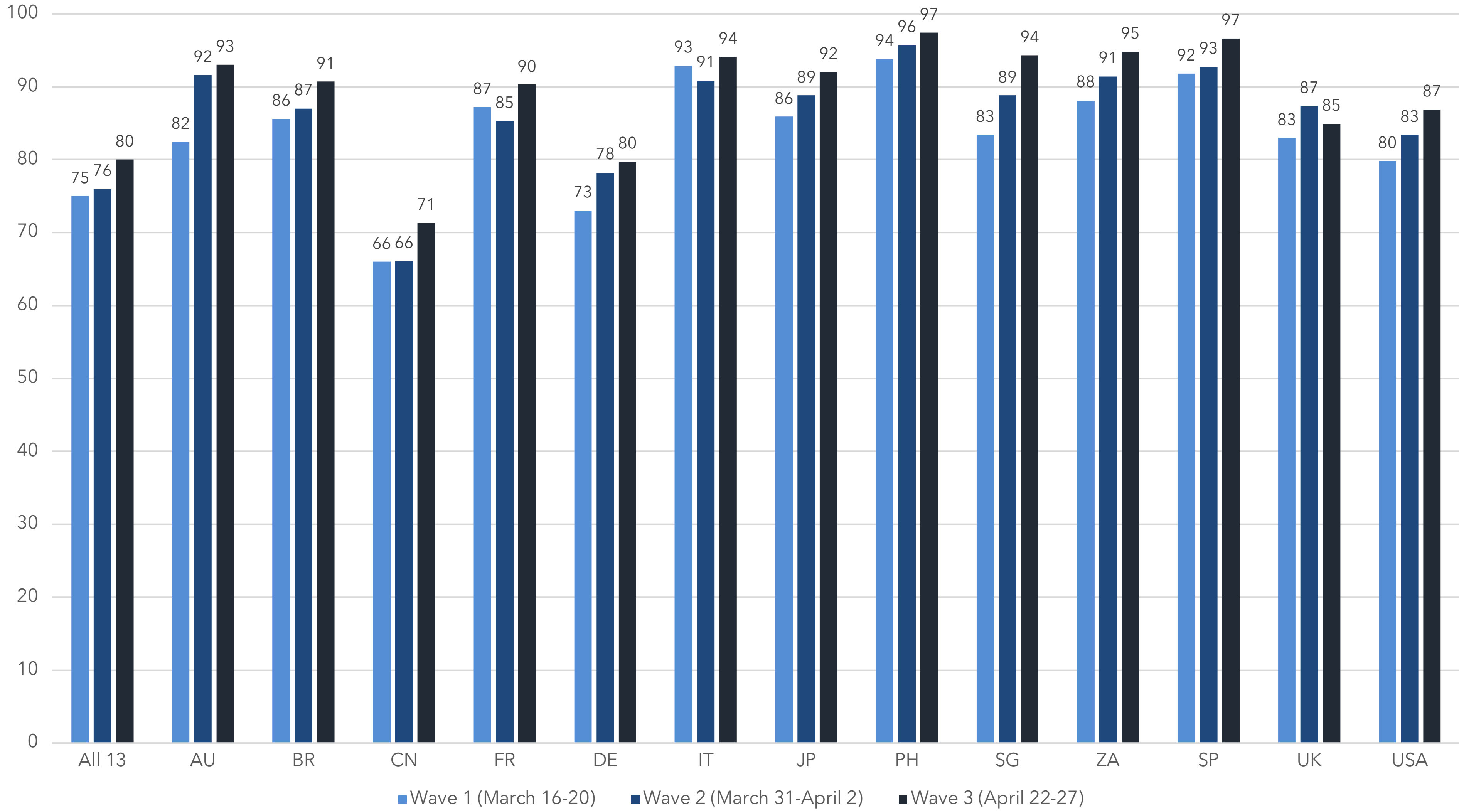
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| No impact | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 2 |
| Small impact | 13 | 14 | 13 | 10 | 13 | 14 | 14 | 14 |
| Big impact | 50 | 54 | 53 | 53 | 52 | 54 | 54 | 52 |
| Dramatic impact | 32 | 27 | 31 | 34 | 31 | 29 | 30 | 29 |
| Not sure | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 4 |

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

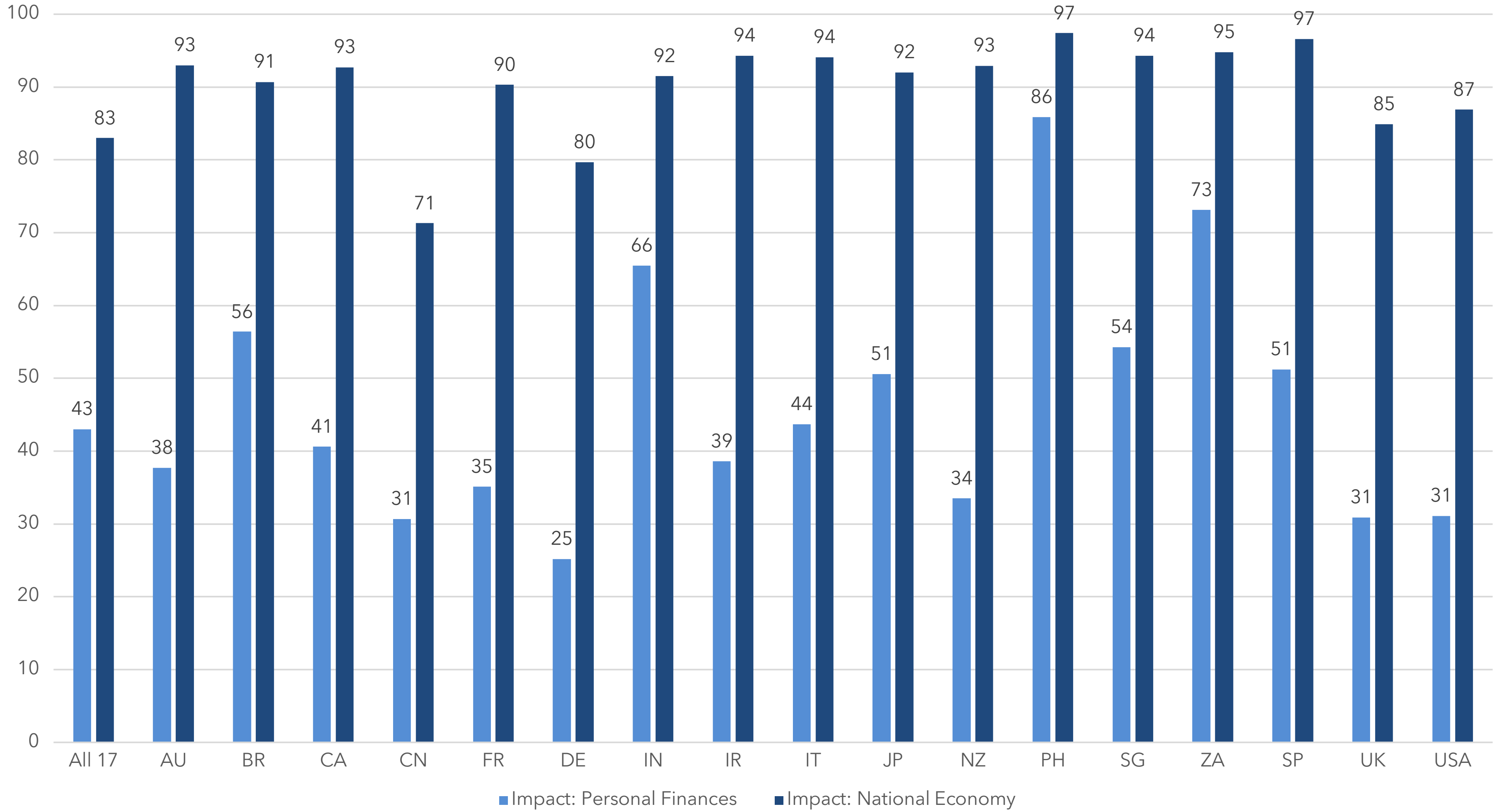
**% who say they expect coronavirus / COVID-19 to have a dramatic or big effect on their country's economy**




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 / your personal finances. 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 | 1 | 1 | 1 | 0 | 2 | 1 | 2 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 2 |
| Small impact | 5 | 3 | 5 | 3 | 5 | 7 | 6 | 4 | 3 | 7 | 2 | 3 | 1 | 3 | 2 | 2 | 6 | 7 |
| Big impact | 43 | 36 | 43 | 40 | 32 | 58 | 41 | 62 | 36 | 60 | 46 | 34 | 53 | 42 | 47 | 59 | 44 | 40 |
| Dramatic impact | 48 | 57 | 48 | 53 | 58 | 32 | 45 | 32 | 57 | 31 | 47 | 60 | 45 | 54 | 48 | 37 | 45 | 45 |
| Not sure | 4 | 4 | 3 | 3 | 4 | 3 | 6 | 2 | 3 | 2 | 5 | 3 | 1 | 2 | 3 | 2 | 5 | 5 |

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

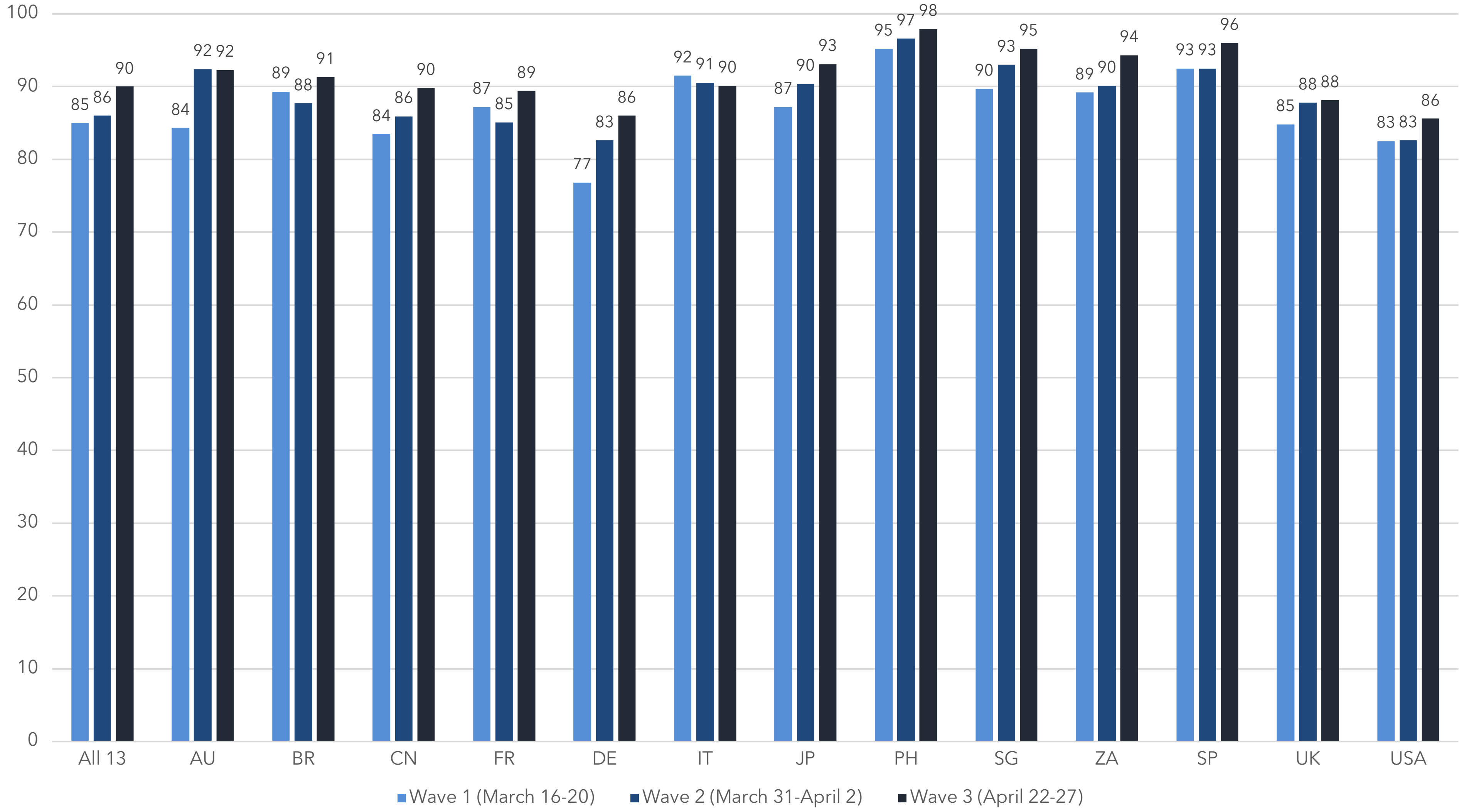
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| No impact | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| Small impact | 6 | 5 | 3 | 3 | 5 | 5 | 5 | 5 |
| Big impact | 44 | 43 | 42 | 46 | 41 | 45 | 43 | 44 |
| Dramatic impact | 44 | 47 | 51 | 47 | 48 | 47 | 49 | 44 |
| Not sure | 5 | 3 | 3 | 3 | 4 | 3 | 1 | 6 |

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

# Impact on Job

**% who say the following has happened to them during the outbreak**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Been temporarily laid off / placed on furlough | 15 | 10 | 11 | 16 | 16 | 20 | 20 | 18 | 17 | 18 | 4 | 7 | 24 | 9 | 17 | 17 | 18 | 11 |
| Had a bonus / pay rise deferred | 13 | 7 | 5 | 7 | 19 | 4 | 6 | 16 | 5 | 5 | 3 | 6 | 7 | 13 | 6 | 3 | 7 | 6 |
| Had a pay cut | 24 | 8 | 18 | 11 | 35 | 19 | 10 | 28 | 7 | 9 | 8 | 15 | 14 | 16 | 19 | 9 | 7 | 9 |
| Had your working hours reduced | 22 | 24 | 28 | 21 | 17 | 13 | 11 | 38 | 16 | 19 | 24 | 24 | 26 | 23 | 25 | 18 | 13 | 17 |
| Lost your job | 7 | 7 | 7 | 8 | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 4 | 21 | 9 | 11 | 8 | 3 | 3 |
| None of these / Prefer not to say | 42 | 56 | 45 | 52 | 37 | 56 | 62 | 23 | 58 | 57 | 64 | 58 | 27 | 48 | 38 | 52 | 61 | 64 |

**% who say the following has happened to them during the outbreak***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Been temporarily laid off / placed on furlough | 17 | 16 | 15 | 9 | 15 | 16 | 12 | 19 |
| Had a bonus / pay rise deferred | 12 | 16 | 10 | 4 | 12 | 14 | 16 | 10 |
| Had a pay cut | 25 | 27 | 21 | 11 | 22 | 25 | 25 | 21 |
| Had your working hours reduced | 25 | 24 | 18 | 12 | 19 | 25 | 26 | 20 |
| Lost your job | 10 | 6 | 5 | 3 | 7 | 6 | 4 | 12 |
| None of these / Prefer not to say | 35 | 37 | 49 | 68 | 45 | 39 | 42 | 42 |

Question: Have any of the following things happened to you during the coronavirus outbreak?

# Personal Financial Response

**% who say they will do these things because of the coronavirus outbreak**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cut back on the day-to-day things you buy | 41 | 49 | 59 | 60 | 32 | 48 | 26 | 43 | 49 | 51 | 52 | 49 | 52 | 53 | 58 | 38 | 41 | 50 |
| Delay big purchases (e.g. car, vacations, home appliances, etc) | 80 | 69 | 78 | 71 | 86 | 68 | 58 | 92 | 77 | 74 | 43 | 62 | 84 | 81 | 84 | 76 | 67 | 68 |
| Look for flexible payment options (e.g. pay in instalments, etc) | 19 | 14 | 28 | 11 | 19 | 8 | 7 | 30 | 9 | 9 | 6 | 13 | 30 | 11 | 30 | 11 | 8 | 10 |
| Wait for products to be on promotion, discount, sale, etc | 32 | 37 | 40 | 41 | 32 | 24 | 25 | 34 | 32 | 32 | 22 | 33 | 24 | 40 | 38 | 28 | 27 | 29 |
| Put more purchases on credit cards | 14 | 11 | 20 | 16 | 16 | 3 | 5 | 19 | 8 | 3 | 14 | 9 | 7 | 9 | 10 | 14 | 8 | 10 |
| Reduce regular financial commitments (e.g. cancel subscriptions, memberships, etc) | 36 | 25 | 38 | 26 | 48 | 12 | 14 | 36 | 21 | 31 | 14 | 22 | 34 | 26 | 42 | 19 | 20 | 20 |
| Take out a loan | 6 | 2 | 7 | 3 | 6 | 4 | 3 | 10 | 4 | 4 | 3 | 2 | 16 | 4 | 10 | 3 | 3 | 2 |
| Use your savings | 35 | 30 | 31 | 32 | 36 | 17 | 17 | 56 | 25 | 27 | 24 | 27 | 62 | 35 | 41 | 29 | 24 | 15 |

Question: Will you do any of these things because of the coronavirus outbreak?

# Personal Financial Response

**% who say they will do these things because of the coronavirus outbreak***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Cut back on the day-to-day things you buy | 35 | 41 | 45 | 46 | 43 | 39 | 40 | 41 |
| Delay big purchases (e.g. car, vacations, home appliances, etc) | 86 | 84 | 73 | 65 | 78 | 81 | 85 | 72 |
| Look for flexible payment options (e.g. pay in instalments, etc) | 27 | 20 | 13 | 8 | 17 | 20 | 20 | 18 |
| Wait for products to be on promotion, discount, sale, etc | 30 | 34 | 30 | 28 | 35 | 29 | 29 | 31 |
| Put more purchases on credit cards | 14 | 16 | 13 | 12 | 14 | 15 | 18 | 12 |
| Reduce regular financial commitments (e.g. cancel subscriptions, memberships, etc) | 39 | 39 | 32 | 22 | 34 | 37 | 38 | 33 |
| Take out a loan | 8 | 7 | 5 | 2 | 6 | 7 | 7 | 6 |
| Use your savings | 46 | 36 | 29 | 20 | 35 | 35 | 33 | 39 |

Question: Will you do any of these things because of the coronavirus outbreak?

# 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 | 20 | 20 | 20 | 20 | 22 | 12 | 9 | 28 | 13 | 15 | 5 | 10 | 12 | 10 | 24 | 16 | 15 | 18 |
| Clothes | 32 | 28 | 35 | 31 | 27 | 33 | 20 | 51 | 37 | 39 | 15 | 29 | 44 | 25 | 52 | 40 | 25 | 24 |
| Flights | 31 | 37 | 35 | 33 | 33 | 19 | 23 | 33 | 46 | 24 | 14 | 30 | 24 | 45 | 29 | 32 | 29 | 34 |
| Home appliances / devices (e.g. TV, white goods) | 23 | 19 | 27 | 17 | 22 | 13 | 12 | 39 | 13 | 20 | 9 | 14 | 28 | 20 | 33 | 18 | 13 | 12 |
| Home furnishings (e.g. bed, sofa, etc) | 19 | 19 | 23 | 19 | 18 | 15 | 11 | 28 | 18 | 19 | 5 | 12 | 19 | 18 | 35 | 19 | 13 | 12 |
| Insurance | 8 | 5 | 6 | 4 | 7 | 3 | 6 | 15 | 5 | 9 | 2 | 4 | 9 | 8 | 12 | 5 | 6 | 5 |
| Luxury items (e.g. designer clothes, shoes, fragrances, etc) | 25 | 18 | 17 | 14 | 31 | 9 | 12 | 37 | 15 | 11 | 6 | 13 | 17 | 21 | 39 | 17 | 12 | 13 |
| Personal electronics (e.g. laptop, tablet, PC, etc) | 24 | 20 | 27 | 18 | 23 | 10 | 12 | 41 | 15 | 16 | 5 | 14 | 33 | 22 | 37 | 18 | 13 | 14 |
| Smartphone | 24 | 17 | 24 | 13 | 22 | 9 | 10 | 45 | 13 | 17 | 6 | 11 | 30 | 23 | 30 | 16 | 11 | 12 |
| Smart devices (e.g. smart-watches, fitness trackers, etc) | 16 | 10 | 13 | 8 | 16 | 6 | 5 | 32 | 7 | 8 | 3 | 8 | 18 | 13 | 21 | 10 | 6 | 4 |
| Vacations / trips | 52 | 47 | 39 | 51 | 60 | 48 | 42 | 49 | 54 | 47 | 26 | 43 | 49 | 59 | 46 | 55 | 46 | 49 |
| None of these | 17 | 30 | 18 | 26 | 12 | 28 | 39 | 6 | 19 | 21 | 53 | 32 | 11 | 17 | 12 | 21 | 31 | 29 |

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***

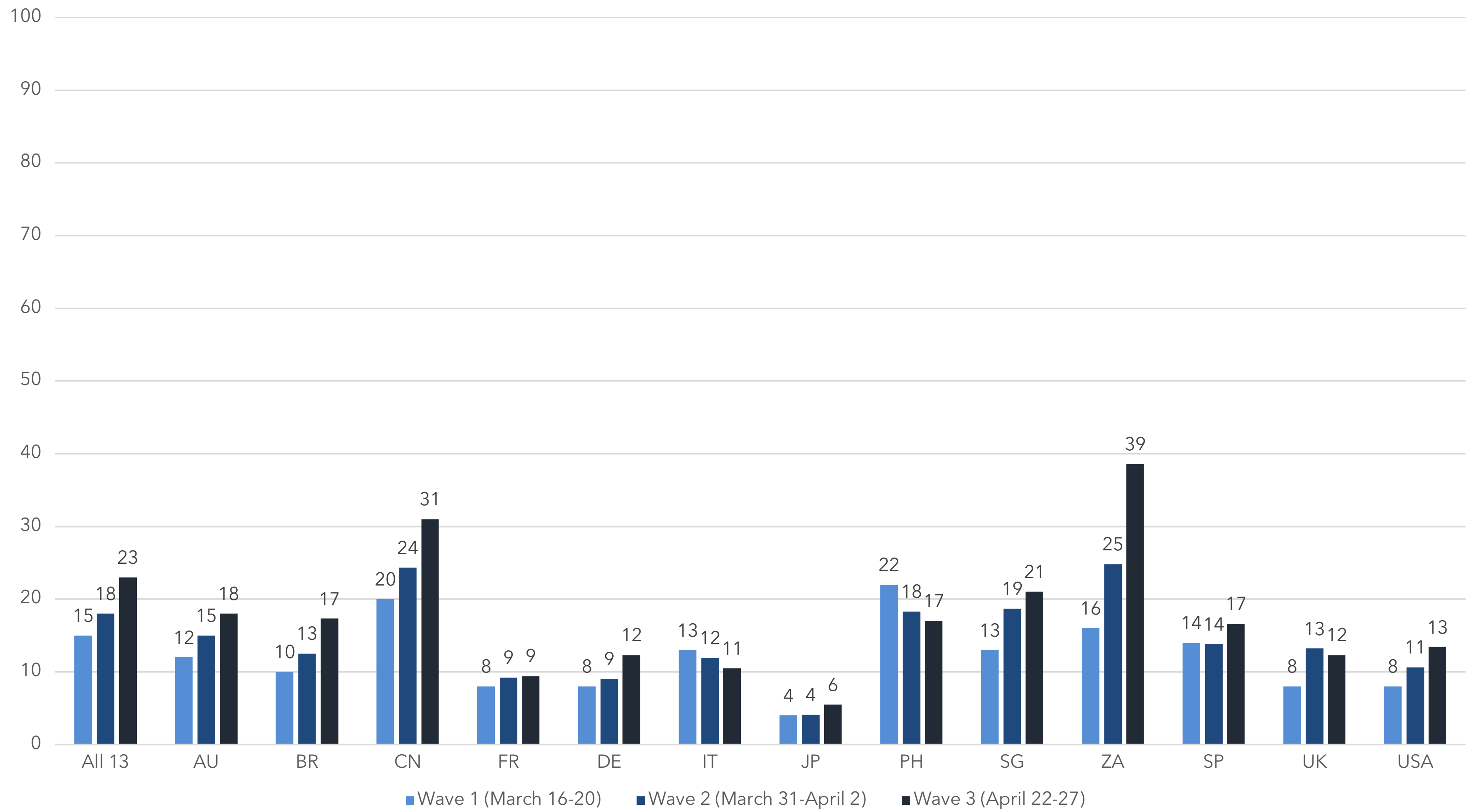
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Car / vehicle | 19 | 23 | 19 | 15 | 18 | 22 | 26 | 18 |
| Clothes | 43 | 32 | 26 | 22 | 33 | 31 | 29 | 34 |
| Flights | 28 | 35 | 29 | 29 | 30 | 32 | 44 | 22 |
| Home appliances / devices (e.g. TV, white goods) | 24 | 26 | 20 | 14 | 22 | 24 | 23 | 22 |
| Home furnishings (e.g. bed, sofa, etc) | 17 | 21 | 18 | 14 | 19 | 18 | 23 | 17 |
| Insurance | 9 | 9 | 5 | 3 | 7 | 8 | 6 | 10 |
| Luxury items (e.g. designer clothes, shoes, fragrances, etc) | 23 | 30 | 23 | 12 | 28 | 23 | 32 | 20 |
| Personal electronics (e.g. laptop, tablet, PC, etc) | 33 | 26 | 17 | 11 | 22 | 25 | 22 | 27 |
| Smartphone | 33 | 24 | 18 | 10 | 21 | 26 | 22 | 28 |
| Smart devices (e.g. smartwatches, fitness trackers, etc) | 21 | 18 | 12 | 7 | 13 | 18 | 16 | 17 |
| Vacations / trips | 47 | 55 | 51 | 49 | 51 | 52 | 62 | 36 |
| None of these | 10 | 14 | 25 | 33 | 18 | 17 | 14 | 23 |

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

# Delay to Luxury Purchases: Trended Data

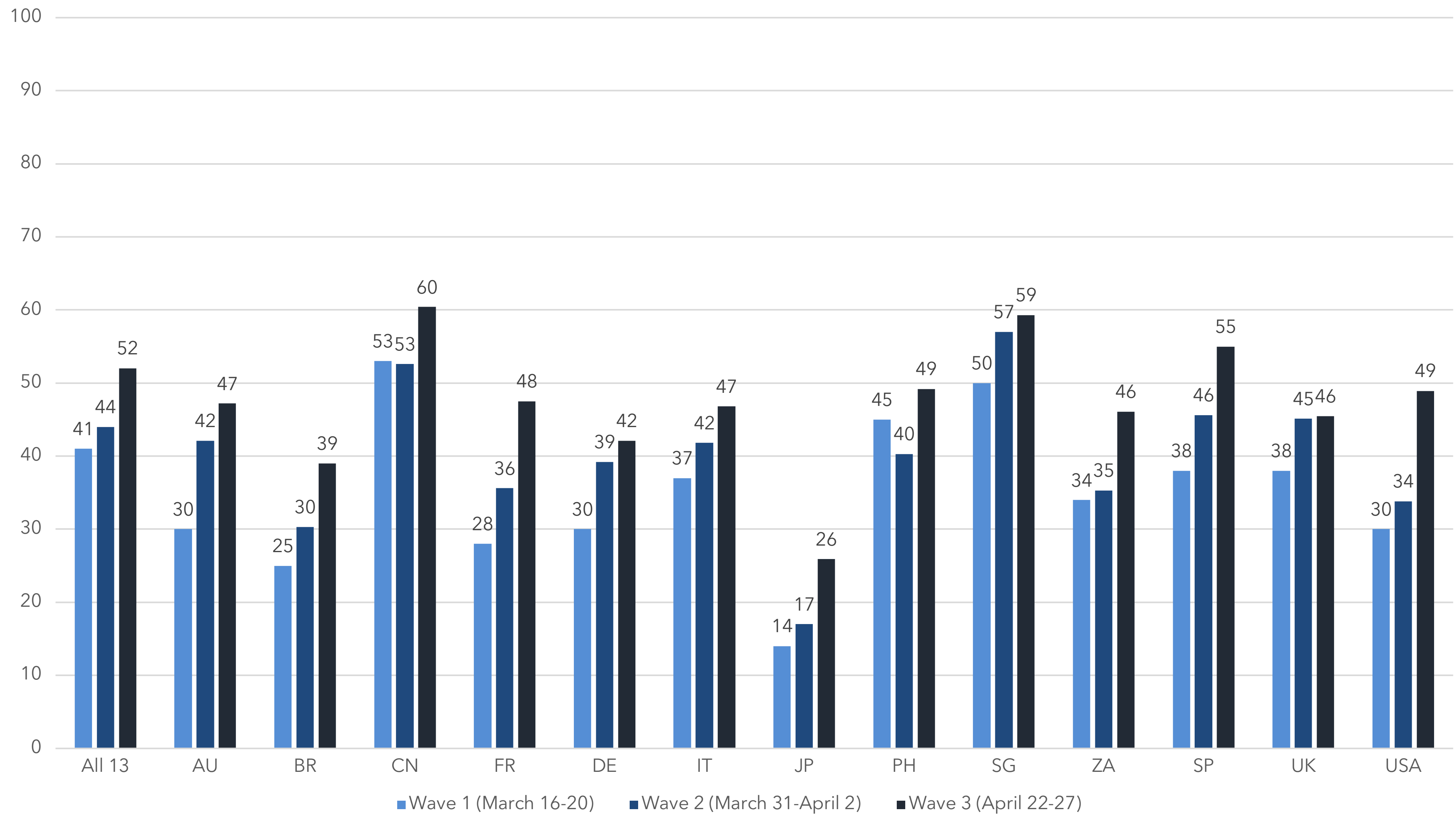
**% who say they've delayed purchasing luxury items (e.g. designer clothes, shoes, fragrances, etc.) as a result of the coronavirus / COVID-19 outbreak**




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 | 21 | 9 | 18 | 8 | 27 | 19 | 11 | 22 | 8 | 18 | 9 | 12 | 11 | 8 | 16 | 15 | 12 | 13 |
| When the outbreak is over in my country | 28 | 21 | 27 | 24 | 27 | 22 | 17 | 40 | 21 | 25 | 18 | 18 | 34 | 18 | 33 | 28 | 21 | 24 |
| When the outbreak begins to decrease globally | 8 | 5 | 5 | 7 | 13 | 4 | 6 | 7 | 12 | 4 | 2 | 8 | 6 | 9 | 6 | 5 | 8 | 4 |
| When the outbreak is over globally | 13 | 18 | 13 | 17 | 12 | 9 | 8 | 18 | 17 | 12 | 10 | 11 | 31 | 32 | 18 | 7 | 14 | 10 |
| Not sure | 12 | 17 | 18 | 19 | 9 | 18 | 20 | 7 | 23 | 19 | 9 | 20 | 8 | 16 | 15 | 24 | 15 | 19 |

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

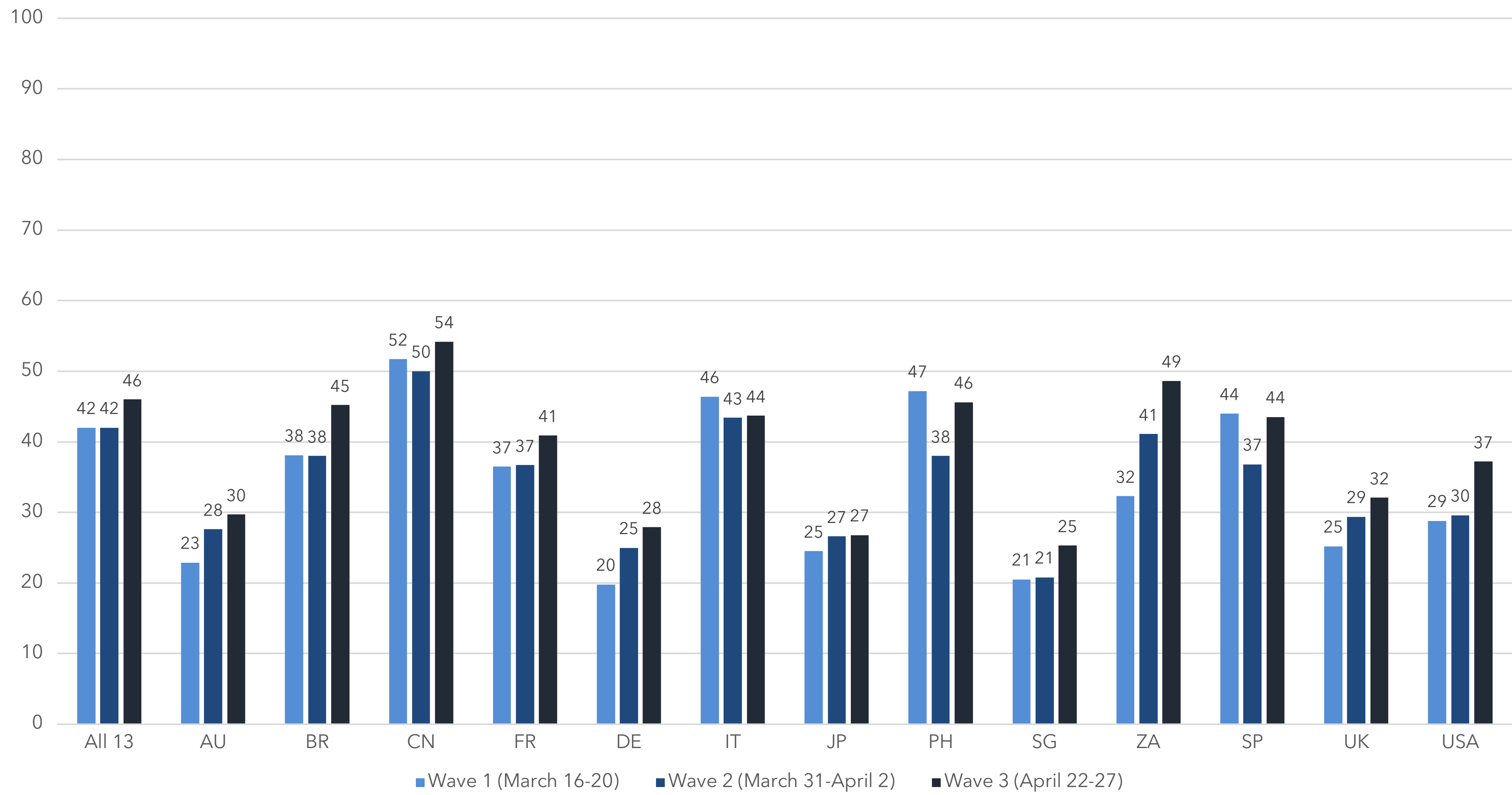
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| When the outbreak begins to decrease in my country | 29 | 21 | 16 | 12 | 19 | 22 | 24 | 19 |
| When the outbreak is over in my country | 31 | 30 | 25 | 22 | 25 | 31 | 29 | 25 |
| When the outbreak begins to decrease globally | 8 | 10 | 8 | 5 | 10 | 7 | 10 | 8 |
| When the outbreak is over globally | 15 | 15 | 12 | 10 | 14 | 13 | 14 | 15 |
| Not sure | 9 | 11 | 15 | 19 | 14 | 10 | 10 | 11 |

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.

# Prioritization of Delayed Purchases

**% who say they will prioritize making these large purchases first**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Car / vehicle | 9 | 9 | 11 | 10 | 9 | 5 | 5 | 11 | 6 | 7 | 3 | 2 | 4 | 2 | 13 | 6 | 7 | 8 |
| Clothes | 17 | 12 | 16 | 15 | 14 | 21 | 12 | 30 | 17 | 21 | 9 | 17 | 19 | 6 | 30 | 24 | 11 | 9 |
| Flights | 8 | 11 | 13 | 8 | 6 | 5 | 8 | 8 | 19 | 7 | 6 | 12 | 6 | 14 | 5 | 8 | 10 | 11 |
| Home appliances / devices (e.g. TV, white goods) | 12 | 7 | 12 | 6 | 13 | 7 | 5 | 17 | 3 | 9 | 7 | 8 | 14 | 8 | 10 | 6 | 6 | 6 |
| Home furnishings (e.g. bed, sofa, etc) | 7 | 6 | 9 | 8 | 6 | 6 | 4 | 9 | 7 | 8 | 2 | 4 | 7 | 7 | 12 | 8 | 5 | 6 |
| Insurance | 3 | 2 | 1 | 1 | 3 | 2 | 2 | 8 | 3 | 6 | 1 | 2 | 6 | 5 | 4 | 2 | 3 | 1 |
| Luxury items (e.g. designer clothes, shoes, fragrances, etc) | 6 | 2 | 2 | 1 | 7 | 2 | 2 | 10 | 0 | 1 | 2 | 2 | 2 | 3 | 6 | 2 | 3 | 2 |
| Personal electronics (e.g. laptop, tablet, PC, etc) | 11 | 6 | 11 | 6 | 13 | 6 | 5 | 17 | 7 | 5 | 3 | 5 | 17 | 10 | 13 | 7 | 5 | 5 |
| Smartphone | 13 | 6 | 12 | 6 | 13 | 3 | 5 | 25 | 4 | 7 | 3 | 5 | 14 | 9 | 11 | 7 | 5 | 4 |
| Smart devices (e.g. smart-watches, fitness trackers, etc) | 5 | 2 | 3 | 2 | 5 | 1 | 1 | 10 | 0 | 1 | 1 | 2 | 3 | 3 | 3 | 2 | 2 | 1 |
| Vacations / trips | 23 | 27 | 19 | 26 | 26 | 27 | 27 | 15 | 27 | 23 | 18 | 21 | 21 | 35 | 11 | 25 | 30 | 30 |

Question: Which large purchases will you prioritize making first? NOTE: Respondents saw this question only if they said they were delaying one of the purchases in the "Delayed Purchases" question. Options they selected in that question were piped in to this question.

# Prioritization of Delayed Purchases

**% who say they will prioritize making these large purchases first***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Car / vehicle | 7 | 10 | 8 | 5 | 7 | 10 | 12 | 6 |
| Clothes | 25 | 17 | 13 | 9 | 17 | 17 | 13 | 20 |
| Flights | 7 | 9 | 6 | 11 | 7 | 8 | 12 | 5 |
| Home appliances / devices (e.g. TV, white goods) | 10 | 14 | 10 | 7 | 11 | 12 | 12 | 11 |
| Home furnishings (e.g. bed, sofa, etc) | 4 | 8 | 7 | 5 | 7 | 6 | 8 | 6 |
| Insurance | 4 | 4 | 3 | 1 | 3 | 4 | 3 | 5 |
| Luxury items (e.g. designer clothes, shoes, fragrances, etc) | 5 | 7 | 5 | 2 | 6 | 5 | 9 | 3 |
| Personal electronics (e.g. laptop, tablet, PC, etc) | 16 | 13 | 7 | 3 | 10 | 12 | 11 | 13 |
| Smartphone | 20 | 12 | 9 | 5 | 11 | 14 | 12 | 16 |
| Smart devices (e.g. smartwatches, fitness trackers, etc) | 5 | 6 | 3 | 1 | 4 | 5 | 5 | 3 |
| Vacations / trips | 18 | 24 | 26 | 29 | 24 | 23 | 31 | 15 |

Question: Which large purchases will you prioritize making first? NOTE: Respondents saw this question only if they said they were delaying one of the purchases in the "Delayed Purchases" question. Options they selected in that question were piped in to this question.

# Delayed Purchases: Technology Devices

**% who say they will do the following in relation to technology devices they have delayed purchasing**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Buy the ones you originally wanted at full price | 8 | 3 | 5 | 2 | 9 | 2 | 4 | 16 | 4 | 2 | 3 | 2 | 10 | 2 | 11 | 3 | 2 | 3 |
| Look for cheaper options from other brands | 5 | 5 | 6 | 5 | 4 | 3 | 2 | 9 | 6 | 5 | 3 | 3 | 10 | 7 | 8 | 5 | 3 | 2 |
| Look for cheaper options from your favorite brand | 9 | 5 | 8 | 6 | 8 | 3 | 3 | 18 | 6 | 5 | 4 | 5 | 12 | 8 | 12 | 6 | 4 | 5 |
| Wait for promotions / offers | 18 | 17 | 22 | 15 | 20 | 12 | 10 | 26 | 11 | 19 | 2 | 12 | 22 | 20 | 21 | 16 | 12 | 10 |

**% who say they will do the following in relation to technology devices they have delayed purchasing***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Buy the ones you originally wanted at full price | 14 | 9 | 5 | 1 | 6 | 10 | 8 | 9 |
| Look for cheaper options from other brands | 8 | 5 | 4 | 2 | 4 | 6 | 5 | 5 |
| Look for cheaper options from your favorite brand | 13 | 10 | 7 | 3 | 7 | 10 | 8 | 11 |
| Wait for promotions / offers | 22 | 20 | 15 | 11 | 19 | 18 | 17 | 21 |

Question: Thinking about these delayed purchases, what do you think you will do? Technology devices (e.g. smartphones, tablets, laptops, etc). NOTE: Respondents only saw this question if they said they had delayed a purchase of a personal electronic device, a smart device, or a smartphone in the "Delayed Purchases" question.

# Delayed Purchases: Luxury Items

**% who say they will do the following in relation to luxury items they have delayed purchasing**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Buy the ones you originally wanted at full price | 4 | 1 | 2 | 2 | 4 | 2 | 2 | 8 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 1 |
| Look for cheaper options from other brands | 6 | 2 | 4 | 2 | 7 | 1 | 2 | 8 | 5 | 2 | 1 | 3 | 5 | 5 | 11 | 4 | 3 | 3 |
| Look for cheaper options from your favorite brand | 6 | 3 | 4 | 2 | 6 | 1 | 2 | 10 | 3 | 2 | 2 | 3 | 4 | 4 | 7 | 3 | 2 | 3 |
| Wait for promotions / offers | 10 | 12 | 7 | 9 | 14 | 5 | 7 | 11 | 6 | 6 | 1 | 6 | 6 | 10 | 17 | 8 | 6 | 6 |

**% who say they will do the following in relation to luxury items they have delayed purchasing***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Buy the ones you originally wanted at full price | 4 | 5 | 3 | 1 | 3 | 5 | 6 | 3 |
| Look for cheaper options from other brands | 6 | 6 | 5 | 3 | 6 | 5 | 8 | 5 |
| Look for cheaper options from your favorite brand | 7 | 7 | 4 | 2 | 6 | 5 | 7 | 4 |
| Wait for promotions / offers | 6 | 12 | 11 | 6 | 12 | 9 | 11 | 8 |

Question: Thinking about these delayed purchases, what do you think you will do? Luxury items (e.g. designer clothes, shoes, fragrances, etc). NOTE: Respondents only saw this question if they said they had delayed a purchase of luxury items in the "Delayed Purchases" question.

# Vacation Booking

**% who say the following would give them confidence to start traveling again**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Countries re-opening their borders | 28 | 31 | 21 | 30 | 36 | 27 | 30 | 26 | 29 | 17 | 19 | 29 | 20 | 33 | 25 | 22 | 29 | 18 |
| Feeling secure in my job / finances | 28 | 23 | 31 | 25 | 31 | 24 | 17 | 26 | 19 | 29 | 27 | 22 | 31 | 32 | 29 | 29 | 19 | 21 |
| The government lifting "lockdown" or "stay-at-home" restrictions | 31 | 35 | 25 | 31 | 31 | 29 | 25 | 37 | 26 | 24 | 21 | 25 | 27 | 26 | 24 | 27 | 34 | 31 |
| Travel advice being provided by the government | 31 | 40 | 17 | 33 | 37 | 10 | 24 | 39 | 35 | 11 | 18 | 36 | 27 | 42 | 25 | 13 | 38 | 19 |
| When I feel it's safe to travel | 58 | 54 | 61 | 58 | 54 | 53 | 50 | 60 | 67 | 66 | 65 | 63 | 67 | 64 | 58 | 52 | 58 | 68 |
| Other | 5 | 7 | 7 | 9 | 3 | 12 | 11 | 2 | 3 | 5 | 9 | 6 | 3 | 3 | 5 | 8 | 6 | 10 |

**% who say the following would give them confidence to start traveling again***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Countries re-opening their borders | 24 | 31 | 28 | 24 | 29 | 27 | 33 | 25 |
| Feeling secure in my job / finances | 28 | 30 | 27 | 17 | 29 | 26 | 28 | 29 |
| The government lifting "lockdown" or "stay-at-home" restrictions | 32 | 32 | 30 | 27 | 29 | 32 | 35 | 30 |
| Travel advice being provided by the government | 32 | 32 | 29 | 24 | 31 | 30 | 33 | 27 |
| When I feel it's safe to travel | 54 | 59 | 60 | 65 | 60 | 57 | 58 | 51 |
| Other | 4 | 5 | 6 | 8 | 6 | 4 | 3 | 7 |

Question: What would give you confidence to begin traveling again?

# Post-Outbreak Vacation Behaviors

**% who say they expect to do the following after the outbreak is over**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Have more staycations / trips in your local area | 31 | 23 | 11 | 29 | 42 | 19 | 19 | 28 | 23 | 24 | 25 | 26 | 26 | 16 | 24 | 24 | 20 | 23 |
| Make use of promotions / discounts when booking vacations | 24 | 20 | 30 | 21 | 25 | 14 | 14 | 30 | 19 | 17 | 11 | 18 | 24 | 36 | 32 | 18 | 17 | 25 |
| Take cheaper vacations | 15 | 14 | 23 | 13 | 9 | 14 | 10 | 26 | 16 | 17 | 14 | 15 | 27 | 19 | 24 | 17 | 10 | 13 |
| Take fewer vacations | 23 | 16 | 13 | 25 | 26 | 10 | 20 | 33 | 22 | 16 | 7 | 15 | 25 | 19 | 28 | 18 | 15 | 17 |
| Take more vacations in your country (rather than abroad) | 29 | 31 | 22 | 24 | 37 | 26 | 27 | 27 | 30 | 34 | 18 | 36 | 22 | 10 | 29 | 31 | 22 | 18 |
| Take more short-haul vacations (within a 3-hour flight of your country) | 20 | 13 | 16 | 11 | 25 | 14 | 8 | 23 | 14 | 13 | 12 | 12 | 11 | 21 | 12 | 12 | 12 | 15 |
| Take more budget airline flights | 10 | 11 | 16 | 8 | 8 | 5 | 3 | 19 | 8 | 8 | 7 | 6 | 14 | 13 | 14 | 8 | 8 | 8 |
| None of these | 18 | 28 | 26 | 26 | 9 | 34 | 34 | 14 | 23 | 18 | 36 | 30 | 18 | 23 | 19 | 23 | 33 | 33 |

Question: After the outbreak is over, do you think you'll do any of the following?

# Post-Outbreak Vacation Behaviors

**% who say they expect to do the following after the outbreak is over***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Have more staycations / trips in your local area | 28 | 32 | 32 | 29 | 32 | 31 | 30 | 30 |
| Make use of promotions / discounts when booking vacations | 25 | 27 | 22 | 18 | 26 | 23 | 28 | 21 |
| Take cheaper vacations | 17 | 16 | 13 | 12 | 15 | 15 | 14 | 17 |
| Take fewer vacations | 28 | 24 | 21 | 19 | 21 | 25 | 22 | 25 |
| Take more vacations in your country (rather than abroad) | 28 | 30 | 29 | 25 | 28 | 30 | 37 | 20 |
| Take more short-haul vacations (within a 3-hour flight of your country) | 19 | 23 | 17 | 13 | 20 | 20 | 26 | 15 |
| Take more budget airline flights | 13 | 12 | 7 | 5 | 10 | 11 | 13 | 11 |
| None of these | 13 | 17 | 22 | 31 | 20 | 17 | 15 | 21 |

Question: After the outbreak is over, do you think you'll do any of the following?

# Post-Outbreak Leisure Behaviors

**% who expect to do the following after the outbreak is over**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cancel a gym membership | 11 | 8 | 6 | 6 | 12 | 5 | 9 | 17 | 7 | 9 | 4 | 6 | 5 | 8 | 13 | 8 | 7 | 10 |
| Eat out at restaurants less often | 42 | 21 | 33 | 36 | 47 | 19 | 32 | 54 | 28 | 36 | 16 | 29 | 43 | 30 | 48 | 37 | 26 | 32 |
| Eat at fast-food outlets less often | 31 | 17 | 25 | 28 | 31 | 21 | 25 | 50 | 25 | 23 | 9 | 33 | 54 | 20 | 46 | 27 | 18 | 19 |
| Visit bars / pubs less often | 29 | 18 | 25 | 21 | 35 | 15 | 24 | 31 | 27 | 30 | 8 | 19 | 19 | 17 | 35 | 37 | 22 | 20 |
| Visit the cinema less often | 31 | 14 | 27 | 21 | 33 | 16 | 23 | 47 | 16 | 25 | 7 | 17 | 29 | 17 | 28 | 26 | 16 | 21 |
| None of these | 33 | 63 | 41 | 49 | 24 | 63 | 51 | 16 | 47 | 45 | 75 | 56 | 22 | 54 | 24 | 41 | 57 | 52 |

**% who expect to do the following after the outbreak is over***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Cancel a gym membership | 16 | 12 | 8 | 6 | 10 | 13 | 11 | 13 |
| Eat out at restaurants less often | 46 | 41 | 40 | 35 | 41 | 42 | 40 | 42 |
| Eat at fast-food outlets less often | 41 | 32 | 25 | 23 | 31 | 32 | 30 | 34 |
| Visit bars / pubs less often | 28 | 32 | 26 | 21 | 26 | 31 | 33 | 23 |
| Visit the cinema less often | 35 | 31 | 29 | 23 | 29 | 33 | 30 | 30 |
| None of these | 22 | 30 | 42 | 53 | 35 | 31 | 34 | 28 |

Question: After the outbreak is over, do you think you'll do any of the following? "Visiting bars / pubs less often" was shown to those 18+, or 21+ in the U.S.

# Post-Outbreak Behavior Increases

**% who say they expect to do the following after the outbreak is over**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Exercise at home more frequently | 41 | 26 | 34 | 27 | 48 | 19 | 23 | 51 | 33 | 29 | 15 | 29 | 55 | 25 | 45 | 31 | 25 | 27 |
| Shop online more frequently | 43 | 25 | 48 | 35 | 49 | 22 | 28 | 52 | 30 | 34 | 22 | 34 | 37 | 32 | 49 | 29 | 28 | 31 |
| Use food delivery services more frequently (e.g. Uber Eats, Just Eat, Deliveroo, etc) | 21 | 10 | 31 | 13 | 21 | 8 | 12 | 36 | 8 | 15 | 6 | 9 | 28 | 15 | 33 | 12 | 10 | 9 |
| Use mobile payment services more frequently | 34 | 13 | 31 | 17 | 41 | 10 | 18 | 54 | 19 | 10 | 3 | 14 | 48 | 22 | 41 | 16 | 11 | 15 |
| Use video calling more frequently (e.g. FaceTime, WhatsApp video, etc) | 31 | 16 | 28 | 24 | 35 | 16 | 22 | 47 | 26 | 25 | 4 | 24 | 27 | 17 | 36 | 30 | 23 | 18 |
| Use video conferencing platforms more frequently (e.g. Zoom, Hangouts, etc) | 23 | 15 | 23 | 20 | 24 | 9 | 13 | 36 | 16 | 14 | 6 | 19 | 19 | 19 | 24 | 15 | 15 | 18 |
| Work from home more frequently | 24 | 17 | 27 | 24 | 19 | 15 | 20 | 41 | 23 | 22 | 10 | 25 | 39 | 22 | 38 | 23 | 18 | 22 |
| None of these | 18 | 40 | 17 | 33 | 10 | 42 | 37 | 5 | 26 | 26 | 59 | 30 | 4 | 34 | 9 | 28 | 36 | 33 |

Question: After the outbreak is over, do you think you'll do any of the following?

# Post-Outbreak Behavior Increases

**% who say they expect to do the following after the outbreak is over***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Exercise at home more frequently | 45 | 44 | 35 | 27 | 41 | 41 | 43 | 37 |
| Shop online more frequently | 44 | 45 | 42 | 34 | 43 | 44 | 45 | 40 |
| Use food delivery services more frequently (e.g. Uber Eats, Just Eat, Deliveroo, etc) | 29 | 24 | 15 | 9 | 19 | 24 | 24 | 20 |
| Use mobile payment services more frequently | 41 | 35 | 31 | 22 | 30 | 38 | 36 | 31 |
| Use video calling more frequently (e.g. FaceTime, WhatsApp video, etc) | 36 | 33 | 28 | 22 | 31 | 31 | 35 | 30 |
| Use video conferencing platforms more frequently (e.g. Zoom, Hangouts, etc) | 29 | 25 | 19 | 12 | 20 | 25 | 30 | 21 |
| Work from home more frequently | 28 | 26 | 22 | 12 | 23 | 26 | 28 | 23 |
| None of these | 8 | 14 | 24 | 42 | 19 | 16 | 15 | 19 |

Question: After the outbreak is over, do you think you'll do any of the following?

# Post-Outbreak Shopping Behaviors

**% who say they expect to do the following after the outbreak is over**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Buy more online for home delivery | 40 | 21 | 42 | 28 | 48 | 17 | 26 | 47 | 25 | 32 | 15 | 29 | 40 | 26 | 44 | 34 | 25 | 26 |
| Buy more online for in-store collection | 22 | 13 | 23 | 14 | 24 | 15 | 9 | 31 | 14 | 14 | 6 | 16 | 20 | 14 | 24 | 14 | 13 | 15 |
| Spend more time browsing / researching online before visiting stores | 27 | 21 | 36 | 27 | 21 | 14 | 18 | 47 | 26 | 22 | 11 | 27 | 42 | 26 | 33 | 22 | 18 | 19 |
| Visit stores less frequently | 32 | 22 | 26 | 32 | 31 | 23 | 34 | 43 | 30 | 29 | 15 | 30 | 39 | 20 | 43 | 31 | 28 | 30 |
| Spend less time inside stores | 32 | 20 | 30 | 26 | 35 | 27 | 35 | 38 | 33 | 33 | 15 | 26 | 33 | 20 | 45 | 31 | 24 | 26 |
| Make more use of self-service check-outs | 19 | 15 | 14 | 17 | 18 | 10 | 14 | 32 | 17 | 11 | 8 | 19 | 19 | 21 | 24 | 11 | 14 | 16 |
| None of these | 20 | 42 | 19 | 34 | 12 | 41 | 31 | 7 | 28 | 30 | 57 | 36 | 8 | 34 | 12 | 29 | 40 | 40 |

Question: After the outbreak is over, do you think you'll do any of the following?

# Post-Outbreak Shopping Behaviors

**% who say they expect to do the following after the outbreak is over***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Buy more online for home delivery | 39 | 43 | 39 | 30 | 40 | 40 | 42 | 38 |
| Buy more online for in-store collection | 22 | 26 | 18 | 12 | 19 | 24 | 27 | 19 |
| Spend more time browsing / researching online before visiting stores | 32 | 28 | 23 | 19 | 25 | 28 | 28 | 27 |
| Visit stores less frequently | 35 | 31 | 32 | 31 | 33 | 32 | 34 | 30 |
| Spend less time inside stores | 36 | 31 | 31 | 31 | 33 | 32 | 33 | 31 |
| Make more use of self-service check-outs | 22 | 21 | 15 | 12 | 18 | 20 | 22 | 18 |
| None of these | 11 | 18 | 25 | 36 | 20 | 20 | 19 | 18 |

Question: After the outbreak is over, do you think you'll do any of the following?

# Products for Delivery / In-Store Collection

**% who say they will be more likely to order the following online for home delivery or in-store collection**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Alcohol | 11 | 10 | 15 | 10 | 12 | 7 | 7 | 11 | 8 | 6 | 5 | 13 | 18 | 9 | 18 | 7 | 10 | 9 |
| Clothes | 29 | 14 | 29 | 19 | 36 | 15 | 22 | 35 | 19 | 23 | 9 | 18 | 24 | 13 | 26 | 24 | 18 | 17 |
| Cosmetics / beauty products | 22 | 10 | 27 | 13 | 28 | 12 | 12 | 26 | 10 | 17 | 6 | 13 | 16 | 11 | 20 | 15 | 11 | 11 |
| Food / grocery products | 27 | 14 | 26 | 17 | 29 | 15 | 10 | 42 | 17 | 16 | 11 | 23 | 28 | 24 | 34 | 16 | 20 | 18 |
| Household essentials (e.g. household cleaner, toilet tissue) | 30 | 11 | 22 | 20 | 40 | 12 | 14 | 35 | 12 | 18 | 9 | 18 | 26 | 21 | 31 | 14 | 16 | 20 |
| Personal care products (e.g. toothpaste, shampoo) | 30 | 11 | 24 | 21 | 39 | 13 | 12 | 37 | 12 | 17 | 10 | 15 | 22 | 17 | 26 | 15 | 13 | 20 |
| Personal electronics (e.g. laptop, tablet, PC, etc) | 22 | 10 | 30 | 20 | 26 | 11 | 16 | 27 | 12 | 22 | 6 | 13 | 15 | 9 | 26 | 18 | 12 | 14 |
| Smartphone | 23 | 9 | 32 | 12 | 28 | 9 | 13 | 31 | 12 | 19 | 4 | 10 | 11 | 10 | 24 | 15 | 11 | 9 |
| Smart devices (e.g. smartwatches, fitness trackers, etc) | 18 | 7 | 20 | 12 | 23 | 6 | 8 | 25 | 9 | 14 | 4 | 9 | 10 | 7 | 19 | 12 | 8 | 10 |
| Other | 2 | 2 | 5 | 2 | 1 | 2 | 3 | 1 | 1 | 4 | 3 | 2 | 4 | 1 | 3 | 3 | 1 | 2 |

Question: Which types of product would you be more likely to order online for home delivery or in-store pickup? Respondents saw this question only if they said they expected to order more items online for delivery or in-store collection. Alcohol was shown to those 18+, or 21+ in the U.S.

# Products for Delivery / In-Store Collection

**% who say they will be more likely to order the following online for home delivery or in-store collection***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Alcohol | 10 | 13 | 11 | 7 | 11 | 12 | 14 | 9 |
| Clothes | 33 | 30 | 27 | 18 | 31 | 28 | 32 | 28 |
| Cosmetics / beauty products | 23 | 24 | 20 | 12 | 28 | 17 | 27 | 21 |
| Food / grocery products | 27 | 29 | 25 | 21 | 27 | 27 | 30 | 25 |
| Household essentials (e.g. household cleaner, toilet tissue) | 27 | 33 | 30 | 22 | 32 | 28 | 34 | 26 |
| Personal care products (e.g. toothpaste, shampoo) | 31 | 32 | 29 | 21 | 32 | 29 | 36 | 25 |
| Personal electronics (e.g. laptop, tablet, PC, etc) | 20 | 25 | 21 | 15 | 20 | 24 | 26 | 18 |
| Smartphone | 24 | 26 | 20 | 14 | 20 | 26 | 26 | 21 |
| Smart devices (e.g. smartwatches, fitness trackers, etc) | 18 | 22 | 16 | 9 | 16 | 20 | 23 | 13 |
| Other | 1 | 1 | 3 | 2 | 2 | 2 | 2 | 2 |

Question: Which types of product would you be more likely to order online for home delivery or in-store pickup? Respondents saw this question only if they said they expected to order more items online for delivery or in-store collection. Alcohol was shown to those 18+, or 21+ in the U.S.

# Factors Influencing Online Shopping

**% who say they expect the following online shopping features to be more important to them than previously**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Free delivery | 51 | 56 | 67 | 62 | 40 | 53 | 40 | 60 | 56 | 64 | 49 | 59 | 74 | 70 | 63 | 62 | 48 | 53 |
| Free returns policy | 42 | 31 | 31 | 42 | 49 | 29 | 24 | 47 | 36 | 40 | 18 | 33 | 46 | 43 | 43 | 39 | 30 | 35 |
| Long returns policy | 21 | 15 | 17 | 24 | 23 | 12 | 12 | 32 | 15 | 18 | 10 | 14 | 24 | 16 | 17 | 15 | 15 | 14 |
| Reliable delivery | 51 | 41 | 56 | 40 | 60 | 31 | 23 | 52 | 45 | 42 | 39 | 48 | 59 | 52 | 64 | 45 | 40 | 39 |
| Reliable website | 41 | 37 | 67 | 34 | 37 | 32 | 27 | 45 | 38 | 51 | 47 | 41 | 51 | 48 | 50 | 42 | 31 | 30 |
| Same- or next-day delivery | 28 | 17 | 21 | 22 | 34 | 12 | 8 | 36 | 14 | 16 | 10 | 24 | 39 | 26 | 46 | 21 | 16 | 20 |
| None of these | 9 | 21 | 5 | 15 | 5 | 22 | 34 | 3 | 16 | 8 | 16 | 17 | 2 | 7 | 7 | 11 | 22 | 23 |

Question: Thinking about online shopping, which of these will be more important to you in the future than they used to be?

# Factors Influencing Online Shopping

**% who say they expect the following online shopping features to be more important to them than previously***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Free delivery | 50 | 50 | 51 | 52 | 51 | 50 | 50 | 50 |
| Free returns policy | 46 | 42 | 40 | 35 | 43 | 42 | 42 | 40 |
| Long returns policy | 25 | 22 | 19 | 14 | 22 | 21 | 22 | 22 |
| Reliable delivery | 53 | 53 | 50 | 42 | 50 | 53 | 53 | 46 |
| Reliable website | 41 | 41 | 41 | 38 | 39 | 42 | 44 | 37 |
| Same- or next-day delivery | 30 | 32 | 25 | 16 | 28 | 29 | 31 | 25 |
| None of these | 3 | 9 | 12 | 19 | 9 | 9 | 8 | 10 |

Question: Thinking about online shopping, which of these will be more important to you in the future than they used to be?

# Factors Influencing Support for Brands / Businesses

**% who say the following will influence the brands / businesses they will buy from after the outbreak is over**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Those with the cheapest prices | 30 | 40 | 52 | 44 | 20 | 31 | 30 | 35 | 38 | 42 | 23 | 50 | 42 | 45 | 47 | 37 | 33 | 32 |
| Those which best meet my needs | 56 | 49 | 56 | 55 | 62 | 46 | 30 | 53 | 48 | 48 | 49 | 54 | 61 | 57 | 57 | 55 | 44 | 52 |
| Those I've bought from previously | 36 | 36 | 30 | 40 | 38 | 34 | 48 | 33 | 39 | 33 | 17 | 40 | 32 | 35 | 40 | 36 | 36 | 40 |
| Those which are local / independent | 23 | 35 | 22 | 39 | 18 | 34 | 24 | 28 | 36 | 22 | 5 | 42 | 25 | 19 | 29 | 24 | 28 | 32 |
| Those that contacted me during the outbreak | 17 | 10 | 15 | 10 | 22 | 6 | 8 | 25 | 8 | 6 | 6 | 8 | 12 | 11 | 16 | 9 | 13 | 8 |
| Those that helped people during the outbreak | 38 | 25 | 41 | 32 | 46 | 20 | 16 | 38 | 38 | 25 | 12 | 21 | 42 | 20 | 36 | 29 | 33 | 30 |
| Those with the best product availability | 39 | 32 | 38 | 33 | 42 | 25 | 22 | 46 | 28 | 27 | 23 | 33 | 50 | 37 | 43 | 24 | 30 | 37 |
| Other | 4 | 6 | 4 | 4 | 1 | 6 | 13 | 2 | 3 | 4 | 18 | 4 | 3 | 5 | 4 | 5 | 6 | 9 |

Question: Which factors will influence the brands / businesses you buy from after the outbreak is over?

# Factors Influencing Support for Brands / Businesses

**% who say the following will influence the brands / businesses they will buy from after the outbreak is over***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Those with the cheapest prices | 30 | 29 | 30 | 30 | 30 | 30 | 25 | 31 |
| Those which best meet my needs | 53 | 56 | 57 | 60 | 55 | 57 | 56 | 51 |
| Those I've bought from previously | 34 | 35 | 37 | 42 | 36 | 35 | 34 | 36 |
| Those which are local / independent | 23 | 23 | 22 | 28 | 23 | 23 | 27 | 22 |
| Those that contacted me during the outbreak | 23 | 19 | 13 | 9 | 16 | 19 | 22 | 15 |
| Those that helped people during the outbreak | 41 | 39 | 35 | 30 | 39 | 37 | 42 | 30 |
| Those with the best product availability | 38 | 41 | 38 | 34 | 38 | 40 | 43 | 32 |
| Other | 2 | 4 | 5 | 6 | 4 | 4 | 3 | 5 |

Question: Which factors will influence the brands / businesses you buy from after the outbreak is over?

# Speed of Returning to Locations: Shops

**% who say that, once they re-open, they will start visiting shops within the following time-period**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Immediately | 9 | 13 | 9 | 10 | 6 | 8 | 14 | 15 | 14 | 9 | 5 | 8 | 11 | 8 | 12 | 8 | 14 | 10 |
| Very quickly | 18 | 19 | 10 | 14 | 22 | 15 | 14 | 21 | 16 | 10 | 25 | 13 | 9 | 17 | 10 | 10 | 19 | 13 |
| Quite quickly | 15 | 30 | 15 | 22 | 10 | 23 | 21 | 16 | 23 | 15 | 6 | 28 | 23 | 26 | 22 | 17 | 26 | 20 |
| Not for some time | 37 | 20 | 35 | 34 | 42 | 28 | 34 | 34 | 26 | 42 | 38 | 33 | 40 | 29 | 37 | 36 | 22 | 30 |
| Not for a long time | 10 | 4 | 14 | 6 | 10 | 14 | 8 | 9 | 7 | 12 | 6 | 5 | 9 | 5 | 6 | 10 | 5 | 9 |
| Not sure | 11 | 15 | 18 | 14 | 9 | 12 | 10 | 5 | 14 | 13 | 20 | 15 | 9 | 16 | 13 | 20 | 15 | 17 |

**% who say that, once they re-open, they will start visiting shops within the following time-period***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Immediately | 10 | 10 | 8 | 8 | 8 | 11 | 11 | 10 |
| Very quickly | 22 | 19 | 16 | 12 | 18 | 19 | 20 | 16 |
| Quite quickly | 14 | 15 | 15 | 15 | 14 | 15 | 16 | 16 |
| Not for some time | 37 | 37 | 37 | 37 | 38 | 36 | 37 | 34 |
| Not for a long time | 9 | 10 | 10 | 10 | 9 | 10 | 9 | 11 |
| Not sure | 8 | 9 | 15 | 19 | 13 | 9 | 8 | 13 |

Question: Once the following re-open, how quickly would you start visiting them again? Shops

# Speed of Returning to Locations: Indoor Venues

**% who say that, once they re-open, they will start visiting large indoor venues within the following time-period**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Immediately | 4 | 7 | 6 | 4 | 2 | 5 | 7 | 8 | 5 | 5 | 4 | 2 | 5 | 5 | 3 | 5 | 8 | 5 |
| Very quickly | 10 | 13 | 10 | 8 | 9 | 9 | 6 | 14 | 4 | 6 | 11 | 4 | 6 | 7 | 7 | 6 | 9 | 7 |
| Quite quickly | 9 | 14 | 10 | 8 | 6 | 13 | 9 | 14 | 9 | 6 | 4 | 10 | 11 | 14 | 5 | 8 | 14 | 7 |
| Not for some time | 32 | 32 | 32 | 32 | 34 | 21 | 24 | 30 | 38 | 28 | 34 | 34 | 34 | 39 | 33 | 37 | 29 | 30 |
| Not for a long time | 32 | 16 | 26 | 31 | 37 | 36 | 39 | 26 | 28 | 37 | 28 | 28 | 28 | 17 | 37 | 27 | 23 | 29 |
| Not sure | 14 | 19 | 17 | 18 | 12 | 16 | 15 | 7 | 16 | 19 | 19 | 23 | 17 | 18 | 16 | 17 | 17 | 22 |

**% who say that, once they re-open, they will start visiting large indoor venues within the following time-period***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Immediately | 4 | 5 | 4 | 2 | 4 | 5 | 6 | 3 |
| Very quickly | 11 | 12 | 7 | 5 | 8 | 11 | 12 | 11 |
| Quite quickly | 12 | 9 | 7 | 6 | 7 | 10 | 9 | 10 |
| Not for some time | 32 | 32 | 31 | 30 | 32 | 32 | 34 | 27 |
| Not for a long time | 32 | 30 | 33 | 37 | 34 | 30 | 30 | 30 |
| Not sure | 10 | 12 | 18 | 21 | 15 | 13 | 9 | 18 |

Question: Once the following re-open, how quickly would you start visiting them again? Large indoor venues (e.g. sports arenas, concert halls, cinema complexes, etc)

# Speed of Returning to Locations: Outdoor Venues

**% who say that, once they re-open, they will start visiting large outdoor venues within the following time-period**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Immediately | 6 | 7 | 13 | 4 | 4 | 5 | 6 | 9 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 9 | 7 | 5 |
| Very quickly | 10 | 8 | 11 | 7 | 11 | 10 | 7 | 13 | 6 | 5 | 10 | 2 | 5 | 7 | 5 | 8 | 9 | 6 |
| Quite quickly | 10 | 11 | 15 | 9 | 10 | 12 | 7 | 11 | 7 | 5 | 3 | 10 | 9 | 10 | 6 | 9 | 10 | 9 |
| Not for some time | 31 | 31 | 28 | 29 | 34 | 24 | 22 | 27 | 32 | 26 | 34 | 27 | 31 | 37 | 34 | 34 | 27 | 31 |
| Not for a long time | 28 | 19 | 19 | 32 | 26 | 33 | 42 | 30 | 33 | 38 | 28 | 35 | 31 | 22 | 36 | 23 | 26 | 27 |
| Not sure | 16 | 24 | 15 | 19 | 15 | 17 | 16 | 10 | 19 | 21 | 21 | 23 | 20 | 20 | 15 | 17 | 21 | 22 |

**% who say that, once they re-open, they will start visiting large indoor venues within the following time-period***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Immediately | 7 | 7 | 5 | 3 | 5 | 7 | 7 | 7 |
| Very quickly | 11 | 12 | 9 | 5 | 9 | 11 | 13 | 11 |
| Quite quickly | 13 | 9 | 9 | 7 | 8 | 11 | 10 | 11 |
| Not for some time | 32 | 31 | 30 | 29 | 32 | 29 | 33 | 25 |
| Not for a long time | 26 | 28 | 27 | 34 | 27 | 28 | 26 | 25 |
| Not sure | 12 | 13 | 20 | 22 | 18 | 14 | 10 | 21 |

Question: Once the following re-open, how quickly would you start visiting them again? Large outdoor venues (e.g. sports stadiums, music festivals, etc)

# 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 | 26 | 11 | 36 | 12 | 27 | 16 | 12 | 40 | 11 | 21 | 9 | 10 | 30 | 10 | 28 | 19 | 11 | 17 |
| Somewhat approve | 48 | 46 | 38 | 41 | 61 | 36 | 34 | 42 | 44 | 48 | 33 | 40 | 49 | 44 | 41 | 34 | 39 | 34 |
| Neither approve nor disapprove | 19 | 33 | 17 | 34 | 11 | 35 | 39 | 11 | 36 | 24 | 45 | 40 | 18 | 38 | 22 | 33 | 39 | 35 |
| Somewhat disapprove | 4 | 6 | 6 | 8 | 1 | 8 | 10 | 4 | 6 | 4 | 6 | 8 | 3 | 6 | 5 | 8 | 7 | 8 |
| Strongly disapprove | 3 | 4 | 3 | 5 | 0 | 6 | 5 | 4 | 2 | 4 | 6 | 3 | 1 | 2 | 4 | 7 | 4 | 7 |

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

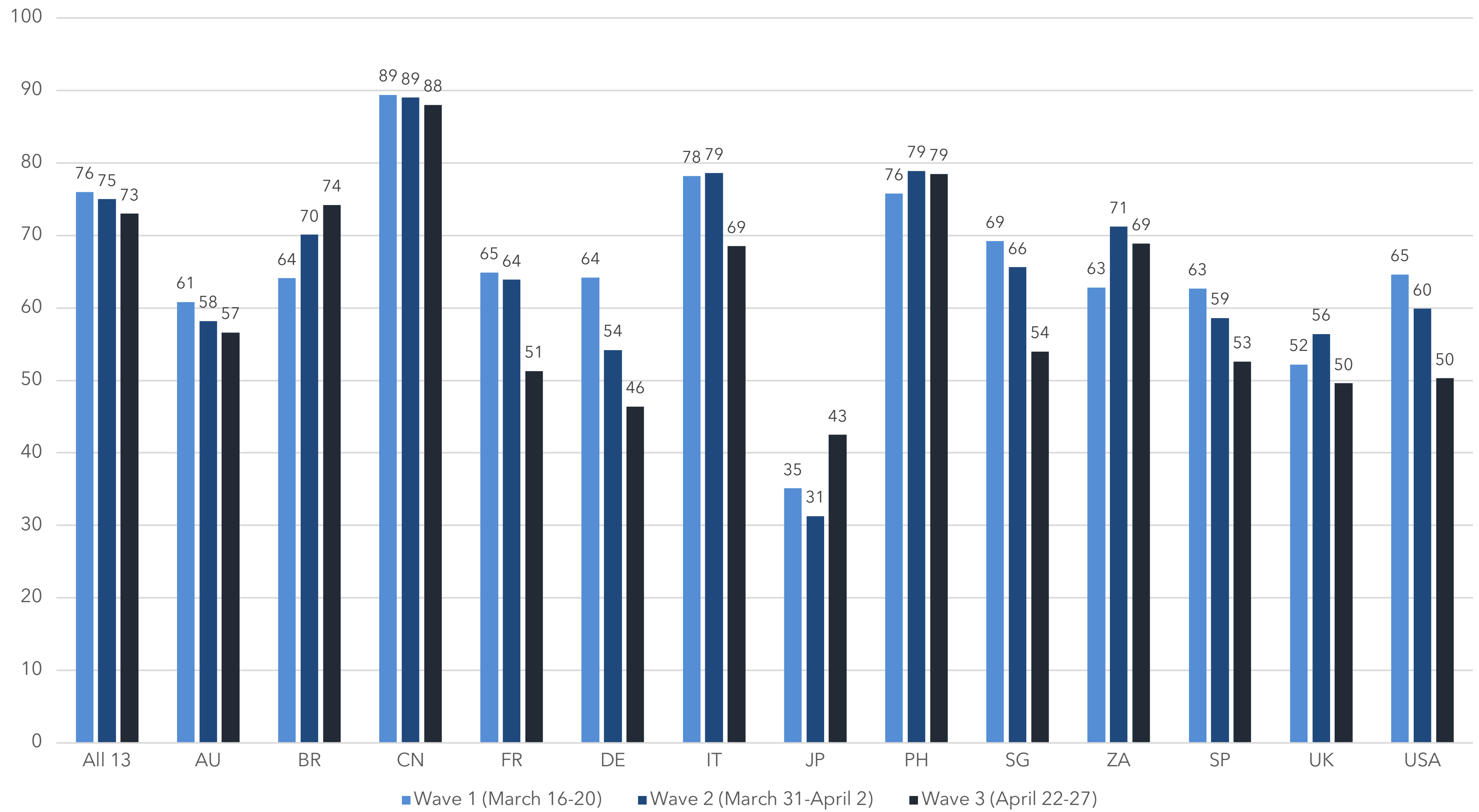
*Using all country data

| **Large corporations** | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 32 | 28 | 22 | 17 | 26 | 27 | 29 | 27 |
| Somewhat approve | 50 | 47 | 48 | 44 | 47 | 48 | 47 | 47 |
| Neither approve nor disapprove | 13 | 18 | 24 | 30 | 21 | 18 | 18 | 20 |
| Somewhat disapprove | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| Strongly disapprove | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |

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 | 47 | 33 | 19 | 33 | 68 | 12 | 24 | 63 | 39 | 22 | 3 | 65 | 40 | 30 | 49 | 12 | 18 | 16 |
| Somewhat approve | 28 | 40 | 28 | 42 | 27 | 30 | 42 | 24 | 41 | 40 | 17 | 22 | 37 | 42 | 31 | 23 | 36 | 28 |
| Neither approve nor disapprove | 9 | 15 | 10 | 12 | 4 | 16 | 12 | 5 | 10 | 13 | 27 | 5 | 11 | 15 | 6 | 17 | 18 | 17 |
| Somewhat disapprove | 8 | 7 | 17 | 6 | 1 | 18 | 13 | 5 | 5 | 13 | 19 | 5 | 7 | 6 | 8 | 33 | 16 | 16 |
| Strongly disapprove | 9 | 5 | 26 | 8 | 1 | 25 | 10 | 4 | 5 | 13 | 34 | 3 | 5 | 7 | 5 | 16 | 12 | 23 |

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

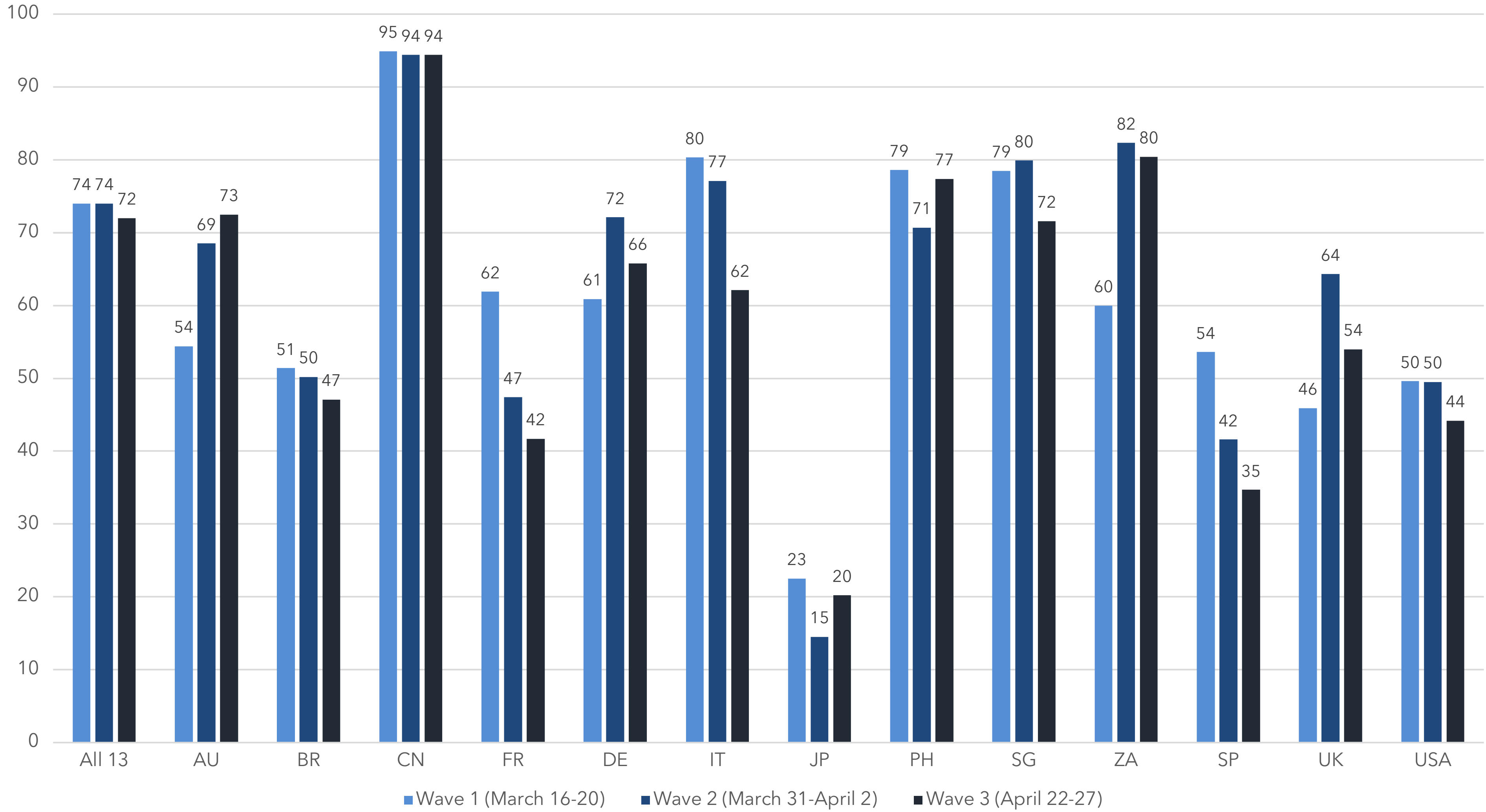
*Using all country data

| Country's government | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 53 | 49 | 43 | 34 | 45 | 49 | 44 | 49 |
| Somewhat approve | 29 | 27 | 28 | 28 | 28 | 28 | 29 | 28 |
| Neither approve nor disapprove | 6 | 9 | 10 | 10 | 10 | 8 | 9 | 9 |
| Somewhat disapprove | 6 | 8 | 9 | 11 | 9 | 7 | 8 | 7 |
| Strongly disapprove | 6 | 7 | 11 | 17 | 9 | 9 | 10 | 8 |

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 | 17 | 13 | 19 | 41 | 13 | 14 | 32 | 25 | 18 | 3 | 34 | 17 | 11 | 13 | 30 | 15 | 11 |
| Somewhat approve | 40 | 46 | 28 | 46 | 48 | 30 | 47 | 36 | 47 | 45 | 19 | 49 | 32 | 40 | 26 | 40 | 42 | 31 |
| Neither approve nor disapprove | 15 | 22 | 12 | 21 | 9 | 20 | 17 | 12 | 13 | 16 | 36 | 11 | 19 | 30 | 19 | 18 | 25 | 28 |
| Somewhat disapprove | 12 | 11 | 29 | 10 | 1 | 25 | 16 | 14 | 12 | 15 | 25 | 5 | 24 | 14 | 26 | 4 | 14 | 23 |
| Strongly disapprove | 6 | 3 | 17 | 5 | 0 | 12 | 6 | 7 | 3 | 7 | 17 | 1 | 8 | 5 | 16 | 8 | 4 | 7 |

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

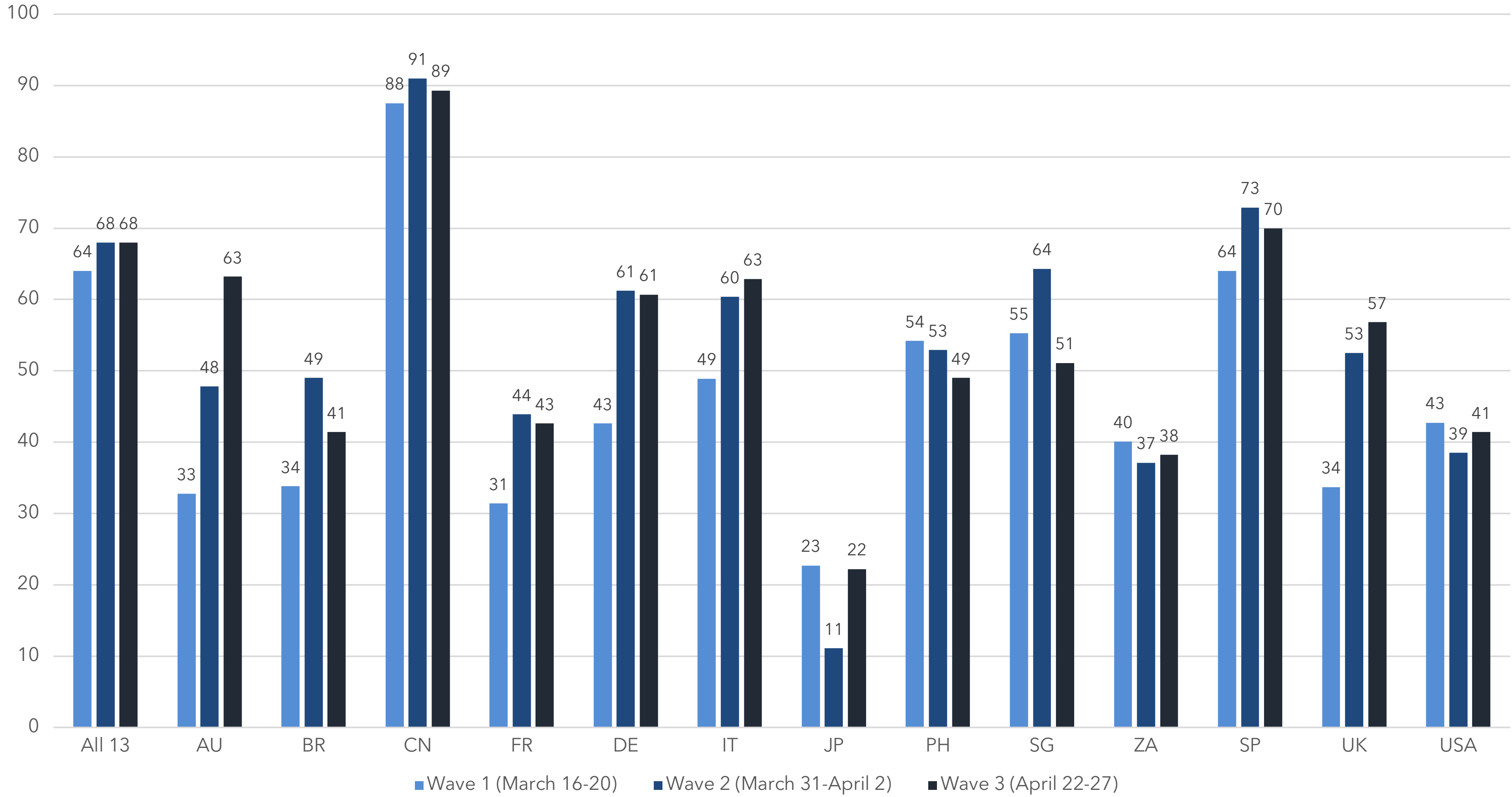
*Using all country data

| **Country's population** | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 30 | 30 | 25 | 20 | 27 | 29 | 29 | 28 |
| Somewhat approve | 38 | 38 | 42 | 42 | 38 | 40 | 40 | 38 |
| Neither approve nor disapprove | 14 | 14 | 16 | 20 | 16 | 14 | 14 | 17 |
| Somewhat disapprove | 12 | 12 | 12 | 14 | 13 | 11 | 12 | 12 |
| Strongly disapprove | 7 | 6 | 5 | 5 | 6 | 6 | 5 | 5 |

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 | 19 | 9 | 24 | 7 | 17 | 10 | 8 | 33 | 10 | 13 | 4 | 6 | 24 | 7 | 22 | 11 | 9 | 12 |
| Somewhat approve | 43 | 32 | 39 | 33 | 57 | 28 | 31 | 41 | 34 | 38 | 17 | 33 | 48 | 39 | 36 | 34 | 30 | 26 |
| Neither approve nor disapprove | 27 | 43 | 24 | 43 | 22 | 42 | 42 | 12 | 41 | 29 | 42 | 46 | 23 | 43 | 29 | 40 | 47 | 46 |
| Somewhat disapprove | 7 | 8 | 8 | 10 | 3 | 8 | 12 | 8 | 10 | 11 | 18 | 10 | 4 | 6 | 10 | 8 | 7 | 8 |
| Strongly disapprove | 5 | 9 | 5 | 6 | 1 | 11 | 8 | 6 | 6 | 9 | 19 | 5 | 2 | 4 | 4 | 7 | 7 | 9 |

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

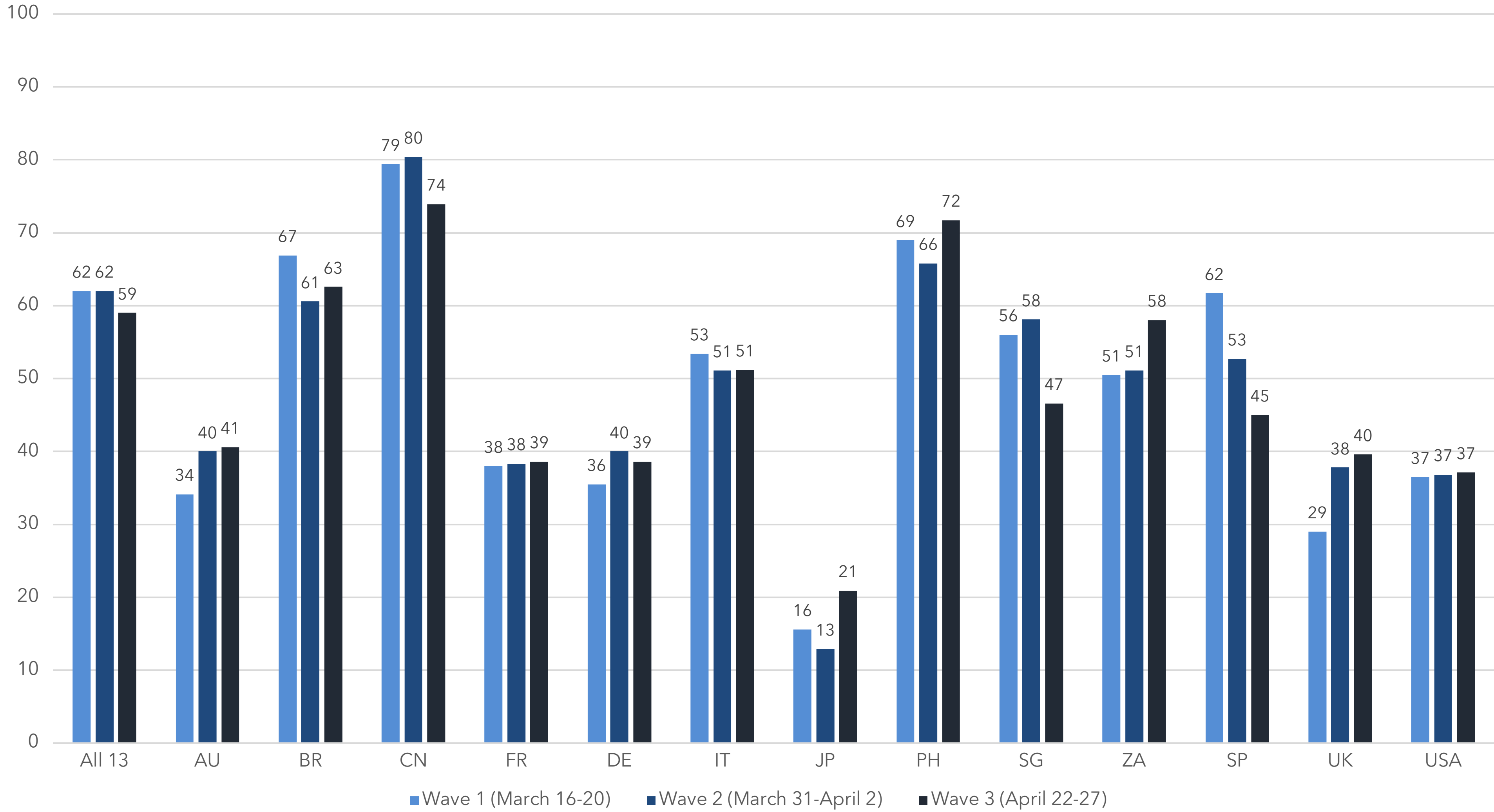
*Using all country data

| **Social media companies** | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 24 | 20 | 13 | 11 | 18 | 19 | 19 | 21 |
| Somewhat approve | 45 | 45 | 41 | 33 | 43 | 44 | 43 | 42 |
| Neither approve nor disapprove | 21 | 24 | 33 | 40 | 30 | 25 | 26 | 27 |
| Somewhat disapprove | 6 | 7 | 7 | 9 | 6 | 7 | 7 | 6 |
| Strongly disapprove | 4 | 4 | 6 | 8 | 4 | 6 | 5 | 4 |

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 | 23 | 15 | 25 | 17 | 19 | 9 | 10 | 46 | 13 | 9 | 5 | 21 | 33 | 13 | 30 | 9 | 12 | 17 |
| Somewhat approve | 41 | 41 | 37 | 38 | 52 | 26 | 29 | 36 | 42 | 30 | 21 | 39 | 45 | 45 | 38 | 30 | 38 | 31 |
| Neither approve nor disapprove | 26 | 32 | 18 | 29 | 25 | 40 | 44 | 9 | 28 | 32 | 62 | 34 | 17 | 35 | 19 | 33 | 31 | 39 |
| Somewhat disapprove | 6 | 7 | 11 | 10 | 3 | 14 | 9 | 7 | 9 | 13 | 6 | 5 | 4 | 4 | 8 | 17 | 12 | 7 |
| Strongly disapprove | 4 | 5 | 9 | 6 | 1 | 12 | 9 | 3 | 8 | 16 | 7 | 2 | 1 | 2 | 6 | 11 | 7 | 6 |

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

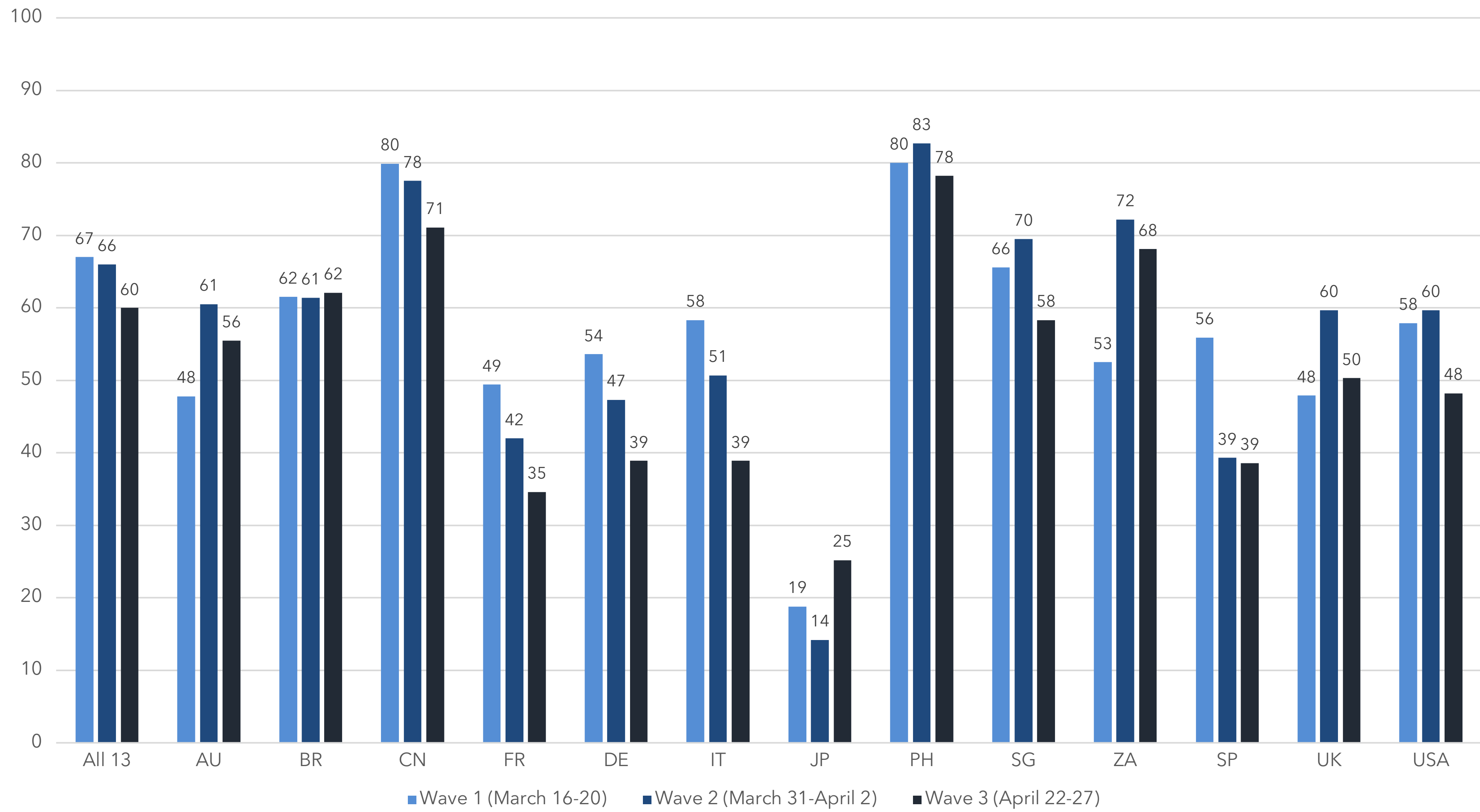
*Using all country data

| **Banks/financial institutions** | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 27 | 26 | 17 | 16 | 24 | 23 | 26 | 27 |
| Somewhat approve | 42 | 40 | 42 | 39 | 40 | 42 | 40 | 38 |
| Neither approve nor disapprove | 22 | 24 | 30 | 33 | 28 | 24 | 23 | 24 |
| Somewhat disapprove | 6 | 6 | 6 | 7 | 5 | 7 | 6 | 7 |
| Strongly disapprove | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 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

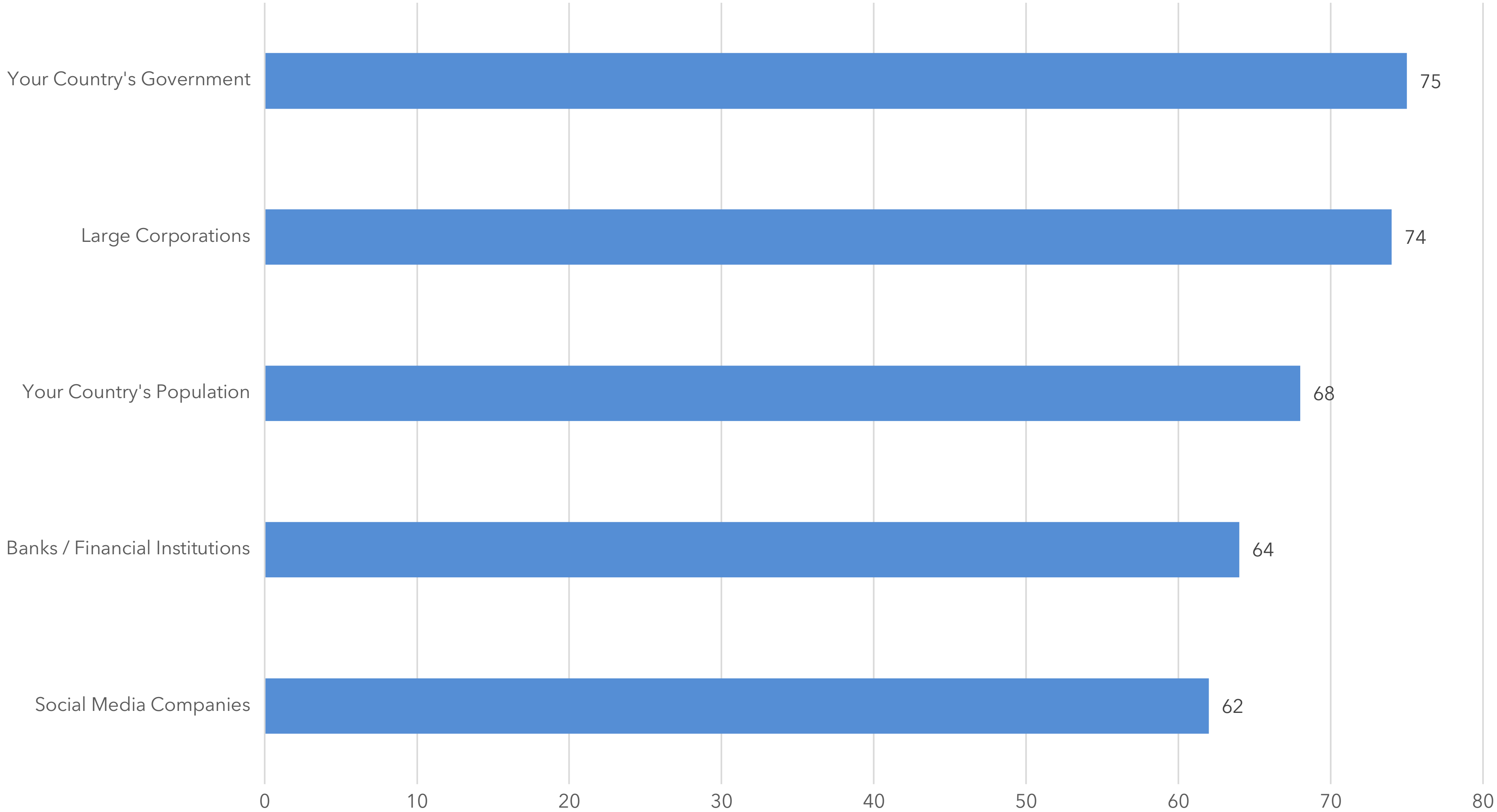
**% who say they strongly or somewhat approve of how banks / financial institutions have handled the coronavirus / COVID-19 outbreak**




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 - Ranking

**% across the 17 markets in wave 3 who say they strongly or somewhat approve of how the following 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? Chart illustrates combined responses for Strongly Approve, Somewhat Approve

# 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 | 18 | 16 | 34 | 17 | 9 | 24 | 22 | 28 | 20 | 28 | 7 | 16 | 16 | 6 | 21 | 28 | 14 | 24 |
| Somewhat approve | 34 | 36 | 30 | 33 | 35 | 27 | 31 | 41 | 28 | 35 | 28 | 29 | 36 | 38 | 28 | 32 | 35 | 25 |
| Neither approve nor disapprove | 34 | 37 | 24 | 37 | 41 | 36 | 30 | 16 | 39 | 25 | 46 | 40 | 32 | 41 | 30 | 31 | 37 | 38 |
| Somewhat disapprove | 10 | 8 | 8 | 10 | 11 | 7 | 10 | 10 | 9 | 8 | 10 | 11 | 12 | 11 | 10 | 3 | 10 | 8 |
| Strongly disapprove | 5 | 4 | 4 | 4 | 4 | 6 | 6 | 6 | 4 | 5 | 8 | 4 | 4 | 4 | 12 | 6 | 4 | 6 |

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

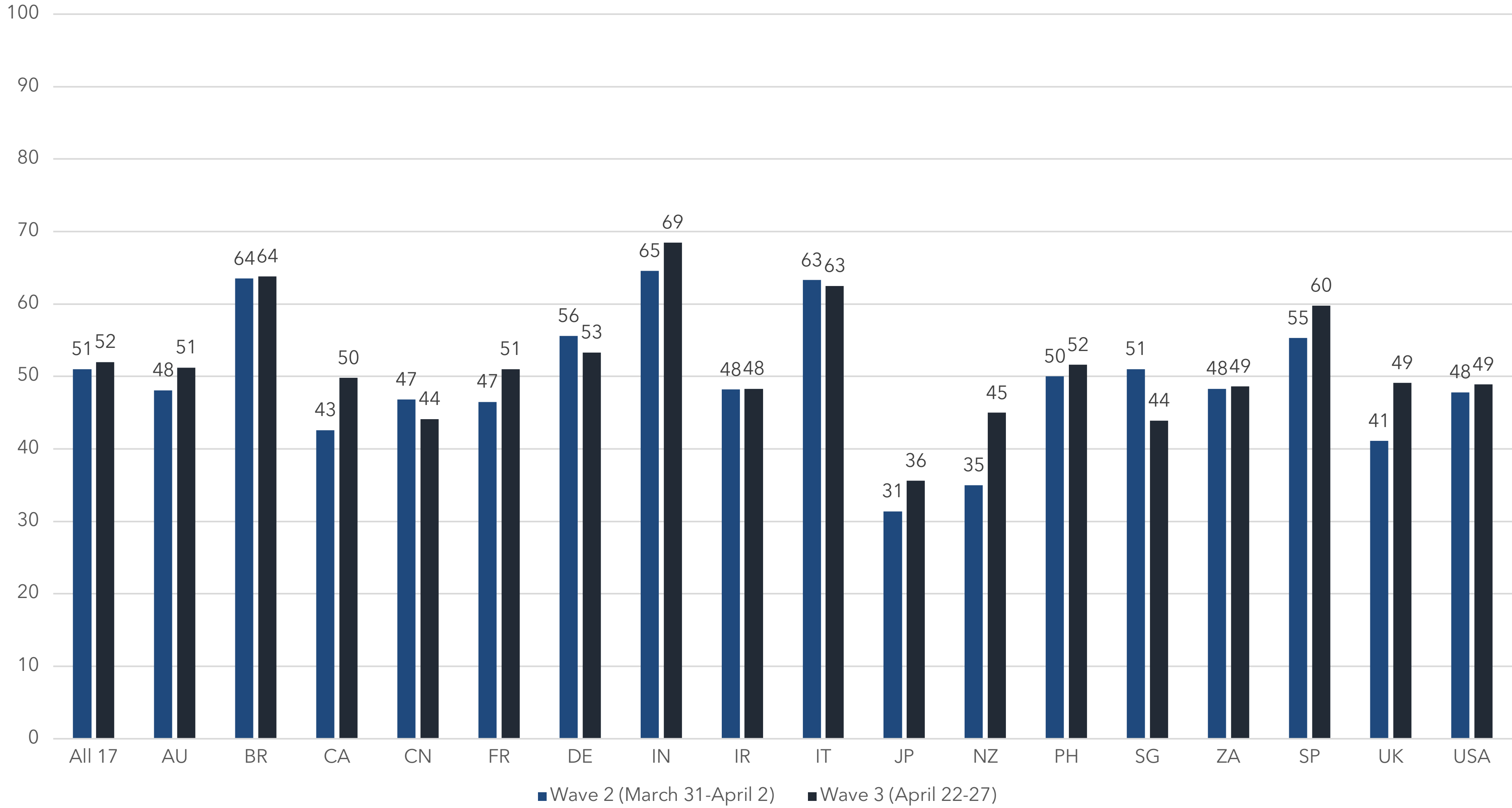
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 18 | 21 | 15 | 14 | 16 | 19 | 19 | 21 |
| Somewhat approve | 34 | 35 | 33 | 27 | 34 | 34 | 33 | 32 |
| Neither approve nor disapprove | 33 | 31 | 37 | 40 | 35 | 33 | 33 | 34 |
| Somewhat disapprove | 12 | 9 | 9 | 12 | 10 | 10 | 9 | 10 |
| Strongly disapprove | 4 | 5 | 5 | 7 | 5 | 5 | 5 | 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 "normal" advertising campaigns (which aren't related to coronavirus)

# Running "Normal" Advertising Campaigns – Trended Data

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




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). Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 36 | 25 | 57 | 33 | 33 | 23 | 19 | 47 | 29 | 40 | 21 | 28 | 47 | 19 | 48 | 30 | 27 | 28 |
| Somewhat approve | 43 | 46 | 29 | 38 | 53 | 36 | 37 | 36 | 38 | 34 | 36 | 39 | 39 | 51 | 34 | 40 | 42 | 36 |
| Neither approve nor disapprove | 15 | 22 | 10 | 22 | 11 | 29 | 25 | 9 | 24 | 17 | 33 | 27 | 11 | 25 | 12 | 21 | 24 | 27 |
| Somewhat disapprove | 4 | 4 | 2 | 4 | 1 | 5 | 10 | 6 | 7 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 5 |
| Strongly disapprove | 3 | 3 | 1 | 4 | 1 | 7 | 9 | 3 | 2 | 4 | 6 | 2 | 0 | 2 | 2 | 6 | 3 | 4 |

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

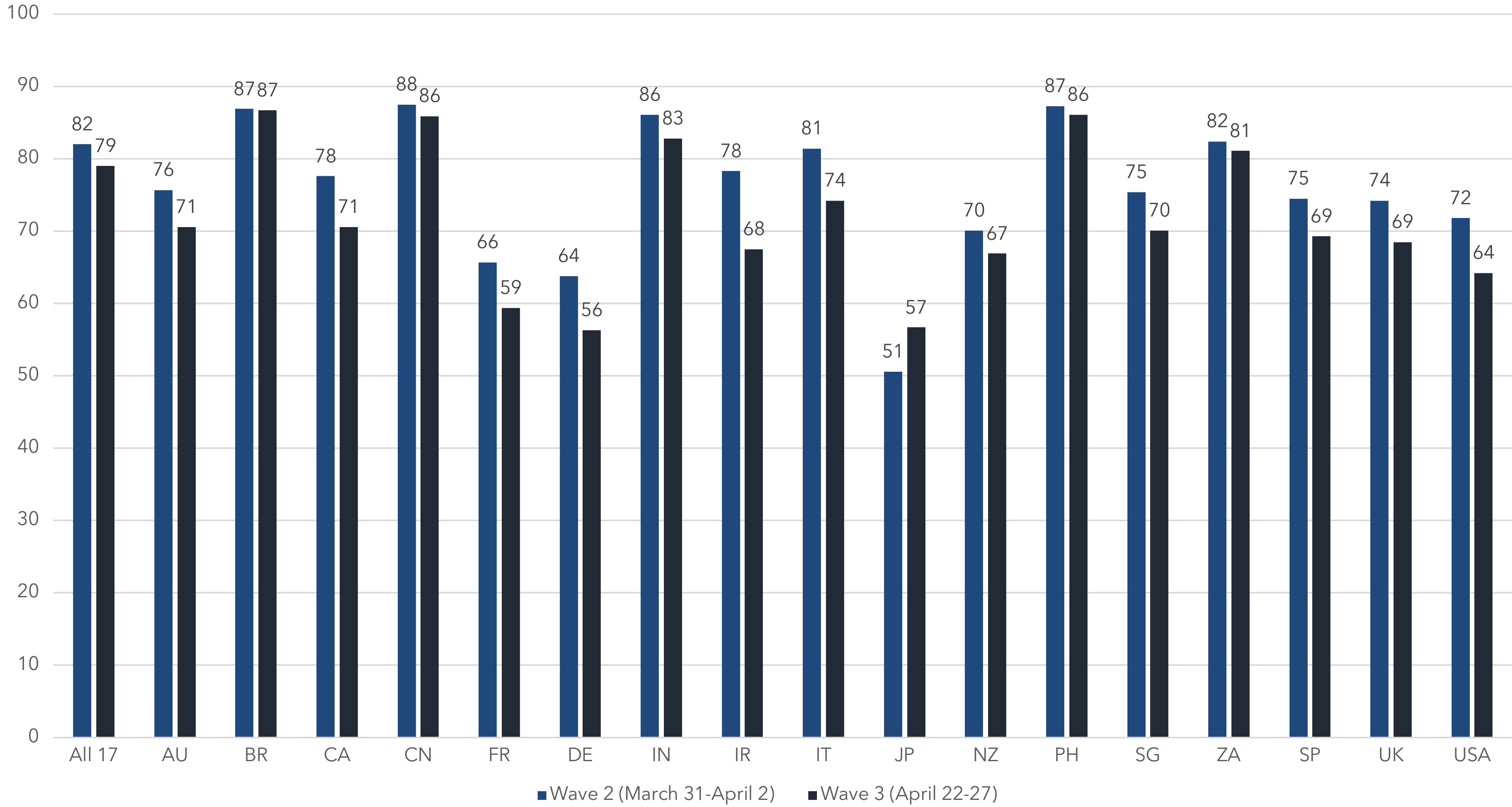
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 38 | 38 | 32 | 32 | 37 | 35 | 40 | 34 |
| Somewhat approve | 44 | 42 | 45 | 37 | 43 | 43 | 42 | 41 |
| Neither approve nor disapprove | 11 | 15 | 17 | 24 | 15 | 16 | 13 | 18 |
| Somewhat disapprove | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 |
| Strongly disapprove | 3 | 2 | 3 | 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

# Running Advertising in Response to CV-19 – Trended Data

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




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 30 | 27 | 51 | 30 | 23 | 30 | 22 | 39 | 34 | 40 | 22 | 33 | 38 | 19 | 37 | 41 | 26 | 34 |
| Somewhat approve | 45 | 43 | 32 | 40 | 55 | 34 | 37 | 41 | 36 | 35 | 41 | 41 | 44 | 50 | 38 | 33 | 38 | 32 |
| Neither approve nor disapprove | 19 | 25 | 14 | 23 | 18 | 28 | 24 | 12 | 24 | 20 | 29 | 22 | 14 | 24 | 16 | 19 | 28 | 27 |
| Somewhat disapprove | 3 | 3 | 1 | 5 | 3 | 4 | 9 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 2 |
| Strongly disapprove | 3 | 2 | 2 | 3 | 2 | 4 | 8 | 4 | 1 | 2 | 5 | 2 | 1 | 4 | 4 | 3 | 4 | 5 |

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

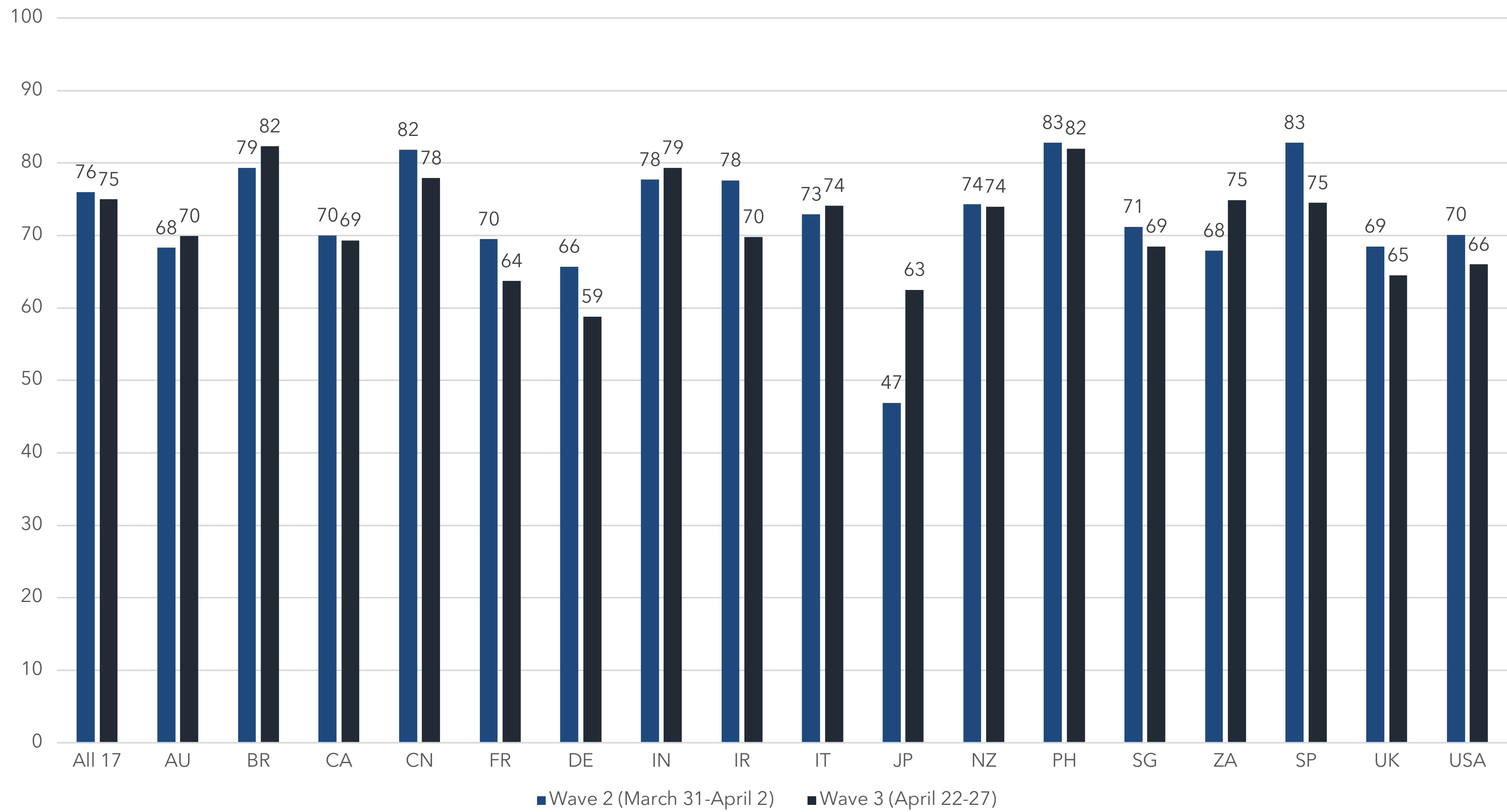
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 33 | 33 | 28 | 22 | 32 | 29 | 32 | 32 |
| Somewhat approve | 49 | 43 | 44 | 42 | 45 | 44 | 44 | 41 |
| Neither approve nor disapprove | 12 | 17 | 23 | 30 | 19 | 19 | 18 | 19 |
| Somewhat disapprove | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| Strongly disapprove | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 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? Providing funny / light-hearted videos or content to entertain people

# Providing Entertaining Content – Trended Data

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




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 50 | 33 | 71 | 40 | 51 | 36 | 32 | 57 | 47 | 51 | 38 | 39 | 64 | 33 | 60 | 47 | 39 | 39 |
| Somewhat approve | 35 | 44 | 20 | 38 | 41 | 36 | 40 | 29 | 33 | 30 | 35 | 38 | 27 | 49 | 29 | 34 | 40 | 34 |
| Neither approve nor disapprove | 11 | 17 | 7 | 18 | 7 | 19 | 16 | 7 | 14 | 13 | 19 | 19 | 7 | 15 | 9 | 14 | 18 | 22 |
| Somewhat disapprove | 3 | 4 | 2 | 3 | 1 | 4 | 8 | 5 | 4 | 3 | 3 | 4 | 1 | 2 | 1 | 3 | 2 | 3 |
| Strongly disapprove | 2 | 3 | 1 | 2 | 1 | 5 | 5 | 3 | 2 | 2 | 4 | 0 | 1 | 1 | 1 | 3 | 2 | 3 |

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

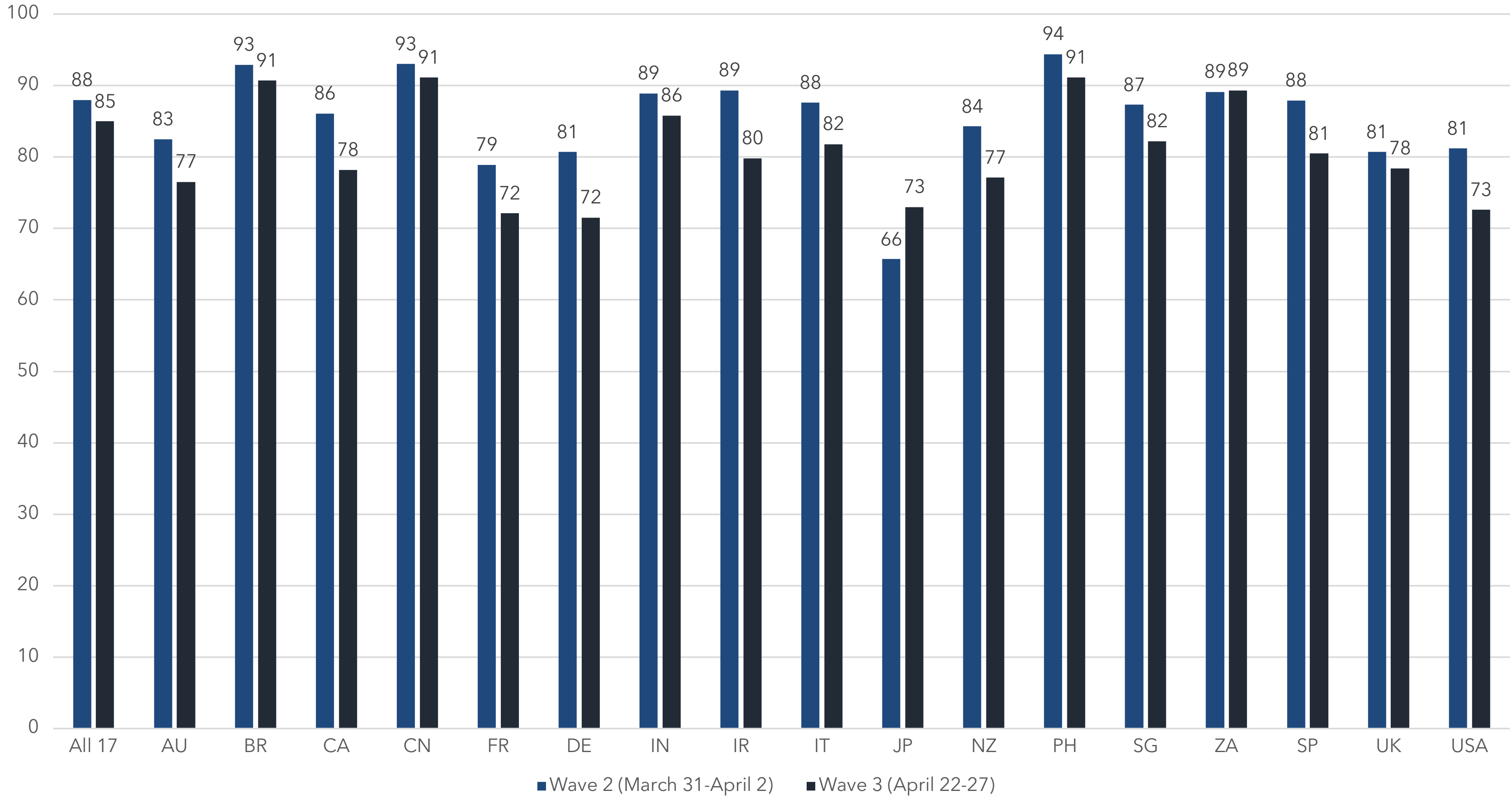
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 52 | 51 | 48 | 46 | 53 | 47 | 54 | 46 |
| Somewhat approve | 36 | 34 | 36 | 36 | 33 | 37 | 33 | 37 |
| Neither approve nor disapprove | 7 | 10 | 13 | 15 | 10 | 11 | 9 | 12 |
| Somewhat disapprove | 4 | 3 | 2 | 1 | 2 | 3 | 2 | 2 |
| Strongly disapprove | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 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

# Providing Practical Info / Tips – Trended Data

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




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 26 | 31 | 41 | 38 | 13 | 25 | 24 | 33 | 33 | 45 | 10 | 25 | 19 | 19 | 30 | 34 | 31 | 50 |
| Somewhat approve | 36 | 36 | 27 | 36 | 45 | 30 | 28 | 30 | 37 | 32 | 24 | 27 | 36 | 44 | 32 | 35 | 35 | 27 |
| Neither approve nor disapprove | 27 | 28 | 26 | 22 | 33 | 27 | 33 | 15 | 23 | 17 | 47 | 25 | 28 | 31 | 20 | 23 | 26 | 21 |
| Somewhat disapprove | 8 | 4 | 5 | 3 | 8 | 10 | 8 | 12 | 6 | 4 | 8 | 14 | 12 | 5 | 11 | 3 | 5 | 2 |
| Strongly disapprove | 4 | 1 | 2 | 1 | 2 | 8 | 7 | 10 | 1 | 3 | 12 | 10 | 5 | 2 | 8 | 5 | 3 | 1 |

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

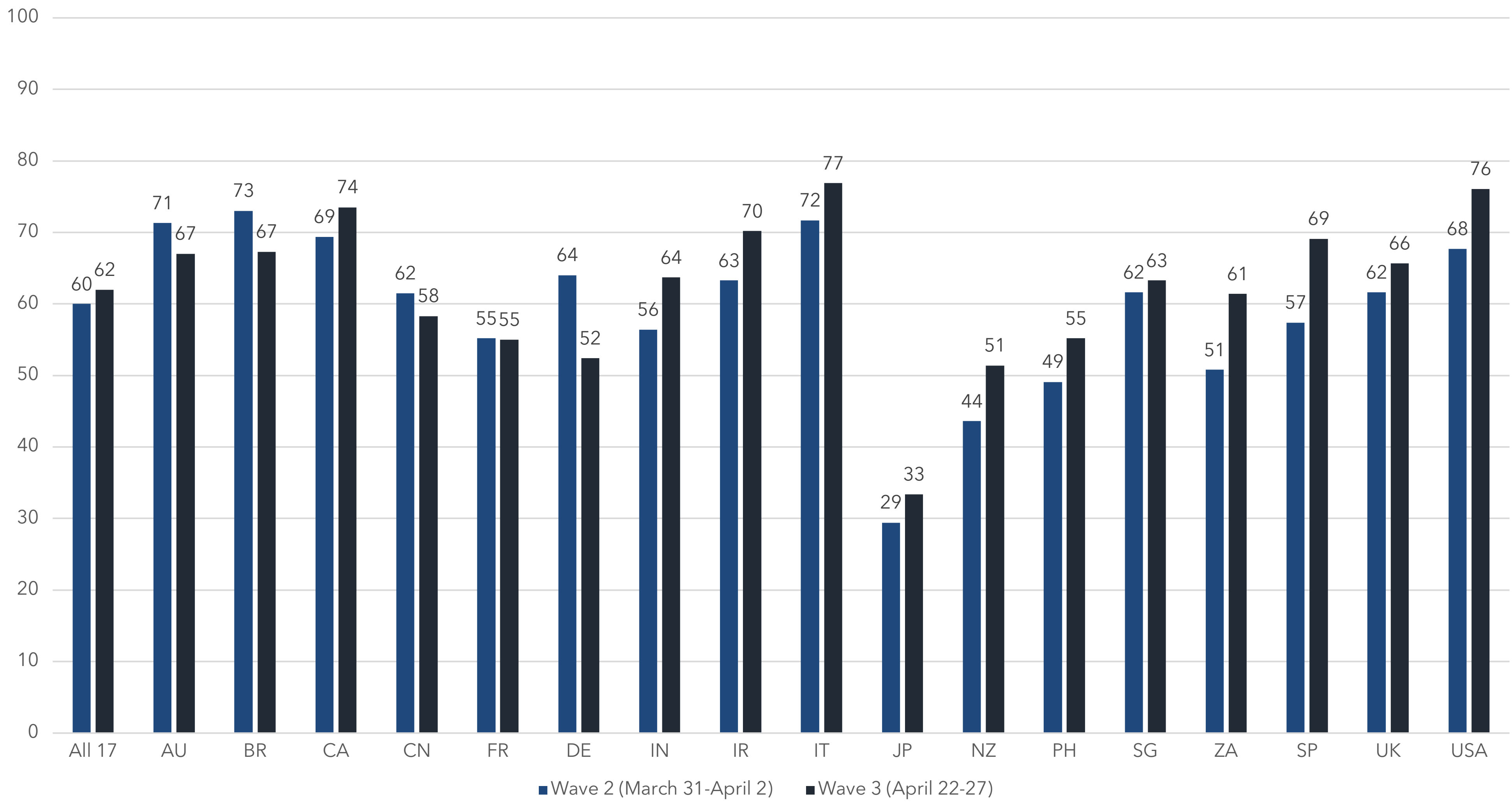
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 26 | 27 | 23 | 27 | 27 | 25 | 28 | 25 |
| Somewhat approve | 34 | 38 | 36 | 29 | 34 | 37 | 38 | 37 |
| Neither approve nor disapprove | 26 | 24 | 31 | 31 | 28 | 26 | 25 | 26 |
| Somewhat disapprove | 10 | 7 | 7 | 8 | 7 | 8 | 6 | 9 |
| Strongly disapprove | 4 | 4 | 4 | 6 | 4 | 4 | 4 | 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? Continuing to sell non-essential products via their websites

# Selling Non-Essential Items Online – Trended Data

**% who strongly or somewhat approve of brands continuing to sell non-essential products via their websites**




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 44 | 40 | 70 | 49 | 40 | 46 | 33 | 41 | 46 | 59 | 19 | 40 | 40 | 32 | 50 | 50 | 37 | 54 |
| Somewhat approve | 38 | 37 | 17 | 31 | 48 | 30 | 38 | 36 | 33 | 26 | 34 | 33 | 43 | 49 | 31 | 28 | 34 | 26 |
| Neither approve nor disapprove | 13 | 18 | 9 | 17 | 9 | 15 | 20 | 12 | 14 | 11 | 39 | 21 | 13 | 15 | 12 | 16 | 23 | 17 |
| Somewhat disapprove | 3 | 4 | 2 | 2 | 2 | 6 | 5 | 8 | 5 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 1 |
| Strongly disapprove | 2 | 1 | 2 | 2 | 1 | 4 | 5 | 4 | 2 | 2 | 5 | 2 | 1 | 2 | 2 | 3 | 3 | 2 |

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

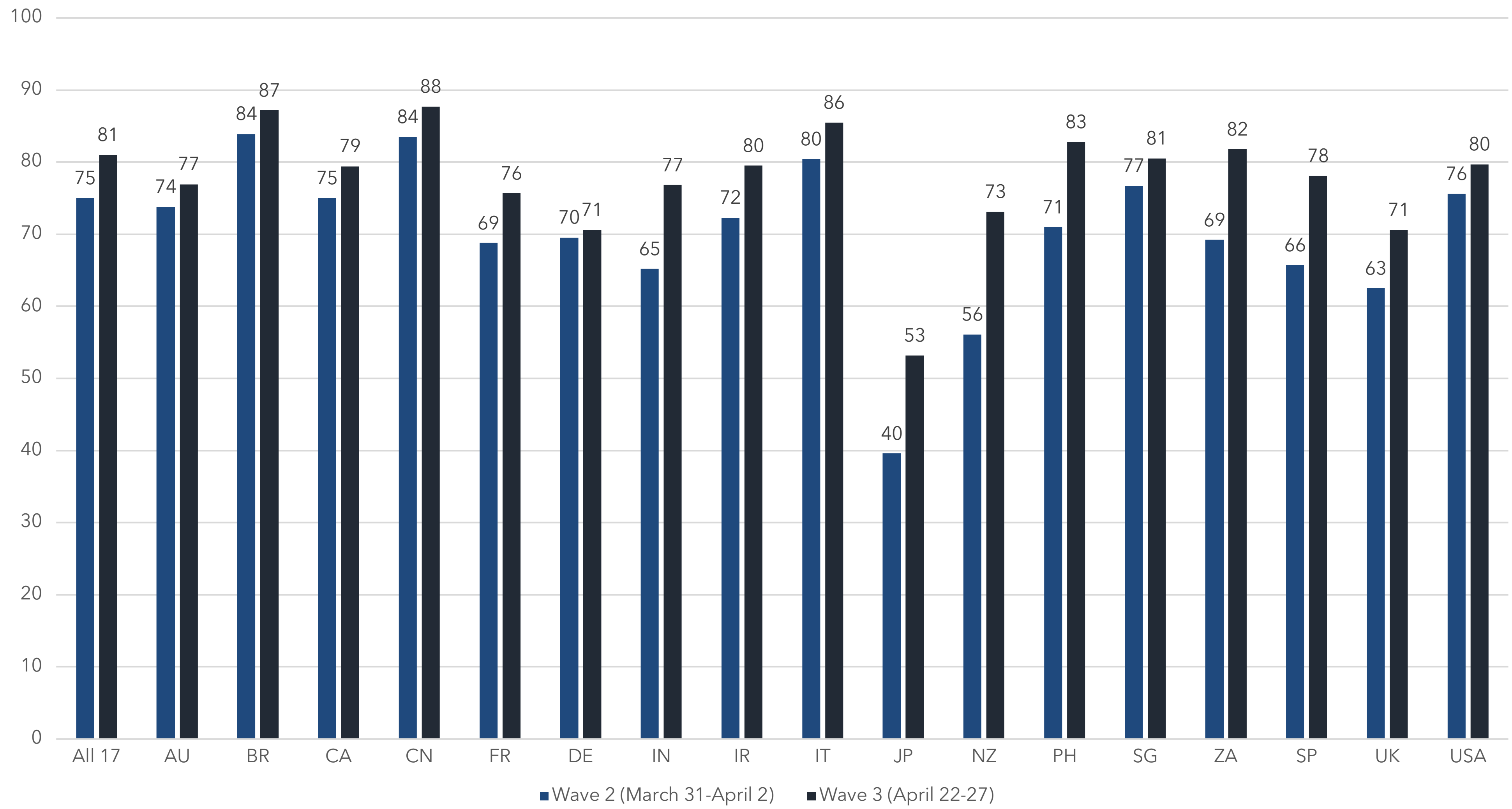
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 39 | 46 | 44 | 44 | 47 | 41 | 48 | 42 |
| Somewhat approve | 40 | 37 | 37 | 36 | 36 | 40 | 35 | 36 |
| Neither approve nor disapprove | 13 | 12 | 15 | 17 | 13 | 14 | 12 | 16 |
| Somewhat disapprove | 5 | 4 | 2 | 1 | 3 | 4 | 3 | 3 |
| Strongly disapprove | 3 | 2 | 1 | 2 | 1 | 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 promotions / offers / loyalty perks for customers

# Running Promotions for Customers – Trended Data

**% who strongly or somewhat approve of brands running promotions / offers / loyalty perks for customers**




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 37 | 27 | 45 | 31 | 39 | 22 | 18 | 44 | 27 | 32 | 19 | 30 | 38 | 17 | 42 | 32 | 33 | 32 |
| Somewhat approve | 39 | 39 | 30 | 31 | 46 | 32 | 34 | 36 | 43 | 33 | 36 | 35 | 44 | 46 | 31 | 37 | 40 | 28 |
| Neither approve nor disapprove | 18 | 23 | 17 | 26 | 13 | 31 | 24 | 11 | 20 | 23 | 36 | 25 | 13 | 28 | 18 | 24 | 22 | 30 |
| Somewhat disapprove | 4 | 6 | 4 | 7 | 2 | 7 | 14 | 7 | 6 | 6 | 5 | 6 | 3 | 6 | 5 | 4 | 3 | 6 |
| Strongly disapprove | 3 | 6 | 3 | 6 | 0 | 8 | 11 | 3 | 3 | 6 | 4 | 4 | 2 | 2 | 4 | 4 | 3 | 4 |

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

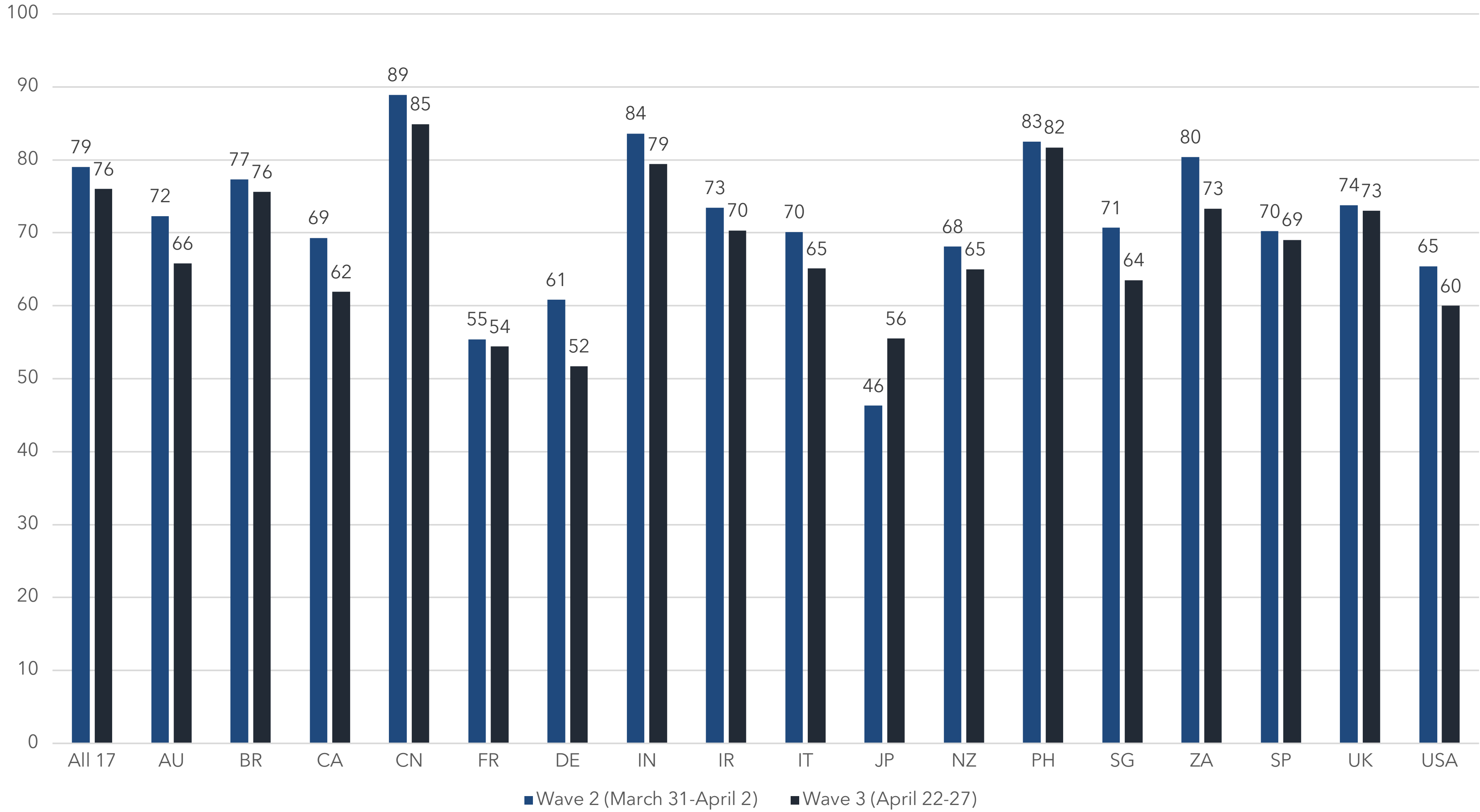
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 38 | 39 | 33 | 32 | 37 | 36 | 42 | 32 |
| Somewhat approve | 40 | 38 | 40 | 34 | 39 | 39 | 36 | 42 |
| Neither approve nor disapprove | 14 | 17 | 20 | 24 | 18 | 17 | 15 | 19 |
| Somewhat disapprove | 5 | 4 | 4 | 6 | 4 | 5 | 4 | 5 |
| Strongly disapprove | 3 | 2 | 3 | 5 | 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

# Contacting Customers About CV-19 Response – Trended Data

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




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# 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 | 39 | 39 | 50 | 50 | 34 | 42 | 31 | 44 | 48 | 40 | 25 | 42 | 41 | 29 | 46 | 48 | 42 | 47 |
| Somewhat approve | 37 | 34 | 28 | 28 | 44 | 31 | 39 | 32 | 32 | 36 | 38 | 34 | 38 | 42 | 32 | 30 | 33 | 28 |
| Neither approve nor disapprove | 17 | 20 | 16 | 17 | 16 | 18 | 20 | 13 | 15 | 16 | 28 | 20 | 13 | 24 | 13 | 16 | 19 | 20 |
| Somewhat disapprove | 5 | 4 | 3 | 4 | 5 | 5 | 6 | 7 | 5 | 6 | 5 | 3 | 5 | 4 | 6 | 3 | 4 | 3 |
| Strongly disapprove | 2 | 3 | 3 | 2 | 1 | 4 | 4 | 4 | 0 | 2 | 4 | 3 | 3 | 1 | 3 | 3 | 2 | 2 |

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

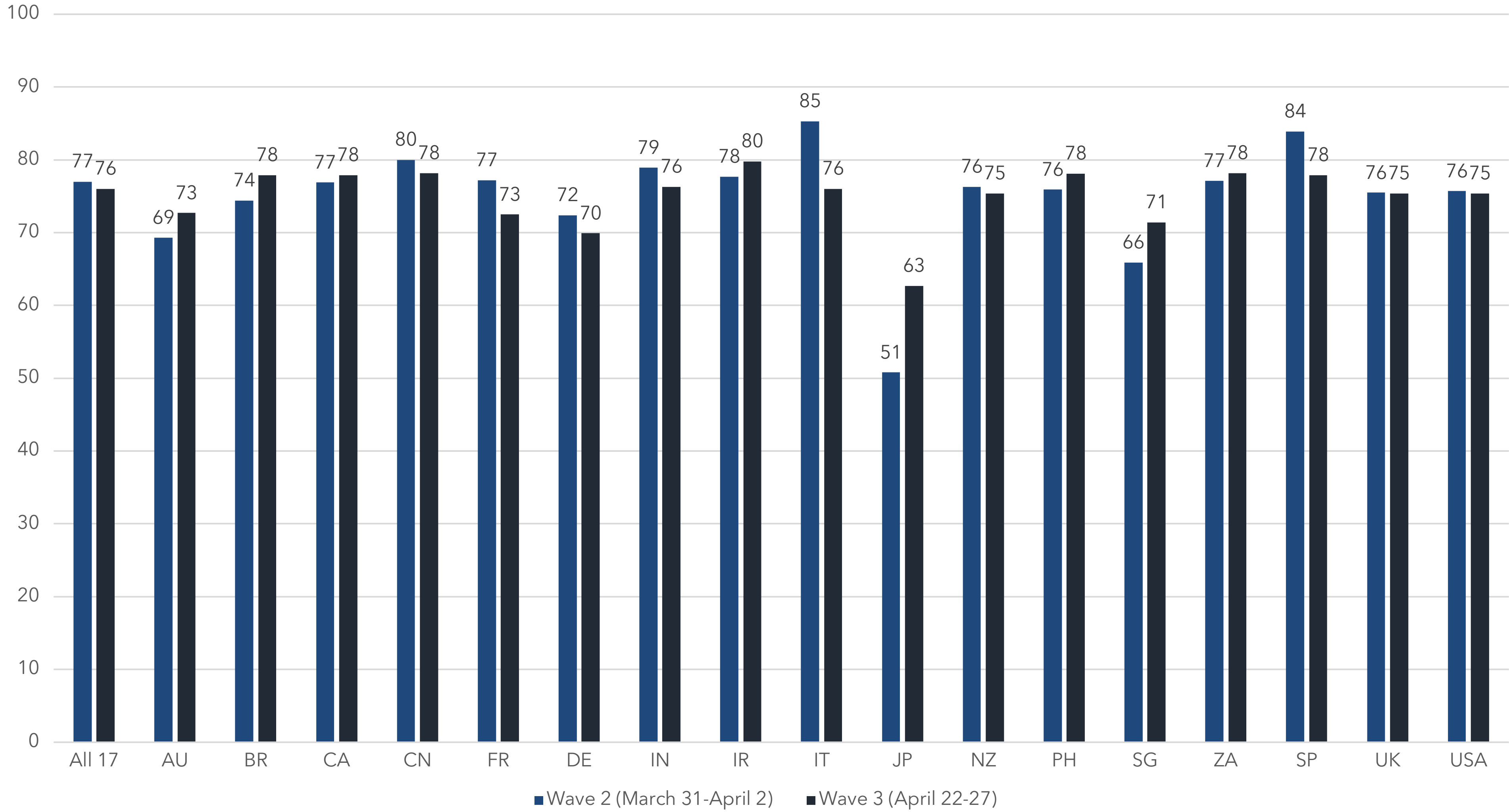
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 40 | 38 | 40 | 45 | 43 | 37 | 42 | 36 |
| Somewhat approve | 34 | 38 | 38 | 33 | 35 | 38 | 37 | 35 |
| Neither approve nor disapprove | 16 | 17 | 17 | 17 | 16 | 17 | 14 | 21 |
| Somewhat disapprove | 7 | 5 | 3 | 3 | 4 | 6 | 4 | 6 |
| Strongly disapprove | 2 | 2 | 2 | 1 | 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? Suspending their normal factory production to help produce essential supplies

# Producing Essential Supplies – Trended Data

**% who strongly or somewhat approve of brands suspending their normal factory production to help produce essential supplies**




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. Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# Levels of Approval for Brand Activities: Offering Flexible Payment Terms

**% who approve / disapprove of brands offering flexible payment terms (e.g. instalments, payment plans, etc)**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 43 | 39 | 76 | 49 | 32 | 37 | 27 | 52 | 46 | 56 | 23 | 40 | 59 | 34 | 64 | 55 | 36 | 49 |
| Somewhat approve | 37 | 34 | 16 | 30 | 51 | 32 | 33 | 33 | 32 | 27 | 31 | 32 | 29 | 44 | 23 | 26 | 34 | 25 |
| Neither approve nor disapprove | 15 | 22 | 6 | 17 | 16 | 23 | 24 | 7 | 18 | 13 | 39 | 22 | 9 | 19 | 9 | 13 | 23 | 20 |
| Somewhat disapprove | 3 | 4 | 1 | 2 | 2 | 3 | 7 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| Strongly disapprove | 2 | 2 | 0 | 2 | 0 | 6 | 9 | 3 | 2 | 2 | 4 | 2 | 0 | 1 | 1 | 2 | 3 | 3 |

**% who approve / disapprove of brands offering flexible payment terms (e.g. instalments, payment plans, etc.)***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 46 | 44 | 40 | 37 | 44 | 42 | 47 | 39 |
| Somewhat approve | 37 | 37 | 38 | 34 | 37 | 38 | 36 | 38 |
| Neither approve nor disapprove | 11 | 14 | 18 | 24 | 15 | 15 | 13 | 17 |
| Somewhat disapprove | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 4 |
| Strongly disapprove | 2 | 2 | 2 | 2 | 2 | 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? Offering flexible payment terms (e.g. instalments, payment plans, etc.)

# Levels of Approval for Brand Activities: Lower Cost Versions of Products

**% who approve / disapprove of brands producing lower-cost versions of their normal products**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 35 | 34 | 67 | 41 | 19 | 44 | 28 | 51 | 45 | 50 | 28 | 42 | 59 | 34 | 55 | 47 | 33 | 39 |
| Somewhat approve | 36 | 38 | 20 | 32 | 43 | 30 | 34 | 33 | 33 | 30 | 34 | 32 | 30 | 43 | 24 | 29 | 36 | 30 |
| Neither approve nor disapprove | 20 | 23 | 10 | 21 | 26 | 19 | 25 | 9 | 18 | 14 | 30 | 23 | 8 | 18 | 14 | 18 | 25 | 24 |
| Somewhat disapprove | 6 | 4 | 1 | 4 | 8 | 3 | 8 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 5 | 4 | 5 | 5 |
| Strongly disapprove | 3 | 2 | 2 | 3 | 4 | 4 | 6 | 2 | 1 | 2 | 4 | 1 | 0 | 1 | 3 | 3 | 2 | 2 |

**% who approve / disapprove of brands producing lower-cost versions of their normal products***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 39 | 36 | 32 | 32 | 37 | 34 | 36 | 36 |
| Somewhat approve | 33 | 37 | 36 | 31 | 36 | 36 | 36 | 36 |
| Neither approve nor disapprove | 19 | 18 | 23 | 29 | 20 | 21 | 19 | 18 |
| Somewhat disapprove | 7 | 5 | 5 | 5 | 5 | 6 | 6 | 7 |
| Strongly disapprove | 4 | 3 | 3 | 4 | 3 | 4 | 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? Producing lower-cost versions of their normal products

# Levels of Approval for Brand Activities: Pledging Money / Aid / Supplies

**% who approve / disapprove of brands pledging money / aid / supplies to help people**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Strongly approve | 50 | 39 | 56 | 49 | 53 | 30 | 30 | 50 | 52 | 59 | 35 | 38 | 53 | 38 | 60 | 39 | 43 | 51 |
| Somewhat approve | 34 | 36 | 24 | 26 | 39 | 29 | 40 | 33 | 31 | 23 | 33 | 35 | 34 | 41 | 27 | 32 | 33 | 27 |
| Neither approve nor disapprove | 12 | 20 | 13 | 20 | 7 | 30 | 20 | 10 | 15 | 13 | 24 | 22 | 10 | 18 | 10 | 21 | 19 | 20 |
| Somewhat disapprove | 3 | 3 | 5 | 3 | 1 | 5 | 4 | 5 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 4 | 2 | 1 |
| Strongly disapprove | 2 | 2 | 3 | 2 | 1 | 7 | 5 | 2 | 0 | 2 | 5 | 3 | 0 | 2 | 2 | 3 | 3 | 2 |

**% who approve / disapprove of brands pledging money / aid / supplies to help people***

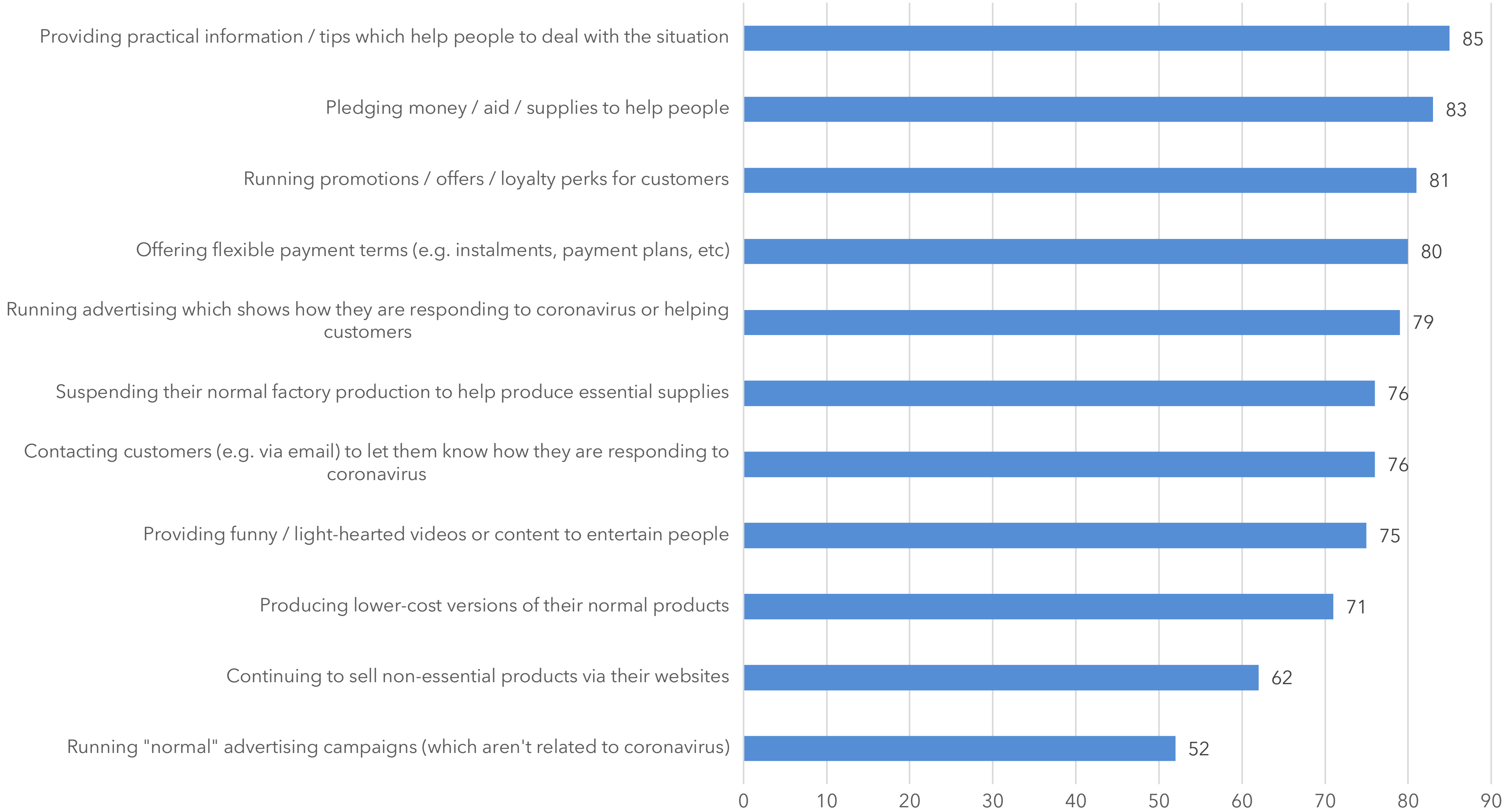
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Strongly approve | 49 | 50 | 50 | 49 | 52 | 48 | 56 | 43 |
| Somewhat approve | 35 | 34 | 33 | 32 | 32 | 35 | 31 | 35 |
| Neither approve nor disapprove | 10 | 11 | 14 | 16 | 12 | 12 | 10 | 15 |
| Somewhat disapprove | 4 | 3 | 1 | 2 | 2 | 3 | 2 | 4 |
| Strongly disapprove | 2 | 2 | 2 | 2 | 2 | 2 | 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? Pledging money / aid / supplies to help people

# Levels of Approval for Brand Activities – Ranked Activities

**% who strongly or somewhat approve of brands doing the following at the moment**




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? Chart illustrates combined responses for Strongly Approve, Somewhat Approve.

# Awareness of Brand Responses

**% who say they are aware of the following brands doing something to support people during the crisis (e.g. donating masks, money, etc)**

| | All | AU | BR | CA | CN | FR | DE | IN | IR | IT | JP | NZ | PH | SG | ZA | SP | UK | USA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Amazon | 34 | 15 | 24 | 29 | 26 | 19 | 19 | 65 | 23 | 35 | 31 | 10 | 29 | 18 | 22 | 31 | 29 | 35 |
| Apple | 26 | 13 | 19 | 19 | 33 | 11 | 12 | 26 | 13 | 12 | 19 | 10 | 26 | 20 | 22 | 15 | 14 | 25 |
| Dell | 14 | 4 | 8 | 6 | 22 | 4 | 5 | 15 | 5 | 3 | 5 | 1 | 11 | 4 | 6 | 3 | 3 | 7 |
| Facebook | 24 | 15 | 34 | 18 | 13 | 17 | 13 | 52 | 19 | 18 | 10 | 13 | 62 | 24 | 36 | 15 | 15 | 20 |
| Google | 35 | 19 | 41 | 28 | 26 | 21 | 19 | 66 | 20 | 21 | 27 | 14 | 60 | 28 | 42 | 23 | 16 | 31 |
| Microsoft | 35 | 15 | 25 | 22 | 45 | 13 | 19 | 42 | 17 | 18 | 15 | 11 | 33 | 21 | 32 | 18 | 15 | 22 |
| Netflix | 15 | 12 | 29 | 14 | 7 | 14 | 9 | 29 | 14 | 16 | 13 | 9 | 31 | 15 | 21 | 19 | 10 | 16 |
| Samsung | 20 | 8 | 23 | 9 | 23 | 10 | 8 | 28 | 7 | 11 | 3 | 4 | 30 | 10 | 19 | 13 | 6 | 8 |
| Sony | 14 | 4 | 9 | 8 | 19 | 5 | 5 | 17 | 5 | 6 | 13 | 3 | 15 | 5 | 5 | 6 | 5 | 8 |
| Tesla | 17 | 7 | 9 | 17 | 24 | 7 | 10 | 15 | 11 | 7 | 2 | 5 | 14 | 9 | 12 | 10 | 7 | 19 |
| Twitter | 13 | 5 | 12 | 8 | 11 | 7 | 5 | 23 | 7 | 5 | 19 | 2 | 25 | 6 | 14 | 7 | 7 | 8 |
| None of these | 28 | 62 | 37 | 45 | 23 | 54 | 56 | 9 | 46 | 43 | 49 | 65 | 16 | 45 | 31 | 45 | 49 | 38 |

Question: To your knowledge, which of the following are doing something to support people during this crisis (e.g. donating masks, money, etc)?

# Awareness of Brand Responses

**% who say they are aware of the following brands doing something to support people during the crisis (e.g. donating masks, money, etc)***

*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Amazon | 40 | 35 | 30 | 29 | 31 | 37 | 38 | 34 |
| Apple | 29 | 27 | 23 | 26 | 25 | 28 | 34 | 23 |
| Dell | 12 | 16 | 14 | 10 | 14 | 15 | 19 | 14 |
| Facebook | 30 | 26 | 20 | 17 | 22 | 26 | 28 | 25 |
| Google | 45 | 36 | 28 | 27 | 31 | 39 | 41 | 35 |
| Microsoft | 33 | 35 | 35 | 33 | 31 | 38 | 42 | 26 |
| Netflix | 18 | 18 | 12 | 12 | 14 | 17 | 19 | 13 |
| Samsung | 21 | 21 | 18 | 13 | 18 | 21 | 22 | 18 |
| Sony | 13 | 16 | 13 | 11 | 15 | 13 | 20 | 11 |
| Tesla | 17 | 18 | 17 | 16 | 14 | 20 | 23 | 10 |
| Twitter | 14 | 15 | 11 | 8 | 12 | 14 | 17 | 10 |
| None of these | 16 | 26 | 37 | 43 | 32 | 25 | 24 | 29 |

Question: To your knowledge, which of the following are doing something to support people during this crisis (e.g. donating masks, money, etc)?

# 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) | 14 | 8 | 23 | 7 | 12 | 7 | 4 | 30 | 8 | 8 | 4 | 9 | 22 | 8 | 13 | 12 | 4 | 6 |
| Listening to more podcasts | 14 | 12 | 21 | 12 | 12 | 10 | 11 | 24 | 19 | 7 | 4 | 10 | 14 | 8 | 18 | 11 | 12 | 13 |
| Listening to more radio | 19 | 17 | 21 | 26 | 16 | 20 | 28 | 25 | 25 | 24 | 11 | 18 | 23 | 22 | 35 | 28 | 25 | 13 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 37 | 25 | 42 | 23 | 46 | 17 | 12 | 44 | 21 | 23 | 14 | 26 | 42 | 22 | 25 | 25 | 21 | 23 |
| Reading more books / listening to more audiobooks | 33 | 23 | 38 | 30 | 35 | 24 | 26 | 40 | 31 | 36 | 19 | 24 | 27 | 20 | 35 | 39 | 29 | 26 |
| Reading more magazines | 17 | 8 | 13 | 9 | 16 | 15 | 13 | 31 | 8 | 17 | 9 | 3 | 10 | 8 | 18 | 11 | 9 | 11 |
| Reading more newspapers | 20 | 12 | 17 | 13 | 14 | 14 | 18 | 46 | 14 | 20 | 16 | 8 | 16 | 31 | 18 | 18 | 12 | 13 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 45 | 27 | 56 | 33 | 50 | 34 | 31 | 57 | 43 | 51 | 6 | 37 | 51 | 46 | 57 | 54 | 37 | 19 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 44 | 39 | 55 | 39 | 42 | 36 | 22 | 57 | 40 | 44 | 25 | 43 | 64 | 45 | 51 | 45 | 32 | 33 |
| Spending longer talking on the telephone to others | 29 | 25 | 23 | 29 | 31 | 41 | 29 | 35 | 30 | 43 | 8 | 29 | 14 | 13 | 29 | 42 | 33 | 24 |
| Spending more time cooking | 44 | 36 | 35 | 41 | 49 | 45 | 29 | 43 | 41 | 51 | 24 | 47 | 44 | 40 | 53 | 44 | 39 | 44 |
| Spending more time on apps | 34 | 22 | 42 | 24 | 38 | 23 | 13 | 47 | 23 | 31 | 9 | 23 | 44 | 34 | 43 | 27 | 22 | 19 |
| Spending more time on computer / video games | 35 | 24 | 46 | 36 | 34 | 37 | 24 | 45 | 23 | 35 | 28 | 28 | 37 | 26 | 34 | 37 | 22 | 24 |
| Spending more time on esports | 11 | 5 | 11 | 4 | 11 | 5 | 4 | 18 | 5 | 6 | 4 | 3 | 14 | 7 | 8 | 13 | 5 | 4 |
| Spending more time on hobbies / pastimes | 35 | 30 | 35 | 35 | 39 | 29 | 24 | 36 | 35 | 36 | 39 | 29 | 41 | 24 | 38 | 19 | 28 | 26 |
| Spending more time socializing as a family / household | 48 | 27 | 39 | 31 | 62 | 30 | 35 | 47 | 36 | 39 | 27 | 39 | 51 | 35 | 45 | 43 | 24 | 31 |
| Spending more time using online learning platforms for yourself | 34 | 19 | 45 | 22 | 31 | 12 | 9 | 59 | 25 | 24 | 11 | 22 | 53 | 33 | 49 | 25 | 17 | 20 |
| Spending more time using online learning platforms for your child(ren) | 19 | 10 | 14 | 10 | 29 | 9 | 5 | 17 | 12 | 12 | 5 | 14 | 14 | 12 | 17 | 14 | 10 | 9 |
| Watching more news coverage | 60 | 47 | 54 | 56 | 68 | 47 | 51 | 60 | 47 | 60 | 59 | 64 | 65 | 64 | 62 | 48 | 48 | 43 |
| Watching more shows / films on streaming services (e.g. Netflix) | 52 | 45 | 59 | 52 | 53 | 39 | 31 | 58 | 51 | 50 | 20 | 48 | 59 | 46 | 55 | 54 | 44 | 51 |
| Watching more TV on broadcast channels | 43 | 38 | 42 | 39 | 39 | 56 | 37 | 55 | 34 | 49 | 52 | 40 | 51 | 40 | 48 | 32 | 42 | 36 |
| Watching more videos (e.g. on YouTube) | 52 | 36 | 61 | 45 | 56 | 27 | 27 | 67 | 38 | 38 | 38 | 43 | 70 | 53 | 57 | 42 | 32 | 29 |
| None of these | 3 | 8 | 2 | 3 | 1 | 6 | 12 | 1 | 3 | 2 | 6 | 5 | 0 | 2 | 0 | 3 | 6 | 6 |

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

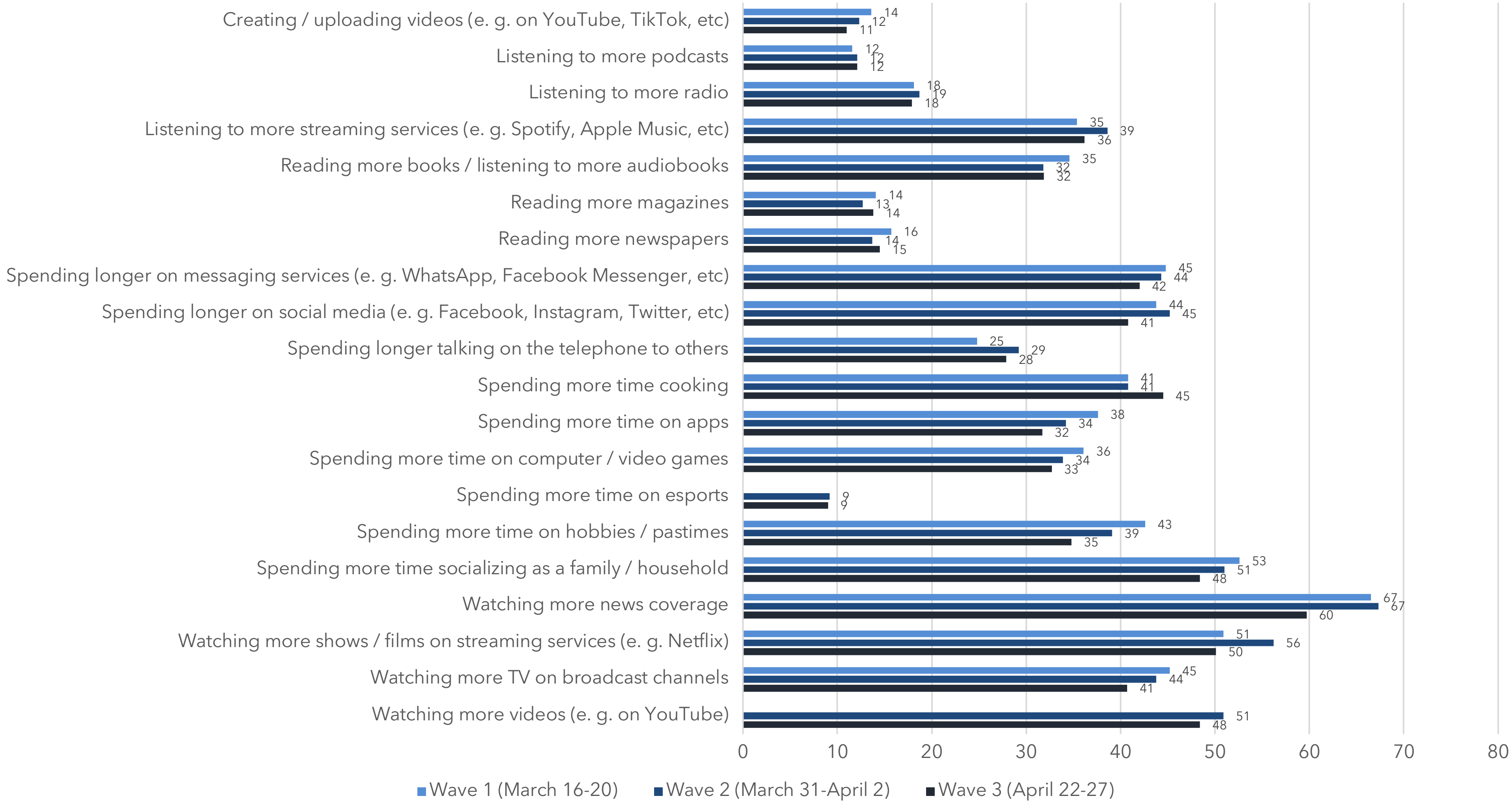
**% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak (average across all markets)**

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, TikTok, etc) | 22 | 17 | 8 | 3 | 13 | 16 | 17 | 15 |
| Listening to more podcasts | 19 | 17 | 9 | 6 | 14 | 15 | 17 | 12 |
| Listening to more radio | 18 | 18 | 22 | 21 | 18 | 20 | 21 | 18 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 53 | 39 | 28 | 17 | 37 | 38 | 43 | 33 |
| Reading more books / listening to more audiobooks | 38 | 33 | 32 | 29 | 35 | 32 | 34 | 33 |
| Reading more magazines | 20 | 18 | 14 | 12 | 15 | 19 | 22 | 16 |
| Reading more newspapers | 24 | 21 | 18 | 16 | 17 | 23 | 24 | 21 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 51 | 46 | 42 | 29 | 45 | 44 | 45 | 41 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 52 | 47 | 37 | 28 | 47 | 41 | 45 | 38 |
| Spending longer talking on the telephone to others | 30 | 29 | 29 | 31 | 29 | 29 | 33 | 25 |
| Spending more time cooking | 42 | 45 | 46 | 41 | 51 | 39 | 49 | 39 |
| Spending more time on apps | 43 | 37 | 27 | 16 | 34 | 35 | 38 | 31 |
| Spending more time on computer / video games | 44 | 37 | 28 | 21 | 29 | 40 | 36 | 33 |
| Spending more time on esports | 16 | 13 | 5 | 3 | 9 | 12 | 13 | 9 |
| Spending more time on hobbies / pastimes | 40 | 36 | 31 | 31 | 36 | 35 | 38 | 31 |
| Spending more time socializing as a family / household | 50 | 48 | 48 | 37 | 50 | 47 | 51 | 42 |
| Spending more time using online learning platforms for your child(ren) | 3 | 25 | 25 | 7 | 20 | 19 | 27 | 12 |
| Spending more time using online learning platforms for yourself | 55 | 35 | 21 | 14 | 33 | 35 | 33 | 37 |
| Watching more news coverage | 58 | 58 | 64 | 60 | 59 | 60 | 61 | 53 |
| Watching more shows / films on streaming services (e.g. Netflix) | 53 | 58 | 46 | 35 | 53 | 50 | 57 | 43 |
| Watching more TV on broadcast channels | 40 | 42 | 47 | 48 | 41 | 46 | 46 | 39 |
| Watching more videos (e.g. on YouTube) | 62 | 55 | 44 | 30 | 51 | 52 | 54 | 46 |
| None of these | 1 | 2 | 4 | 7 | 3 | 3 | 2 | 3 |

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 all three 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 Wave 1 data.

# 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 (e.g. on YouTube, TikTok, etc) | 7 | 2 | 10 | 3 | 5 | 1 | 1 | 16 | 1 | 2 | 1 | 3 | 11 | 3 | 9 | 3 | 1 | 3 |
| Listening to more podcasts | 6 | 6 | 12 | 4 | 3 | 4 | 4 | 11 | 9 | 2 | 2 | 5 | 6 | 4 | 8 | 5 | 6 | 5 |
| Listening to more radio | 6 | 6 | 10 | 8 | 3 | 7 | 11 | 9 | 12 | 8 | 3 | 7 | 9 | 9 | 18 | 11 | 11 | 5 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 15 | 10 | 21 | 8 | 17 | 7 | 3 | 23 | 9 | 6 | 4 | 10 | 22 | 8 | 13 | 8 | 8 | 8 |
| Reading more books / listening to more audiobooks | 15 | 11 | 23 | 16 | 13 | 9 | 12 | 19 | 19 | 16 | 6 | 12 | 14 | 9 | 20 | 21 | 14 | 15 |
| Reading more magazines | 6 | 2 | 5 | 3 | 4 | 5 | 2 | 14 | 2 | 5 | 3 | 1 | 5 | 3 | 9 | 3 | 3 | 3 |
| Reading more newspapers | 8 | 4 | 7 | 4 | 4 | 5 | 7 | 24 | 5 | 6 | 5 | 2 | 6 | 14 | 8 | 5 | 4 | 4 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 19 | 6 | 25 | 8 | 22 | 11 | 8 | 27 | 10 | 12 | 2 | 12 | 23 | 16 | 21 | 15 | 11 | 5 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 17 | 8 | 22 | 9 | 17 | 8 | 5 | 29 | 8 | 7 | 7 | 10 | 32 | 16 | 17 | 11 | 6 | 9 |
| Spending longer talking on the telephone to others | 9 | 7 | 8 | 9 | 10 | 14 | 8 | 10 | 11 | 11 | 2 | 9 | 6 | 4 | 9 | 8 | 9 | 7 |
| Spending more time on apps | 12 | 4 | 13 | 5 | 14 | 4 | 3 | 18 | 3 | 5 | 2 | 5 | 17 | 8 | 13 | 5 | 4 | 3 |
| Spending more time cooking | 21 | 19 | 16 | 23 | 24 | 24 | 12 | 20 | 21 | 26 | 4 | 25 | 24 | 17 | 28 | 16 | 22 | 24 |
| Spending more time on computer / video games | 11 | 6 | 18 | 9 | 8 | 9 | 6 | 18 | 5 | 9 | 9 | 9 | 18 | 7 | 9 | 9 | 6 | 6 |
| Spending more time on esports | 4 | 1 | 5 | 1 | 3 | 2 | 1 | 7 | 1 | 2 | 1 | 1 | 7 | 3 | 4 | 3 | 1 | 2 |
| Spending more time on hobbies / pastimes | 17 | 15 | 15 | 18 | 19 | 14 | 12 | 16 | 21 | 19 | 20 | 17 | 21 | 11 | 19 | 4 | 15 | 13 |
| Spending more time socializing as a family / household | 27 | 16 | 20 | 17 | 36 | 19 | 20 | 23 | 19 | 26 | 11 | 19 | 32 | 17 | 24 | 22 | 12 | 18 |
| Spending more time using online learning platforms for yourself | 14 | 6 | 22 | 8 | 13 | 5 | 4 | 25 | 9 | 8 | 4 | 8 | 25 | 12 | 20 | 8 | 7 | 6 |
| Spending more time using online learning platforms for your child(ren) | 8 | 3 | 6 | 3 | 13 | 3 | 2 | 7 | 2 | 3 | 2 | 4 | 6 | 3 | 9 | 5 | 3 | 3 |
| Watching more news coverage | 23 | 13 | 23 | 16 | 29 | 10 | 18 | 27 | 13 | 13 | 18 | 18 | 30 | 26 | 28 | 12 | 12 | 10 |
| Watching more shows / films on streaming services (e.g. Netflix) | 20 | 16 | 30 | 19 | 18 | 11 | 11 | 28 | 18 | 16 | 6 | 20 | 28 | 19 | 22 | 20 | 17 | 16 |
| Watching more TV on broadcast channels | 13 | 10 | 15 | 9 | 10 | 12 | 10 | 20 | 8 | 7 | 25 | 8 | 16 | 10 | 15 | 6 | 10 | 11 |
| Watching more videos (e.g. on YouTube) | 24 | 13 | 28 | 15 | 25 | 6 | 8 | 37 | 16 | 9 | 12 | 17 | 39 | 23 | 27 | 15 | 10 | 11 |
| None of these | 10 | 20 | 10 | 20 | 5 | 20 | 18 | 5 | 14 | 16 | 21 | 19 | 5 | 13 | 9 | 19 | 20 | 19 |

Question: Once the coronavirus outbreak is over, do you think you'll carry on doing the following? NOTE: Options are routed from "In-Home & Media Consumption Changes".

# In-Home Behaviors and Media Consumption – Permanent Changes Expected

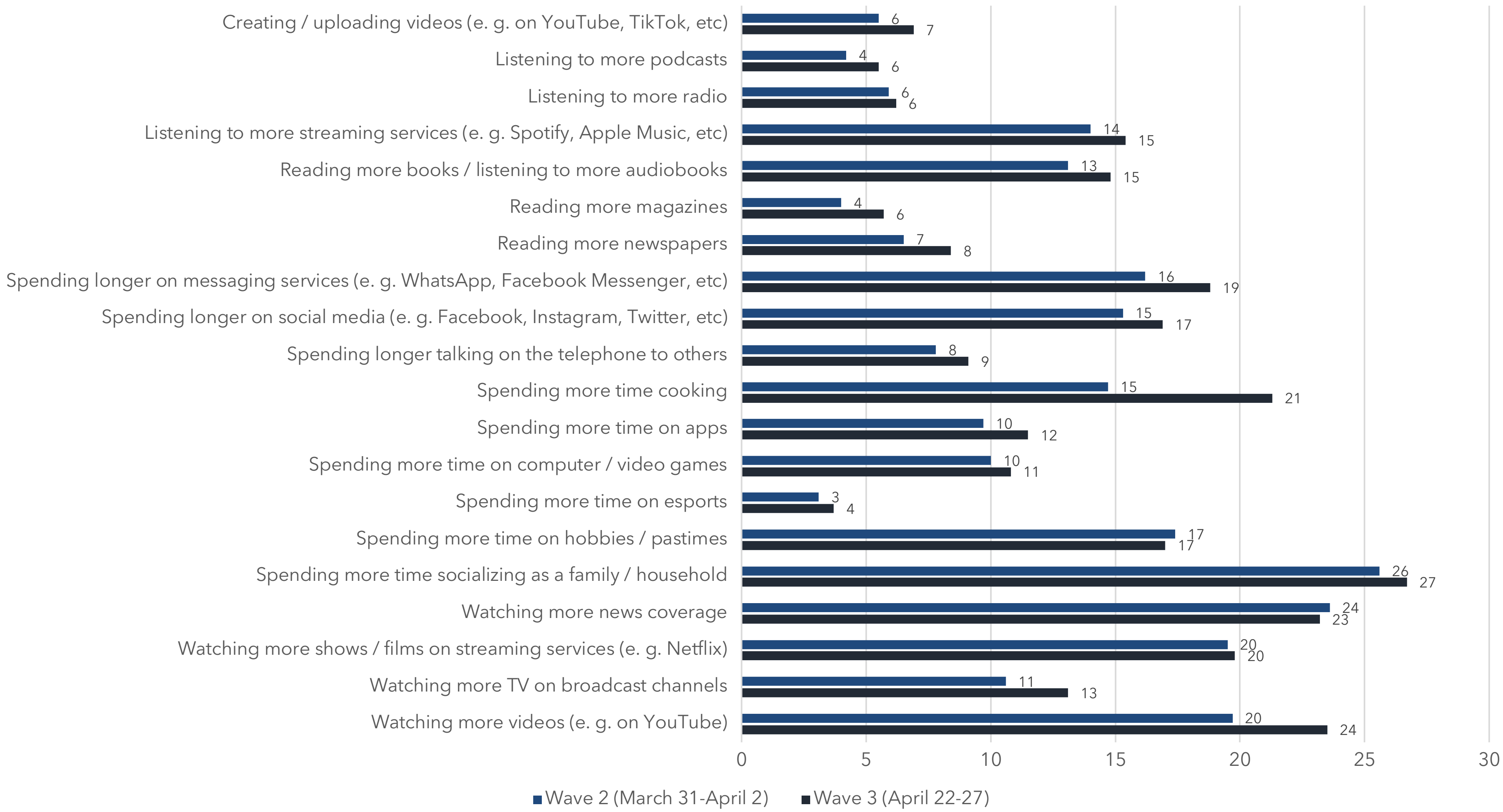
**% who say they expect to carry on doing the following, once the coronavirus / COVID-19 outbreak is over***

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, TikTok, etc) | 11 | 8 | 4 | 1 | 6 | 7 | 9 | 9 |
| Listening to more podcasts | 7 | 7 | 4 | 3 | 5 | 6 | 7 | 4 |
| Listening to more radio | 5 | 6 | 7 | 8 | 6 | 6 | 6 | 6 |
| Listening to more streaming services (e.g. Spotify, Apple Music, etc) | 23 | 16 | 10 | 6 | 16 | 15 | 16 | 16 |
| Reading more books / listening to more audiobooks | 19 | 15 | 12 | 15 | 17 | 13 | 16 | 15 |
| Reading more magazines | 6 | 7 | 4 | 4 | 5 | 7 | 8 | 6 |
| Reading more newspapers | 11 | 8 | 7 | 7 | 8 | 9 | 9 | 9 |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 24 | 19 | 17 | 8 | 20 | 18 | 20 | 20 |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter, etc) | 23 | 18 | 12 | 8 | 18 | 16 | 17 | 16 |
| Spending longer talking on the telephone to others | 10 | 9 | 8 | 8 | 9 | 9 | 10 | 8 |
| Spending more time cooking | 18 | 23 | 21 | 19 | 26 | 17 | 24 | 17 |
| Spending more time on apps | 19 | 12 | 7 | 4 | 12 | 11 | 15 | 11 |
| Spending more time on computer / video games | 15 | 12 | 7 | 3 | 8 | 13 | 12 | 11 |
| Spending more time on esports | 4 | 5 | 2 | 1 | 3 | 4 | 5 | 2 |
| Spending more time on hobbies / pastimes | 21 | 16 | 16 | 15 | 18 | 17 | 20 | 15 |
| Spending more time socializing as a family / household | 22 | 28 | 29 | 20 | 30 | 24 | 31 | 23 |
| Spending more time using online learning platforms for yourself | 22 | 15 | 9 | 5 | 14 | 14 | 16 | 14 |
| Spending more time using online learning platforms for your child(ren) | 1 | 12 | 9 | 4 | 9 | 8 | 13 | 6 |
| Watching more news coverage | 20 | 23 | 27 | 23 | 21 | 25 | 26 | 19 |
| Watching more shows / films on streaming services (e.g. Netflix) | 24 | 22 | 16 | 13 | 20 | 19 | 22 | 18 |
| Watching more TV on broadcast channels | 12 | 14 | 14 | 11 | 11 | 15 | 15 | 15 |
| Watching more videos (e.g. on YouTube) | 31 | 26 | 18 | 10 | 23 | 24 | 24 | 22 |
| None of these | 6 | 8 | 12 | 19 | 9 | 10 | 9 | 11 |

Question: Once the coronavirus outbreak is over, do you think you'll carry on doing the following? NOTE: Options are routed from "In-Home & Media Consumption Changes".

# In-Home Behaviors and Media Consumption: Permanent Changes – Trended Data

**% who say they expect to carry on doing the following, once the coronavirus / COVID-19 outbreak is over (average across all 17 markets included in both waves)**




Question: Once the coronavirus outbreak is over, do you think you'll carry on doing the following? NOTE: Options are routed from “In-Home & Media Consumption Changes”.

# 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 | 16 | 16 | 25 | 19 | 13 | 17 | 12 | 23 | 13 | 12 | 18 | 11 | 11 | 8 | 17 | 14 | 17 | 14 |
| Laptop | 45 | 41 | 48 | 44 | 45 | 40 | 32 | 56 | 47 | 45 | 11 | 49 | 50 | 53 | 61 | 49 | 42 | 38 |
| PC / desktop | 32 | 24 | 42 | 31 | 31 | 31 | 24 | 37 | 18 | 26 | 49 | 23 | 32 | 26 | 28 | 28 | 18 | 23 |
| Smartphone / mobile phone | 71 | 45 | 78 | 45 | 81 | 52 | 39 | 79 | 56 | 67 | 46 | 55 | 82 | 72 | 80 | 63 | 45 | 45 |
| Smart speaker | 13 | 6 | 7 | 8 | 14 | 6 | 6 | 24 | 4 | 6 | 4 | 3 | 7 | 5 | 8 | 7 | 7 | 10 |
| Smart TV / media streaming device | 31 | 20 | 47 | 24 | 32 | 12 | 21 | 36 | 22 | 29 | 10 | 25 | 27 | 23 | 28 | 31 | 24 | 32 |
| Smartwatch | 9 | 4 | 7 | 4 | 9 | 3 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 6 | 6 | 5 | 4 | 6 |
| Tablet | 23 | 17 | 15 | 21 | 26 | 18 | 15 | 22 | 18 | 22 | 18 | 19 | 18 | 20 | 19 | 25 | 22 | 21 |
| Other | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 2 | 1 | 1 | 1 |
| None of these | 6 | 14 | 3 | 8 | 3 | 15 | 25 | 1 | 6 | 3 | 13 | 7 | 1 | 4 | 2 | 2 | 13 | 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***

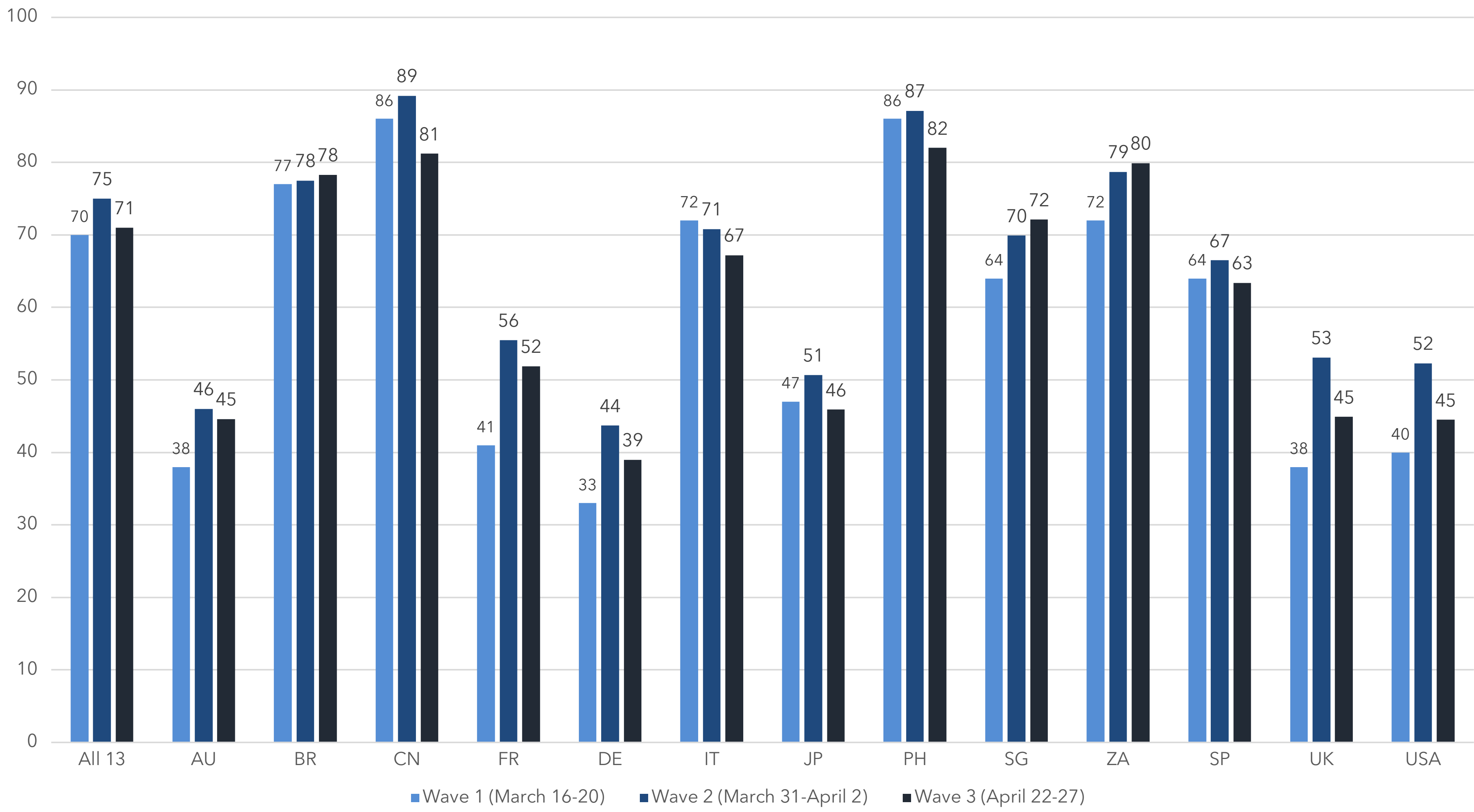
*Using all country data

| | Gen Z | Millennials | Gen X | Baby Boomers | Female | Male | Higher Income | Lower Income |
|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % |
| Games console | 17 | 21 | 12 | 3 | 12 | 20 | 19 | 13 |
| Laptop | 55 | 45 | 40 | 35 | 44 | 46 | 50 | 42 |
| PC / desktop | 29 | 31 | 34 | 36 | 27 | 36 | 34 | 31 |
| Smartphone / mobile phone | 74 | 74 | 67 | 52 | 73 | 68 | 72 | 67 |
| Smart speaker | 14 | 16 | 9 | 4 | 12 | 14 | 17 | 11 |
| Smart TV / media streaming device | 26 | 36 | 31 | 24 | 31 | 31 | 40 | 25 |
| Smartwatch | 12 | 11 | 4 | 2 | 7 | 10 | 11 | 8 |
| Tablet | 23 | 25 | 19 | 20 | 25 | 20 | 29 | 18 |
| Other | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| None of these | 2 | 5 | 8 | 13 | 6 | 6 | 4 | 7 |

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

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