

# EVOLVING OPINION & BEHAVIOURS IN RESPONSE TO THE CORONAVIRUS OUTBREAK

## Tracking public perceptions and behavioural response over 12 large markets.

**The coronavirus has impacted markets, behaviours and lives.**

**Understanding how citizen and consumer opinions and behaviours are evolving is crucial managing effectively and understanding the appropriate response.**

Ipsos has been monitoring public opinion since February 7<sup>th</sup> with now three polls across larger countries. The results of [first wave are publicly available](#). A second wave, conducted Feb 14 and 15 and the third (Feb 28 and 29) are available for private access by companies, organisations and public institutions and governments.

Given the rapidly evolving nature of the circumstances, the polling and survey have adapted accordingly.

Moving forward, Ipsos will provide our clients with weekly data covering, but not limited to the following:

- Behaviours – changes in day to day activities and reported shifts in purchase patterns.
- Financial impact – rating of personal and global financial measures and impact including trend on perceived threat to personal employment.
- Countermeasures - the actions that people are taking including washing hands, wearing face masks, social distancing and modifications to travel plans.
- Attitudes and fears – Perceptions of containment and length of impact.
- Perceived short-term and long-term outcomes of the Coronavirus outbreak.

The questions are designed to help clients make more informed rapid response decisions.



# Details and Pricing

The specifics of the Coronavirus Poll and Behaviour Monitor are as follows:

<i>Country coverage</i>	The core tracking survey is administered in: Australia, Canada, China, France, Germany, Japan, India, Italy, Russia, United Kingdom, United States and Vietnam.
<i>Sample size</i>	1,000 interviews per country = N = 12,000 every week.
<i>Sample profile</i>	General population adults
<i>Timing</i>	Field dates: Thursday through Sunday Results available Wednesday of each week.
<i>Deliverables</i>	Clients will receive a proprietary report (not released publicly; for exclusive use).  <i>The report includes a custom segmentation which can be tracked over time and an Executive Summary. Presentations can be provided upon request.</i>
<i>Pricing</i>	The price for one country: \$5K USD for all four waves of tracking. The price for all 12 countries: \$20K USD for all four waves of tracking.  Data tables and analysis can be provided for an additional \$500 per wave per country.  Pricing provided upon request for the following: <ul style="list-style-type: none"><li>• Proprietary questions</li><li>• Additional countries</li></ul>

