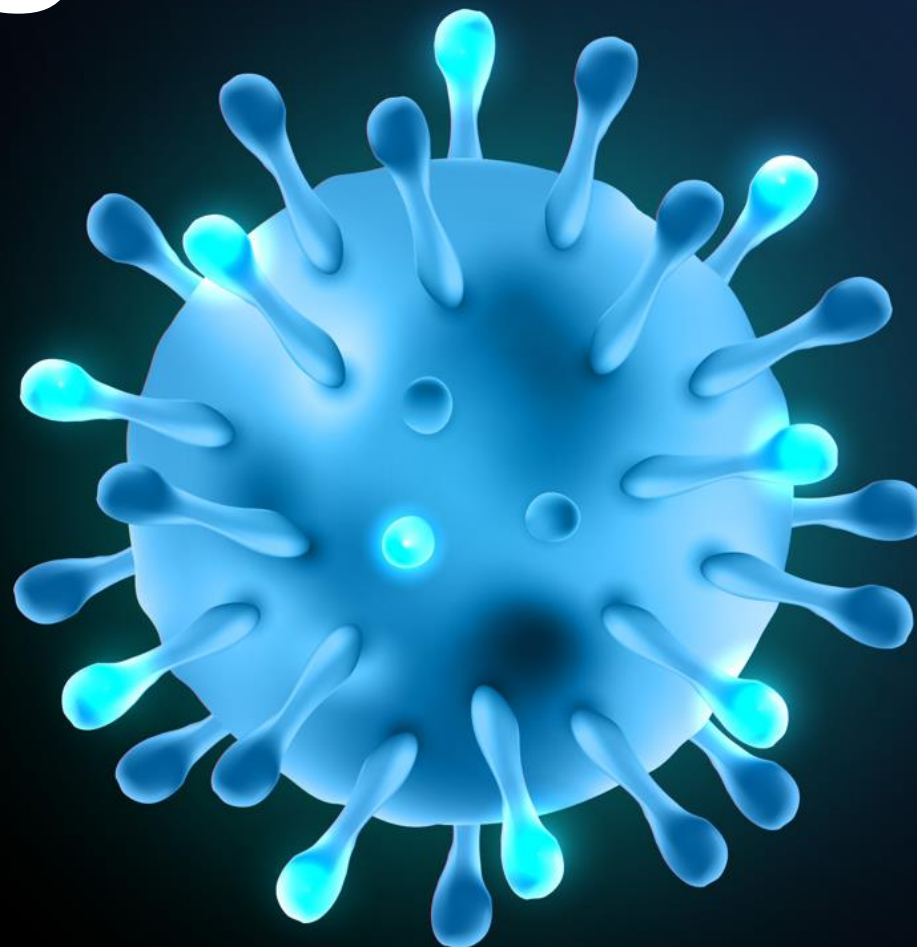


CORONAVIRUS IN POLAND

**2nd wave of research
12-13th.03.2020**

**How the attitude of Poles
towards coronavirus changed
during a week?**

17th March 2020



GAME CHANGERS



JUST A FEW DAYS PASSED BUT BIG CHANGES...

Below you will find the results from the latest wave of our study tracking reactions to the Coronavirus epidemic in Poland. Although only a few days passed since the first wave we can observe significant growth in concerns, attitudes and changes in behaviour.

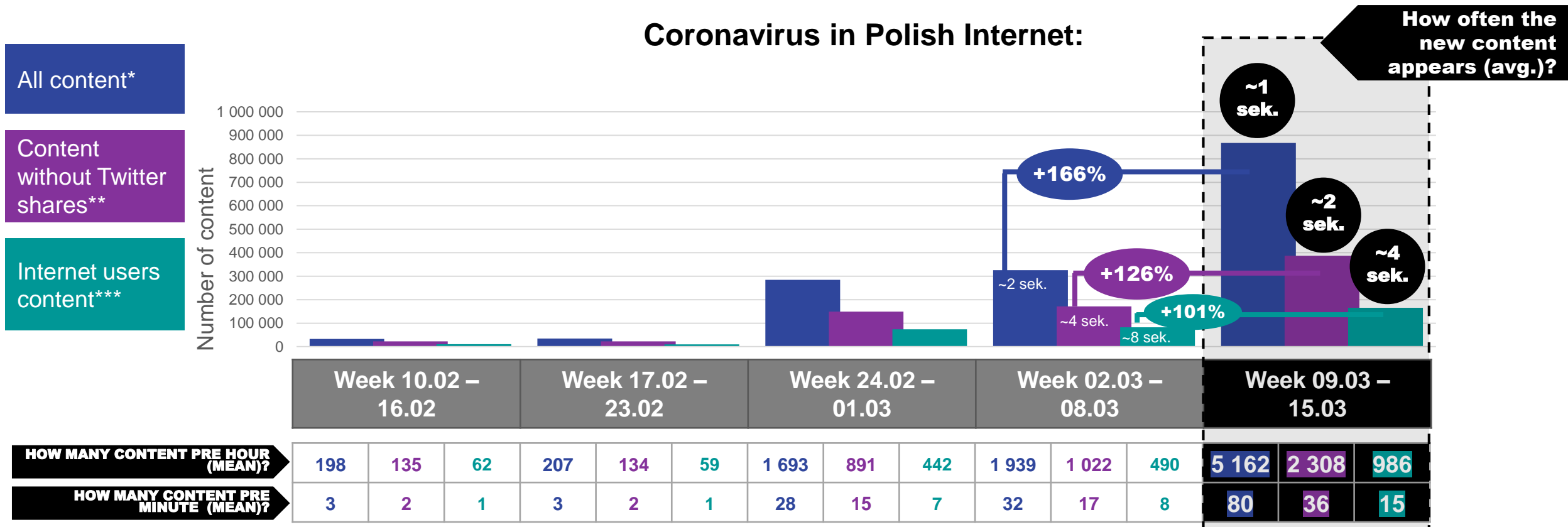
Already high, levels of concern about the virus have risen significantly. One third of Poles now expect the situation to reach crisis levels and feel it more likely that someone in their family will become infected. Young Poles have significantly changed their views and are now just as concerned as the rest of the population.

Poles have significantly changed their daily routines and have begun a process of social distancing - avoiding handshaking, public transport and limiting visits to shops. There is a significant rise in their openness to measures to counteract the spread of the virus and continue to assess positively the Government and Health Department.

It is worth noting that we were able to complete the fieldwork for this wave by 18.00 on Friday, March 13th – one hour before Prime Minister Morawiecki's press conference. The following pages present a picture of how Poles were already feeling before the new measures introduced to help contain the spread of the virus were announced.

ENORMOUS INCREASE OF CONTENT RELATED TO CORONAVIRUS IN THE INTERNET

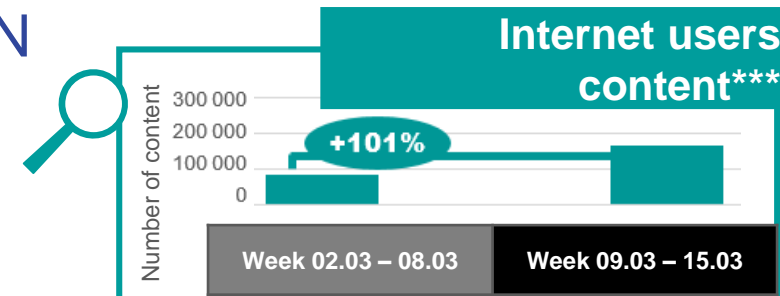
During the last last week, new content on coronavirus was published on average once every second (!) – this is a two-fold increase from the week before (when the first patient in Poland was diagnosed).



* All content: content from websites (articles + comments), Facebook (only public profiles), Instagram (content from public profiles), Twitter (including sharing or retweets), video services, Excavation, blogs and internet forums. | ** Content without Twitter shares: all types of content except the so-called retweets *** Internet users content: comments on articles and blog entries / portals, comments on Facebook posts (public profiles only), posts and comments from Instagram, comments from video services, content from internet forums, content from Wykop. The data does not contain content from Twitter (where journalists and politicians are very active). DATA SOURCE: SENTIONE

WE ARE STILL FOCUSED ON WHAT IS HAPPENING IN POLAND AND WE MORE OFTEN TALK ABOUT CORONAVIRUS IN THE CONTEXT OF AN EPIDEMIC/PANDEMIC.

Increase of discussion on epidemic/pandemic is obviously directly connected to the news from last week (introducing the epidemic threat state in Poland, announcement of pandemic by WHO).



		Increase of number of publications : 09.03 - 15.03 vs. 02.03 - 08.03	Popularity in last week
WHAT COUNTRIES ARE TALKED ABOUT	ITALY	13th3%	
	EUROPE	80%	
	POLAND	67%	29,9 th.
	WUHAN	56%	
	CHINA	35%	
SYMPTOMS, INFECTION, PREVENTION	QUARANTINE	278%	9,8 th.
	EPIDEMIC/ PANDEMIC	211%	17,5 th.
	INFECTION	141%	8,8 th.
	HYGIENE	95%	
	SYMPTOMS	44%	
	MASKS	43%	

		Increase of number of publications between 17.02 - 23.02 and 24.02 - 01.03	Popularity in last two weeks (24.02 - 08.03)
EMOTIONS, IMPACT ON EVERYDAY LIFE	LEAVE	111%	
	ECONOMY	106%	
	FEAR	95%	
	STOCKING-UP	91%	
	PANIC	66%	9,3 th.
	PUBLIC TRANSPORT	60%	
	PRODUCT FOR WASHING	59%	
	DRY FOOD (RICE, GROATS, PASTA)	55%	
	VACCINE	32%	

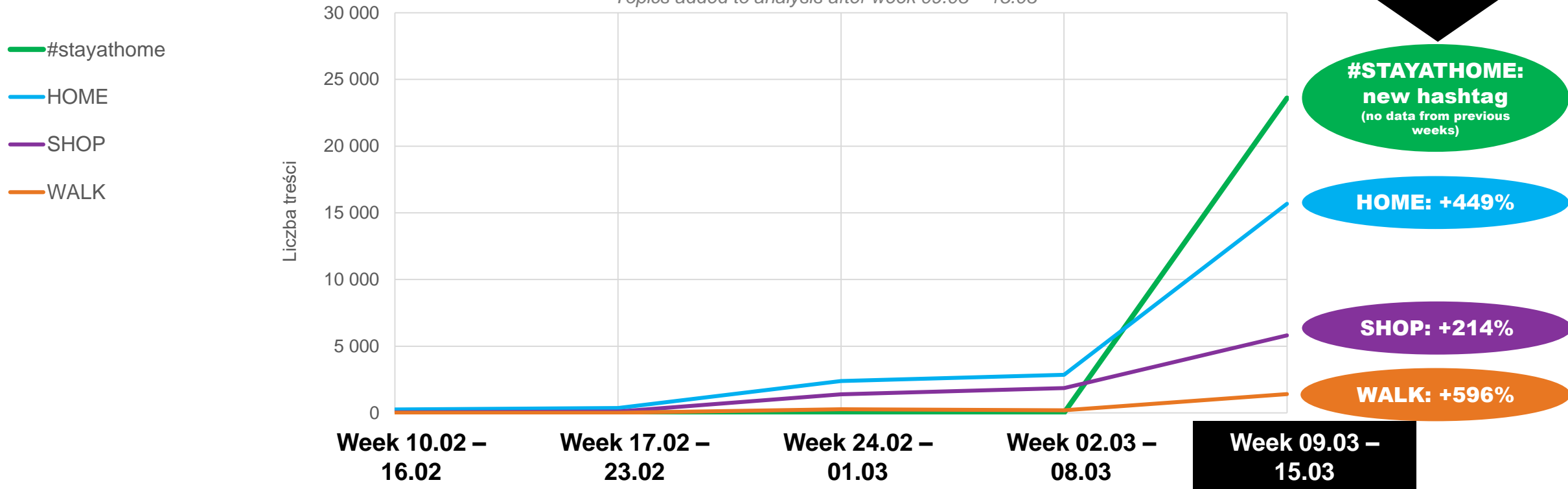
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WE MORE OFTEN DISCUSS ABOUT THE NECESSITY TO STAY HOME – NEW HASHTAG #STAYATHOME BECAME POPULAR VERY QUICKLY.

We noted also the increase of discussion about walks and shops (ie. In the context of queues, availability of products and stocking-up).

Popularity of chosen new topics:

Topics added to analysis after week 09.03 – 15.03



Internet users content***

Increase of popularity in last week:

#STAYATHOME: new hashtag (no data from previous weeks)

HOME: +449%

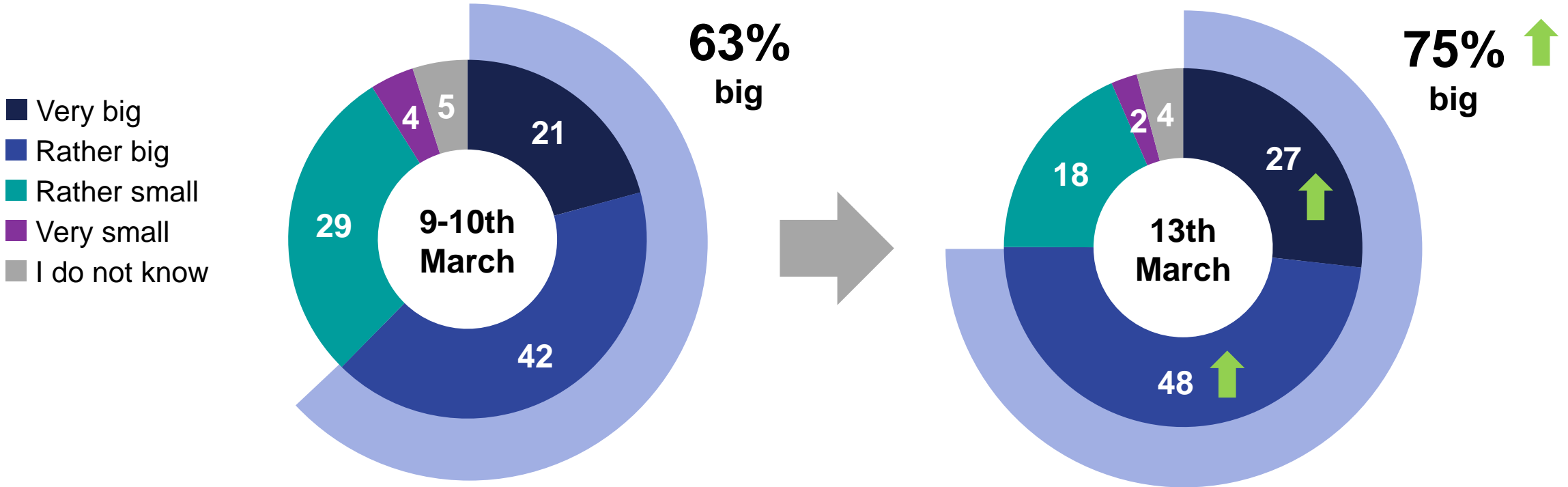
SHOP: +214%

WALK: +596%

MORE AND MORE OF US ARE AWARE, THAT THE SITUATION IS REALLY SERIOUS.

At the beginning of last week, only every fifth person thought that coronavirus is a big threat for Poland. By Friday evening one in four of us believed so.

HOW BIG THREAT TO POLAND IS CORONAVIRUS?



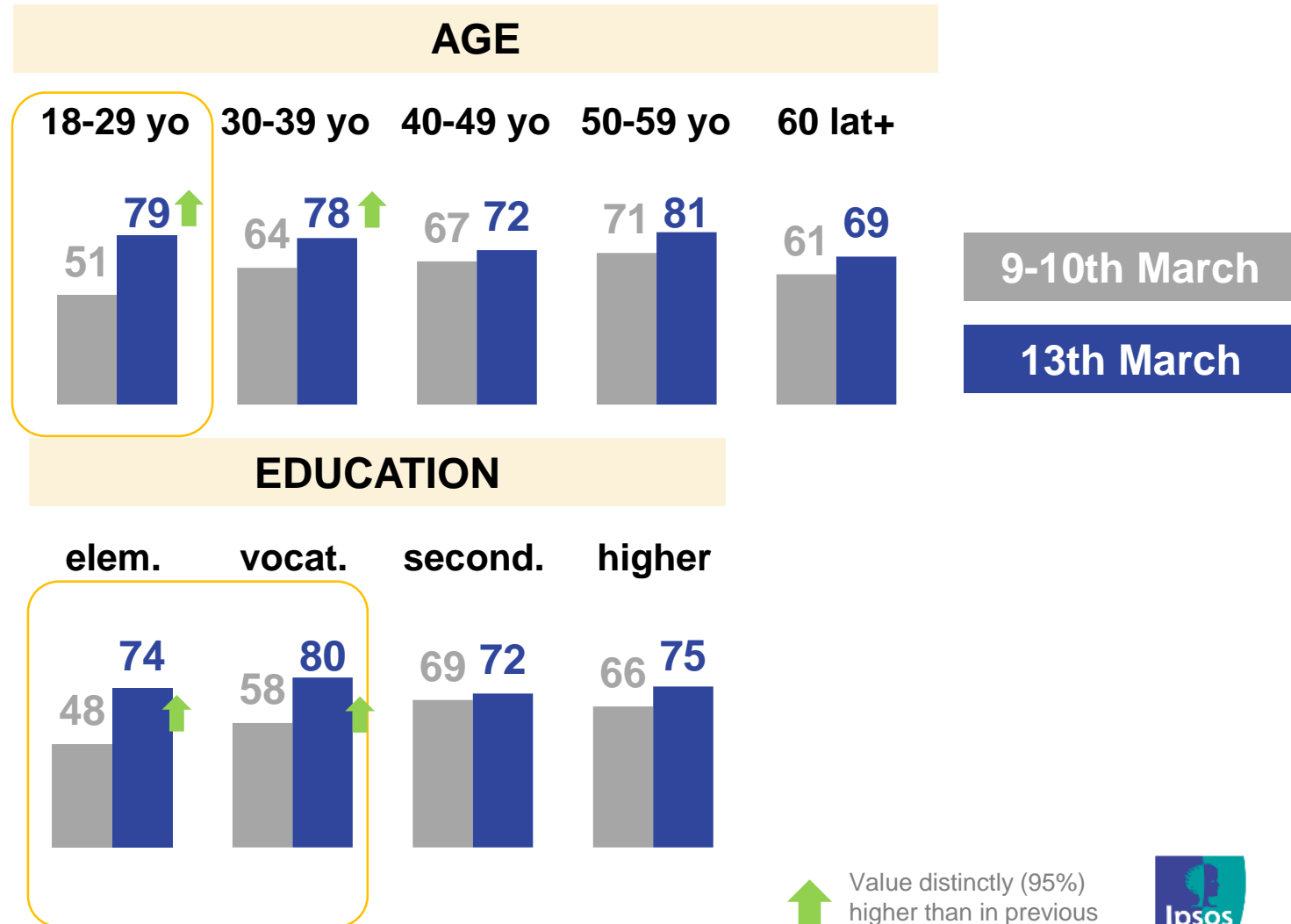
WHAT IS MORE WE ARE SURPRISINGLY ALIGNED ON THE ISSUE.

How big threat to Poland is coronavirus?

Answer: "big (rather+very)"

At the beginning of the week, in youngest age group, every second person thought that threat for Poland was rather small. Now, only 19% of them think so.

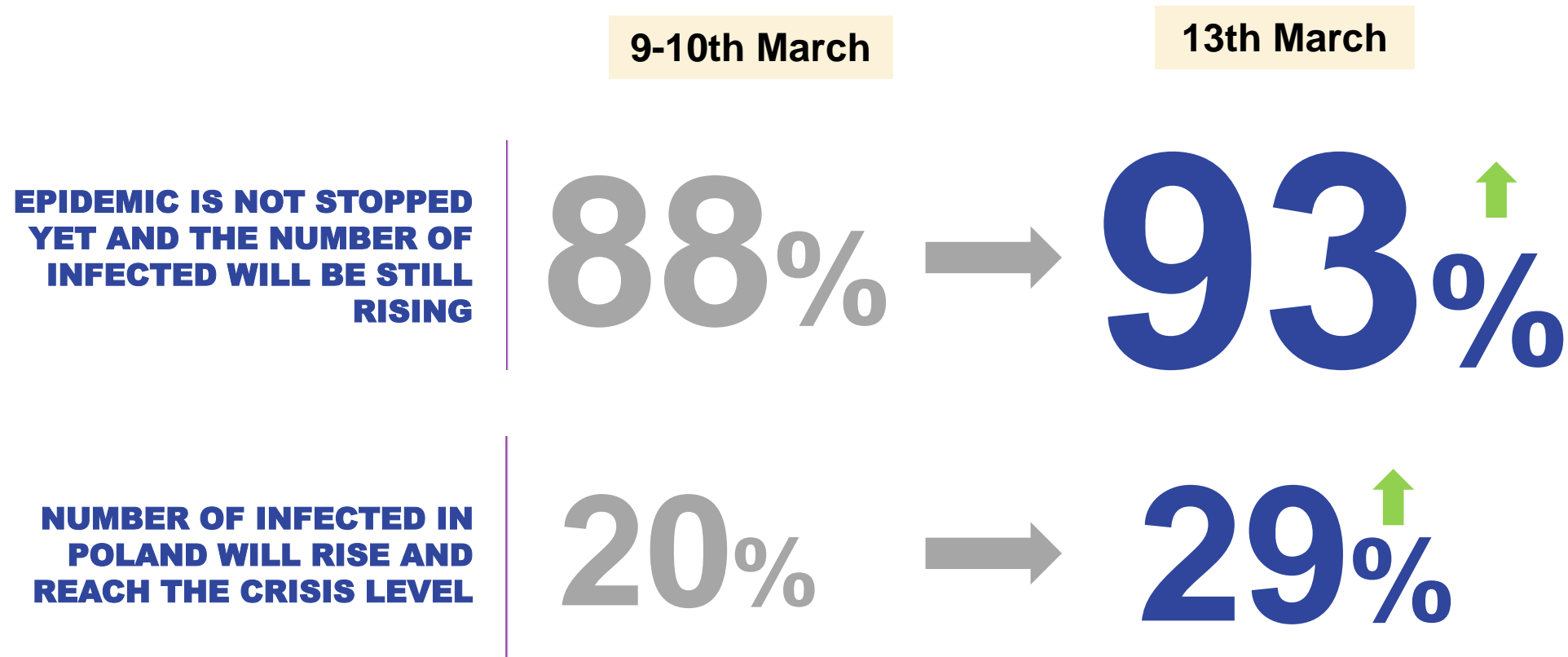
Also we observe a change among people with elementary and vocational education.



THE BELIEF THAT WE ARE DEALING WITH A CRISIS IS BECOMING STRONGER.

Nearly all of us think, that the number of infected will still rise.

Also, every third Pole believes that the number of people infected with coronavirus will reach crisis proportions.



MORE AND MORE OF US ARE WORRIED THAT WE WILL BE PERSONALLY AFFECTED

Now nearly half of us think it is probable that someone from our close ones will be infected with coronavirus.

IT IS PROBABLE THAT SOMEONE FROM MY CLOSE ONES WILL BE AFFECTED BY CORONAVIRUS

9-10th March

33%



13th March

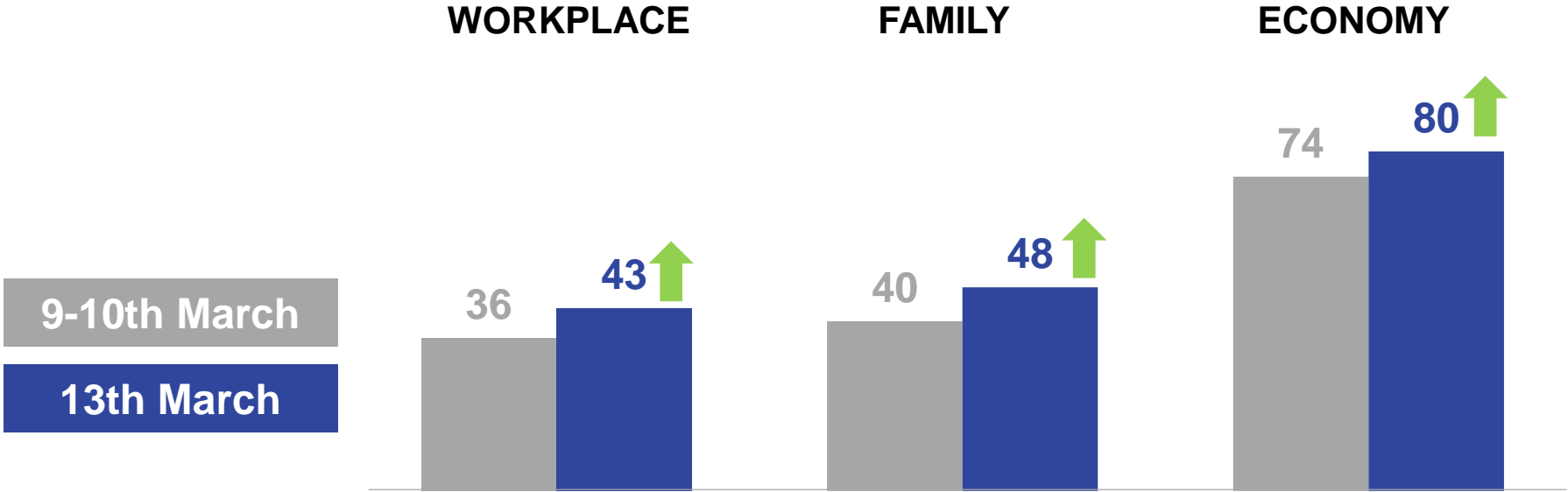
42%[↑]



ALSO THE FEELING, THAT CORONAVIRUS IS A THREAT FOR OUR FAMILY, WORK AND ECONOMY HAS INTENSIFIED.

CORONAVIRUS IS A BIG THREAT FOR ...

Answer: "big (rather+very)"



↑ Value distinctly (95%) higher than in previous wave

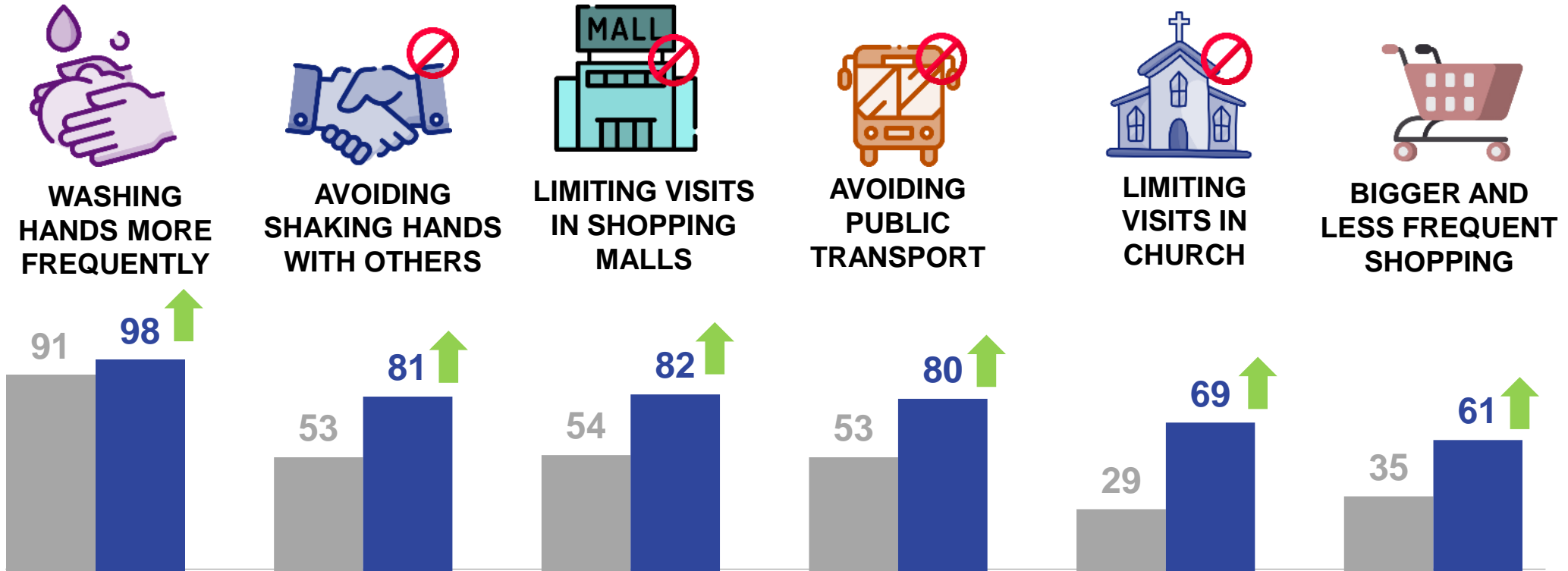


WE INTENSIFIED ACTIONS TO PROTECT OURSELVES FROM CORONAVIRUS: NEARLY EVERYONE IS WASHING THEIR HANDS MORE FREQUENTLY. THE VAST MAJORITY AVOID SHAKING HANDS AND USING PUBLIC TRANSPORT.

Also, it is worth remembering that these changes already took place before the Government restrictions introduced on Friday evening.

Have you taken any personal actions to protect yourself from the coronavirus?

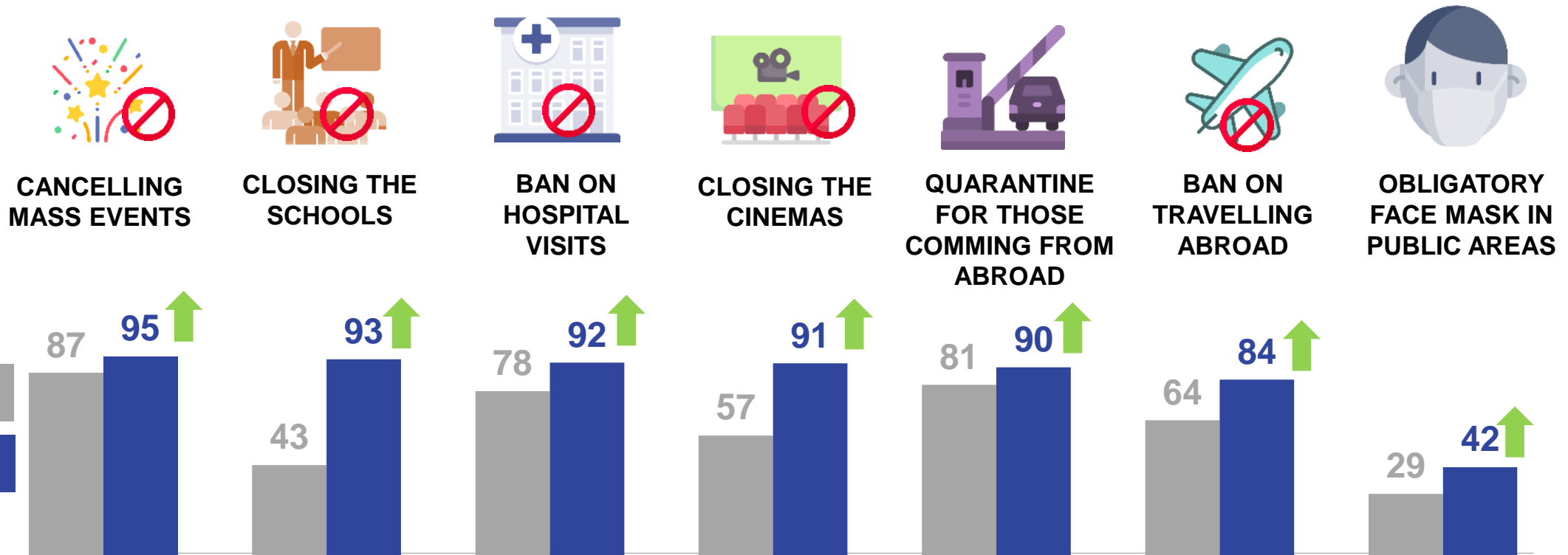
Answer: "Yes"



ALSO ALL THE REGULATIONS SET BY THE GOVERNMENT ARE SUPPORTED BY US. ALL THE NEW LIMITATIONS INTRODUCED IN LAST WEEK ARE UNDERSTOOD BY THE SOCIETY.

Even the necessity to wear face mask in public areas would be supported by nearly half of Poles.

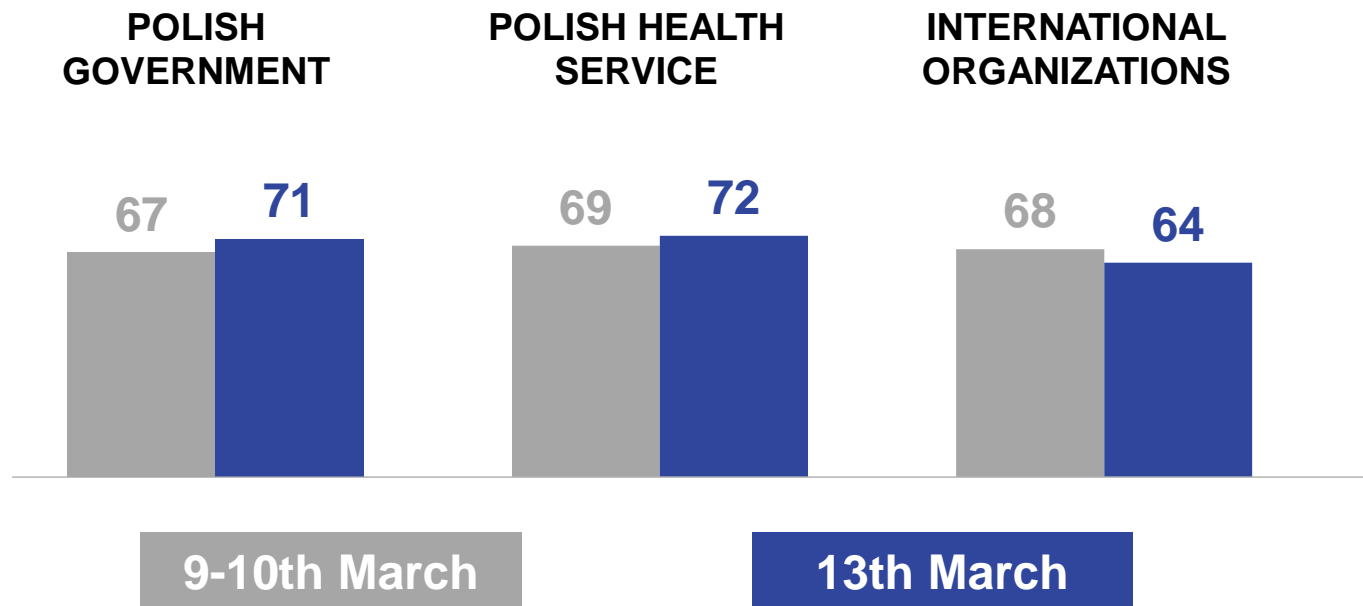
Do you support introducing following actions because of coronavirus?
Percentage of those who support



WE STILL POSITIVELY EVALUATE THE ACTIONS TAKEN BY AUTHORITIES TO CONTAIN THE SPREAD OF THE EPIDEMIC.

POSITIVE EVALUATIONS OF ACTIONS TAKEN BY (...) TO CONTAIN THE SPREAD OF CORONAVIRUS

Answer: "good job (rather+very)"



METHODOLOGY

Results come from CATI telephone survey, conducted on representative sample of Poles. Each measurement was made on 500 respondents.

Wave 2: 12-13th.03.2020

Wave 1: 09-10th.03.2020

Internet data come from SentiOne. Topics were chosen and defined by Ipsos. Results presented for chosen topics from the defined ones. Identification of content on given topic is made automatically, on the basis of key words, defining the connection to given topic.

This project is not supported by any sponsors or partners. It was initiated and conducted by Ipsos in order to share our knowledge on country, the world we live in, beliefs and opinions in the society.

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**BE
SURE.
MOVE
FASTER.**

GAME CHANGERS



**BE
SURE.
ACT
SMARTER.**

GAME CHANGERS



**BE
SURE.
GO
FURTHER.**

GAME CHANGERS

