

GWI

# Coronavirus Research | March 2020

## Release 3: Multi-market research

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# Introduction

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

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

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

## Sample Sizes and Weighting

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

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

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

## Accessing the Data Behind this Report

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

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

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

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

## Audience Definitions

### Generations:

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

**Income** (based on annual household income):

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

## Future Releases

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

## Key Insights

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

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

### Smartphone usage is up significantly

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

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

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

### Large purchases could be delayed for a long time

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

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

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

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

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

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

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

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

### Chinese respondents expect the shortest length of outbreak

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

### Fact-checked and filtered news is expected from social media

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

### Views on advertising are polarized

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

## Levels of Concern (Own Country)

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

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

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

\*Using all country data

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

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



## Levels of Concern (Global)

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

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

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

\*Using all country data

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

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

## Expected Length of Outbreak (Own Country)

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

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

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

\*Using all country data

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

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

## Expected Length of Outbreak (Global)

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

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

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

\*Using all country data

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

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

## Levels of Optimism (Own Country)

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

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

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

\*Using all country data

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

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

## Levels of Optimism (Global)

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

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

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

\*Using all country data

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

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

## Levels of Approval: Local Shops / Businesses

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

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

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

\*Using all country data

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

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

## Levels of Approval: Large Corporations

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

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

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

\*Using all country data

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

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

## Levels of Approval: Employers / Workplaces

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

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

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

\*Using all country data

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

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



## Levels of Approval: Your Country's Government

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

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

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

\*Using all country data

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

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

## Levels of Approval: Social media companies

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

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

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

\*Using all country data

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

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

## Levels of Approval: Banks / Financial Institutions

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

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

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

\*Using all country data

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

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

## Levels of Approval: Your Country's Population

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

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

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

\*Using all country data

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

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

## Levels of Approval: Airlines

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

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

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

\*Using all country data

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

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

## Approval of Measures to Overcome the Outbreak

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

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

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

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

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

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

## Perception of Lockdown Approaches

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

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

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

\*Using all country data

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

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

## Behavioral Changes

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

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

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



## Behavioral Changes

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

\*Using all country data

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

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

## Device Usage

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

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

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

## Device Usage

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

\*Using all country data

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

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

# In-Home and Media Consumption Changes

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

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

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

## In-Home and Media Consumption Changes

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

\*Using all country data

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

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

# In-Home and Media Consumption: Significant Increases

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

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

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

## In-Home and Media Consumption Changes: Significant Increases

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

\*Using all country data

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

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

## Delayed Purchases

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

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

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



## Delayed Purchases

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

\*Using all country data

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

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

## Expected Length of Purchase Delay

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

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

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

\*Using all country data

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

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

## Availability of Essentials

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

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

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

## Availability of Essentials

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

\*Using all country data

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

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

## 2020 Olympics

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

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

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

\*Using all country data

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

Question: Should the 2020 Olympics in Tokyo go ahead?

## Sports Events

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

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

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

\*Using all country data

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

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

## Interest in Live-Streaming

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

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

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

\*Using all country data

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

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

## Role of Social Media

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

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

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

\*Using all country data

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

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



## Role of Brands: Factory Production

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

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

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

\*Using all country data

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

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

Suspend their normal factory production to help produce essential supplies

## Role of Brands: Free Services

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

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

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

\*Using all country data

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

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

## Role of Brands: Flexible Payments

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

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

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

\*Using all country data

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

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

Offer flexible payment terms for consumers

## Role of Brands: Closing Stores

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

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

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

\*Using all country data

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

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

Close non-essential stores to help prevent the spread

## Role of Brands: Advertising as Normal

% who agree / disagree that brands should advertise as normal

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

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

\*Using all country data

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

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

Carry on advertising as normal

## Impact on Personal / Household Finances

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

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

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

\*Using all country data

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

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

## Impact on Country's Economy

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

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

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

\*Using all country data

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

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

## Impact on Global Economy

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

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

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

\*Using all country data

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

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





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