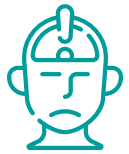


# COVID-19 MENA CONSUMER SENTIMENT TRACKER

TRACKING PUBLIC SENTIMENT & BEHAVIOR IN LIGHT OF THE CORONAVIRUS OUTBREAK



## WHAT WE'RE MONITORING



**FEAR & CONCERN**  
TOWARDS CORONAVIRUS  
OUTBREAK



**ATTITUDES TOWARDS**  
GOVERNMENT, MEDIA &  
HEALTH ORGANIZATIONS



**COUNTER MEASURES**  
THAT PEOPLE ARE  
TAKING



**CHANGES IN LIFESTYLE**  
& SOCIAL BEHAVIOURS



**IMPACT ON CITIZENS'**  
FINANCIAL SITUATION



**CHANGES IN PURCHASE**  
& SHOPPING HABITS



**CONSUMERS'**  
EXPECTATIONS  
FROM COMPANIES



**SHORT-TERM & LONG-TERM**  
OUTCOMES OF  
THE CORONAVIRUS  
OUTBREAK

## COVERAGE AND METHODOLOGY



### 7 MARKETS:

UAE, KSA, EGYPT, PAKISTAN, JORDAN,  
LEBANON, MOROCCO



**SELF-ADMINISTERED**  
**ONLINE INTERVIEWS**



### WEEKLY

4 WAVE TRACKER

