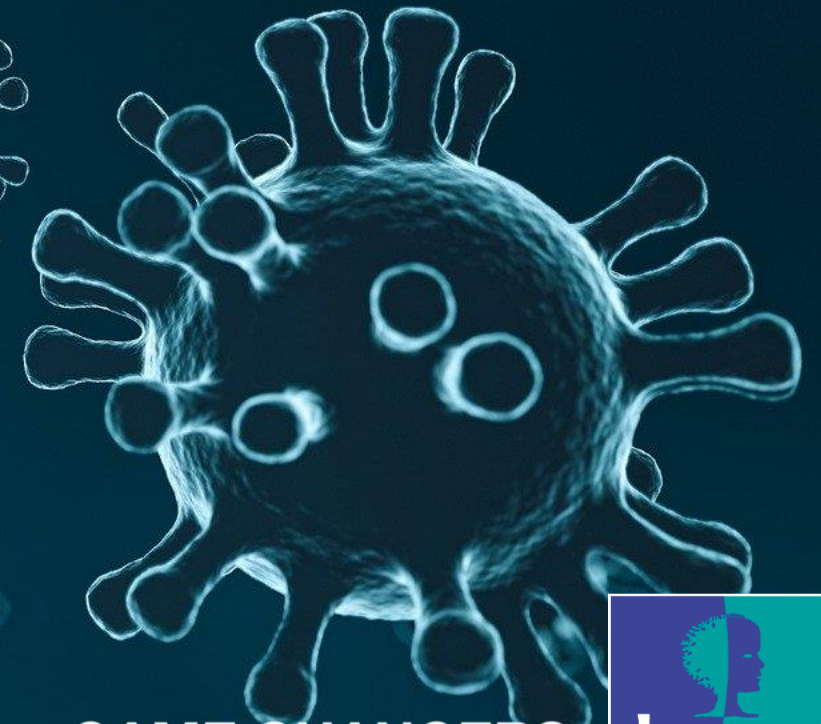


# COVID-19 MENA CONSUMER SENTIMENT TRACKER

**UNDERSTANDING ATTITUDES, BEHAVIORS AND FUTURE EXPECTATIONS**

**(KSA, UAE, Egypt, Morocco, Jordan, Lebanon)**

**Wave 2: 27<sup>th</sup> – 30<sup>th</sup> March, 2020**



**GAME CHANGERS**



## KEY HIGHLIGHTS

### **1- Threat To Country And To Jobs Continue To Overshadow Threat To Self Across MENA**

There continues to be high concern around threat to country and their jobs in light of COVID-19. Concerns towards their jobs are increasing in UAE and Jordan.

### **2- The Media's Description Of The Gravity Of The Situation Is Increasingly Thought To Become Less Overestimated**

MENA countries are generally becoming more believing of the media's declarations on the Coronavirus outbreak.

### **3- The Coronavirus Threat Is Generally Being Taken More Seriously, Biggest Shifts In Attitudes In UAE.**

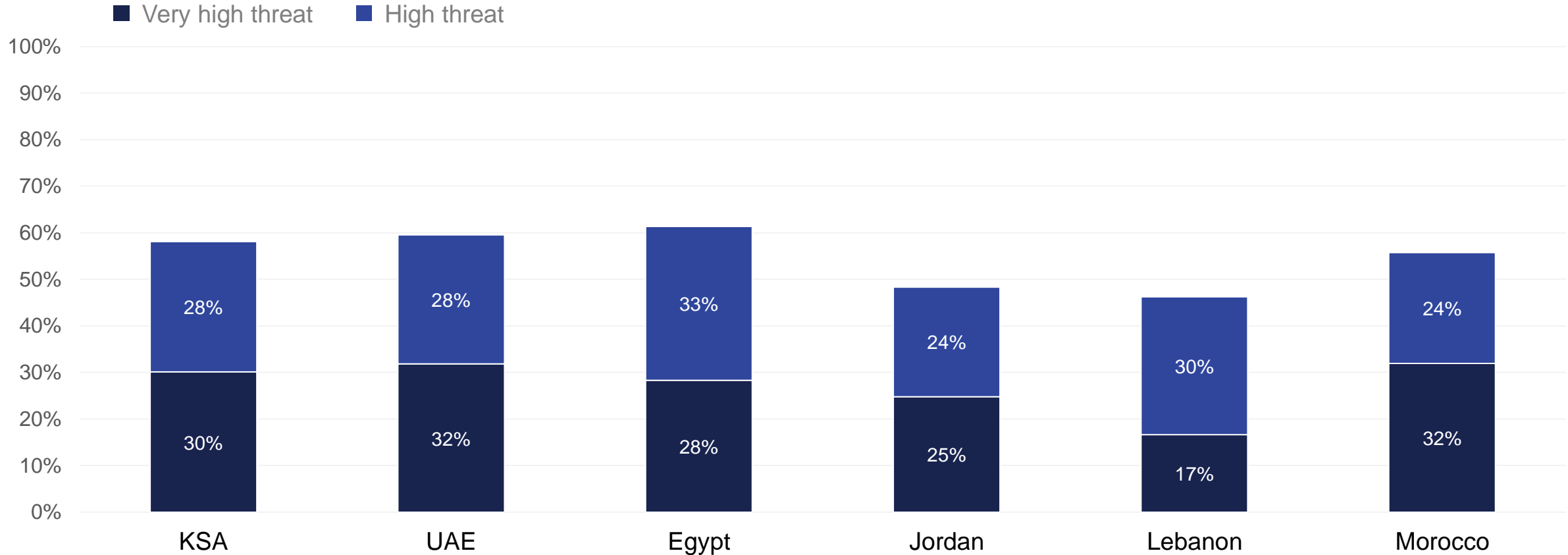
MENA sees the virus's threat more seriously, however, in Jordan there has been a decline in how seriously people see those around them taking the threat.

### **4- There Is Still High Optimism In The Situation Normalizing By June**

Other than Lebanon, the great majority carry on with their beliefs that things will revert back to normal by June.

# MORE THAN HALF UNDERSTAND THE THREAT OF COVID-19 ON THEM PERSONALLY, HOWEVER, SIGNIFICANTLY LOWER IN JORDAN AND LEBANON.

*What level of threat do you think the coronavirus poses to you personally?*

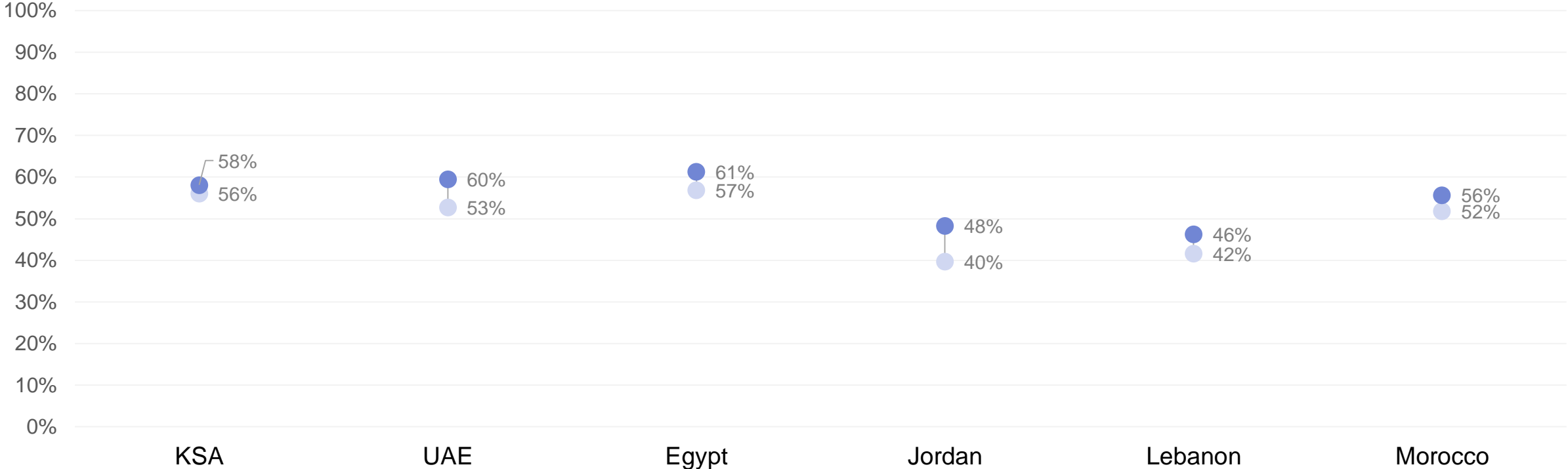


# PERCEIVED PERSONAL THREAT RISING ACROSS THE REGION, MOST NOTICEABLY IN JORDAN AND UAE.

*What level of threat do you think the coronavirus poses to you personally?*

● Mar 20-23 ● Mar 27-30

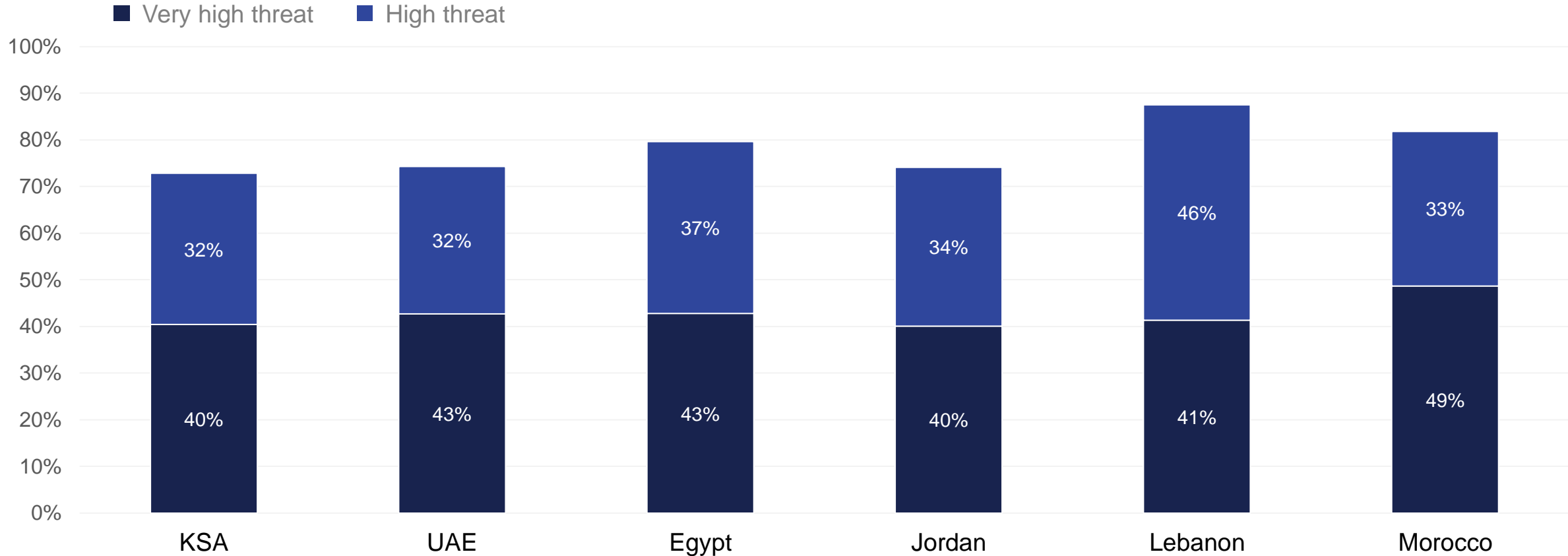
% Very high + High threat for you personally





# MAJORITY AGREE THAT THE VIRUS POSES A HIGH THREAT TO THEIR COUNTRY, MOST SIGNIFICANTLY IN LEBANON.

*What level of threat do you think the coronavirus poses to your country?*

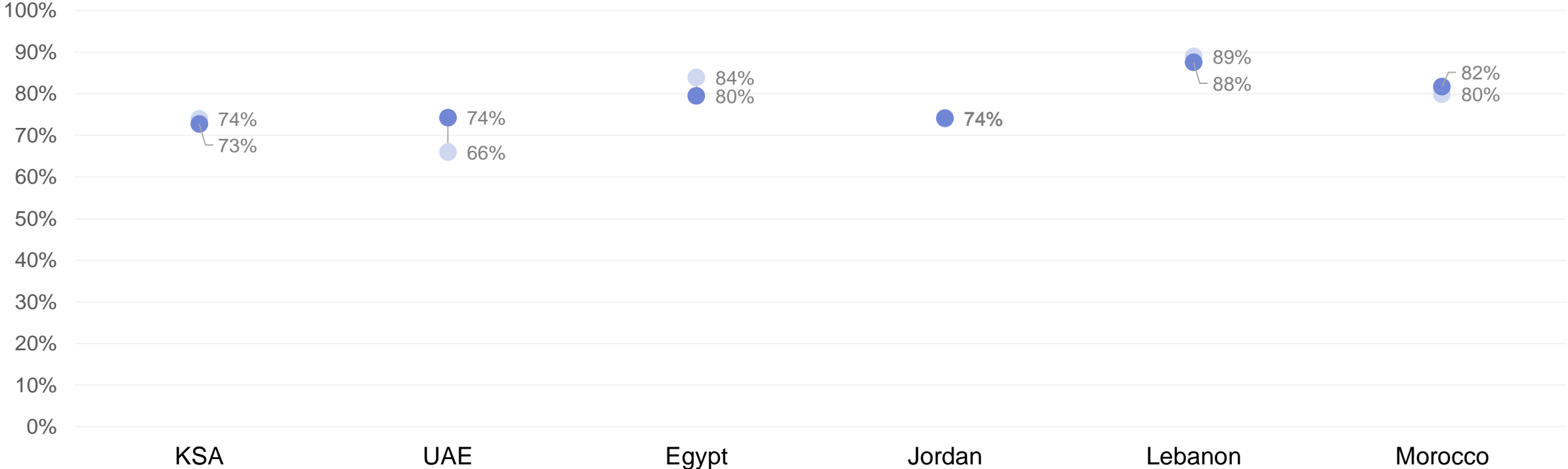


# A RISE IN THE PERCEIVED THREAT TO THE COUNTRY IN UAE, HOWEVER, THREAT LEVELS HAVE STABILIZED ACROSS THE REST OF THE REGION.

*What level of threat do you think the coronavirus poses to your country?*

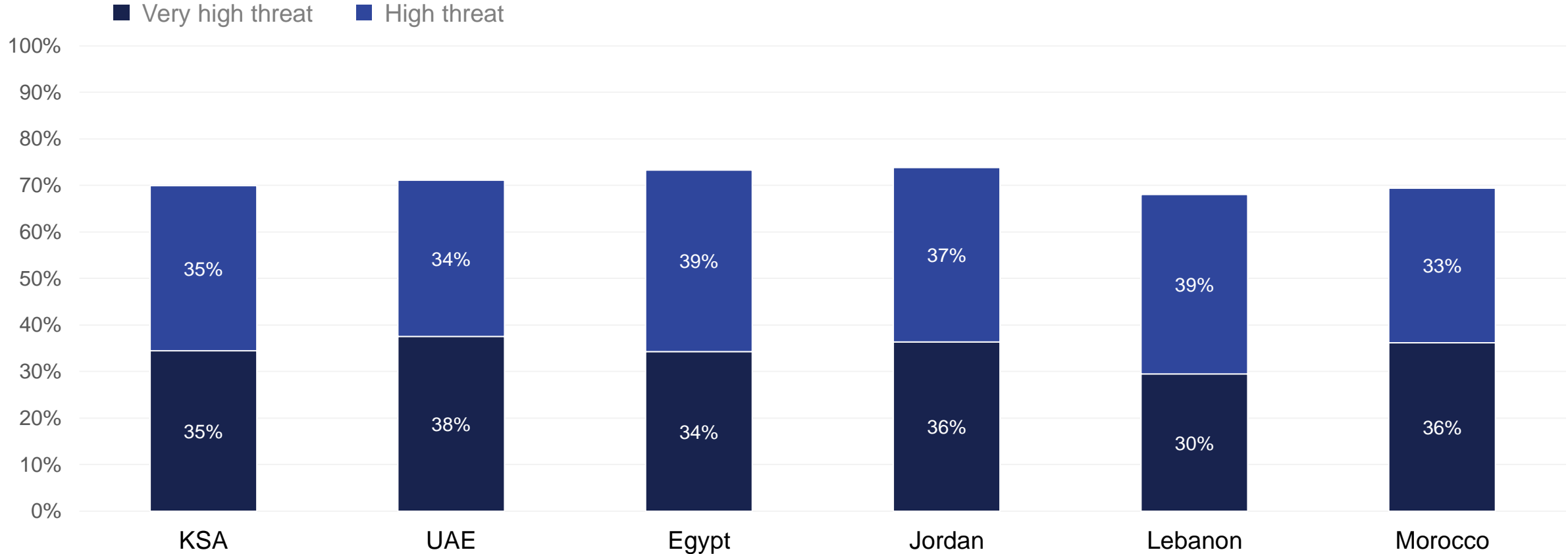
● Mar 20-23 ● Mar 27-30

% Very high + High threat for your country



# MOST ARE CONCERNED WITH THE IMPACT ON THEIR JOBS SIMILARLY ACROSS THE REGION.

*What level of threat do you think the coronavirus poses to your job or business?*

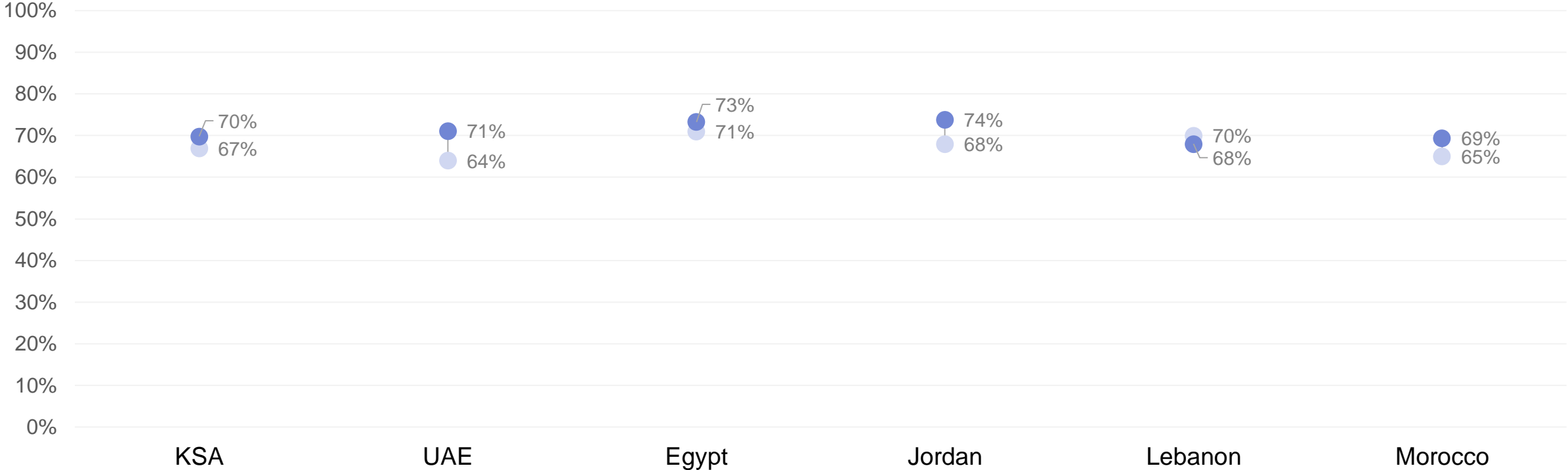


# THERE IS A SLIGHT INCREASE IN THE PERCEIVED THREAT TOWARDS THEIR JOBS, MOST NOTICEABLY IN UAE AND JORDAN.

*What level of threat do you think the coronavirus poses to your job or business?*

● Mar 20-23 ● Mar 27-30

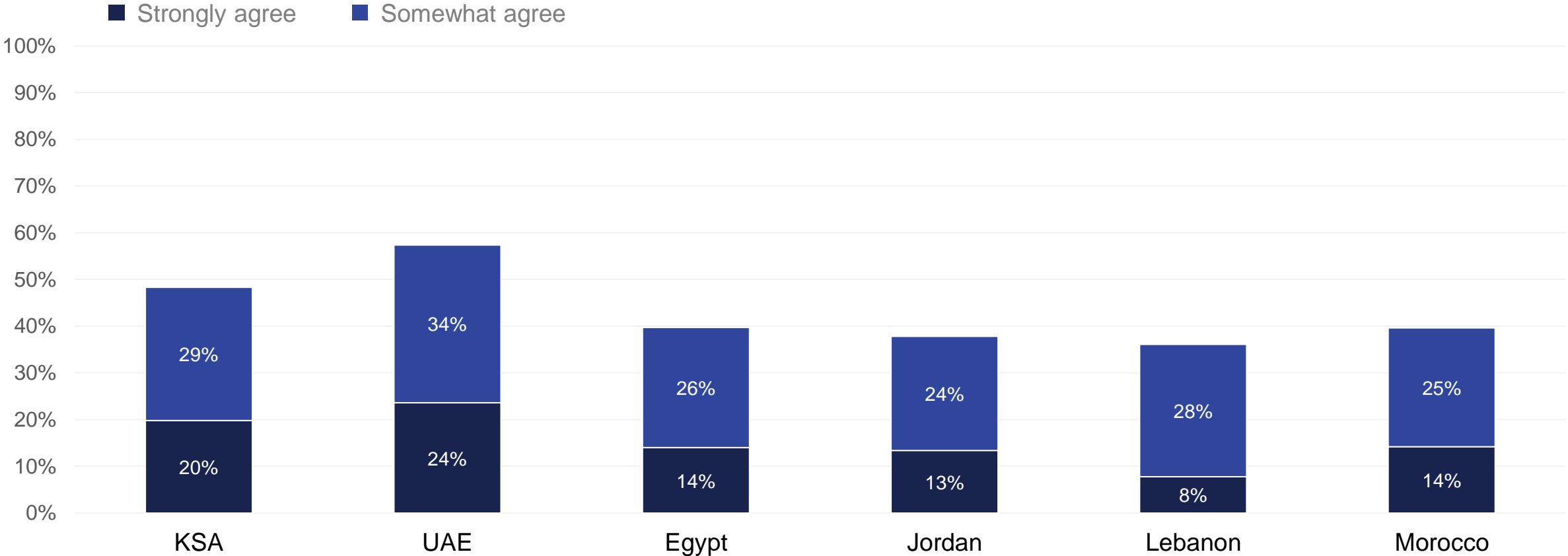
% Very high + High threat for your job





# UAE FOLLOWED BY KSA ARE THE LEAST TRUSTING OF THE MEDIA, WHILE THE REMAINDER COUNTRIES FIND IT TO BE MORE ACCURATE.

*The media has exaggerated the extent of the coronavirus outbreak*

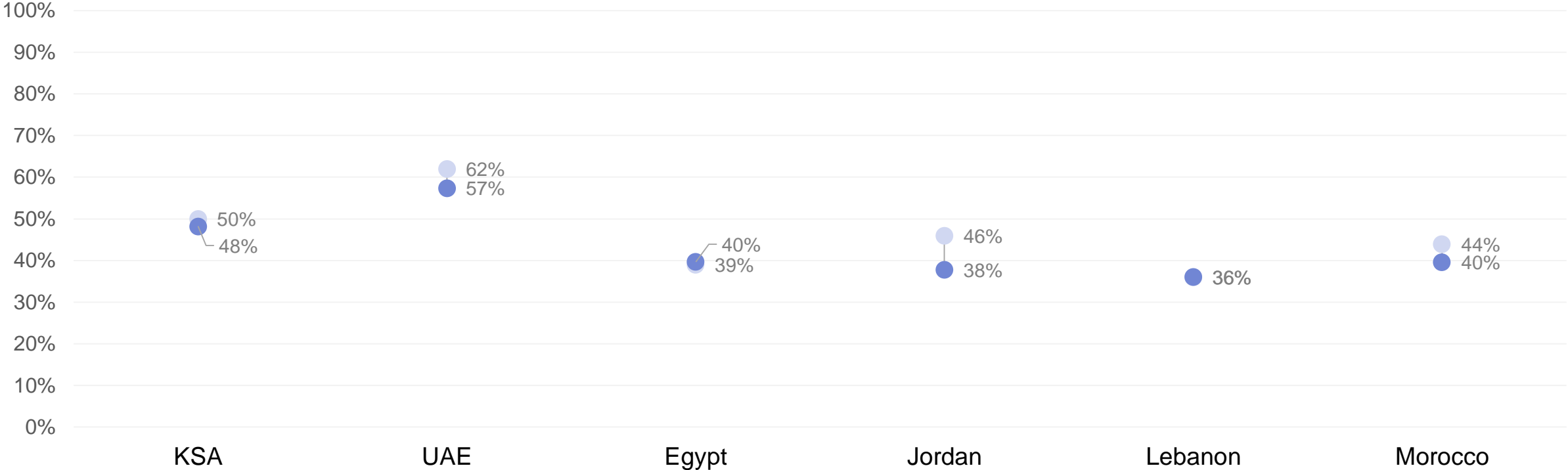


# THE BELIEF IN MEDIA'S EXAGGERATION HAS ACTUALLY GONE DOWN, SPECIFICALLY IN UAE AND JORDAN.

*The media has exaggerated the extent of the coronavirus outbreak*

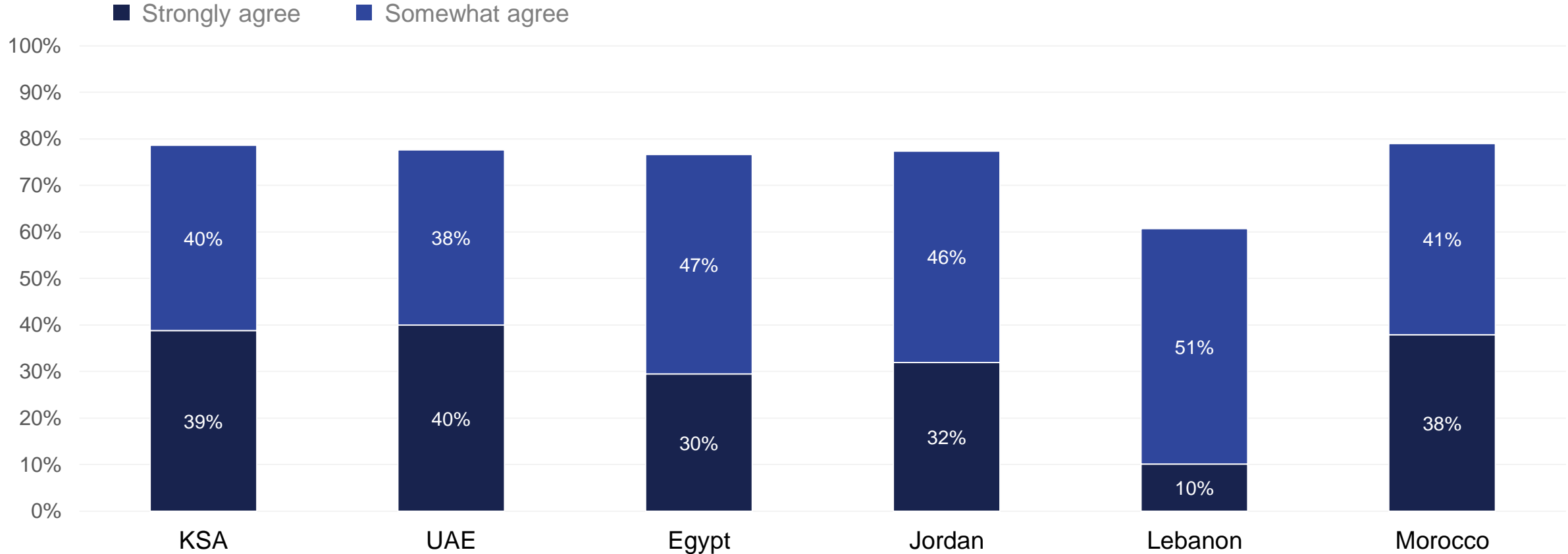
● Mar 20-23 ● Mar 27-30

**% Strongly + Somewhat agree**



# THE VAST MAJORITY ACROSS THE REGION EXPECT THINGS TO RETURN TO NORMAL BY JUNE, HOWEVER, LEBANON IS NOT AS CONVINCED.

*I expect things to return to normal by June*

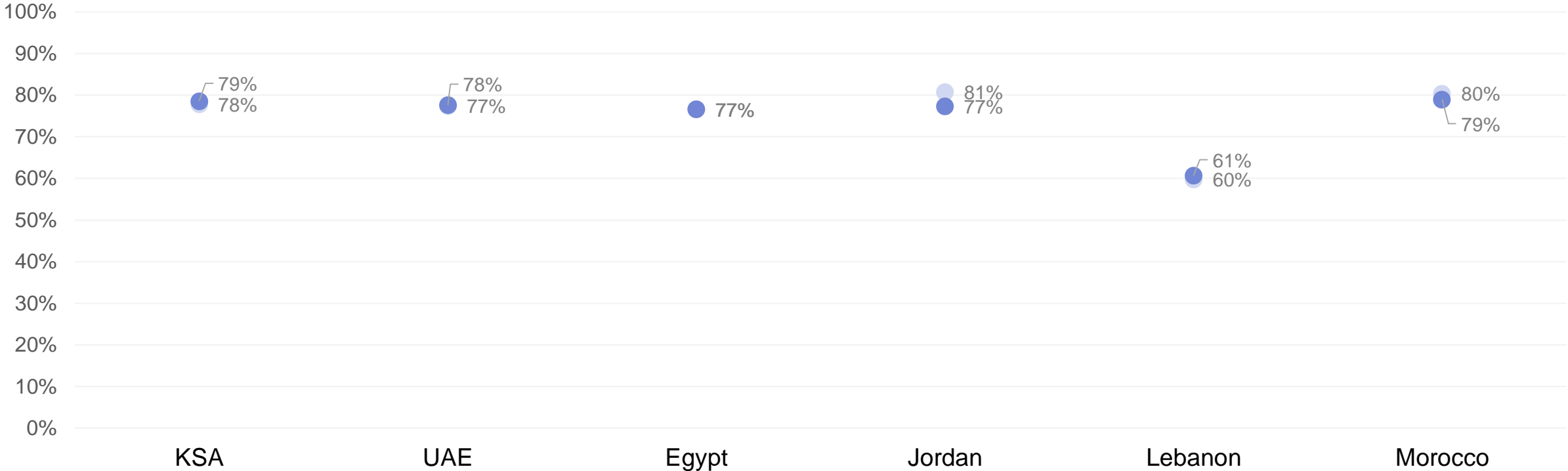


# OPTIMISM ON THINGS GOING BACK TO NORMAL BY JUNE REMAIN RELATIVELY UNCHANGED.

*I expect things to return to normal by June*

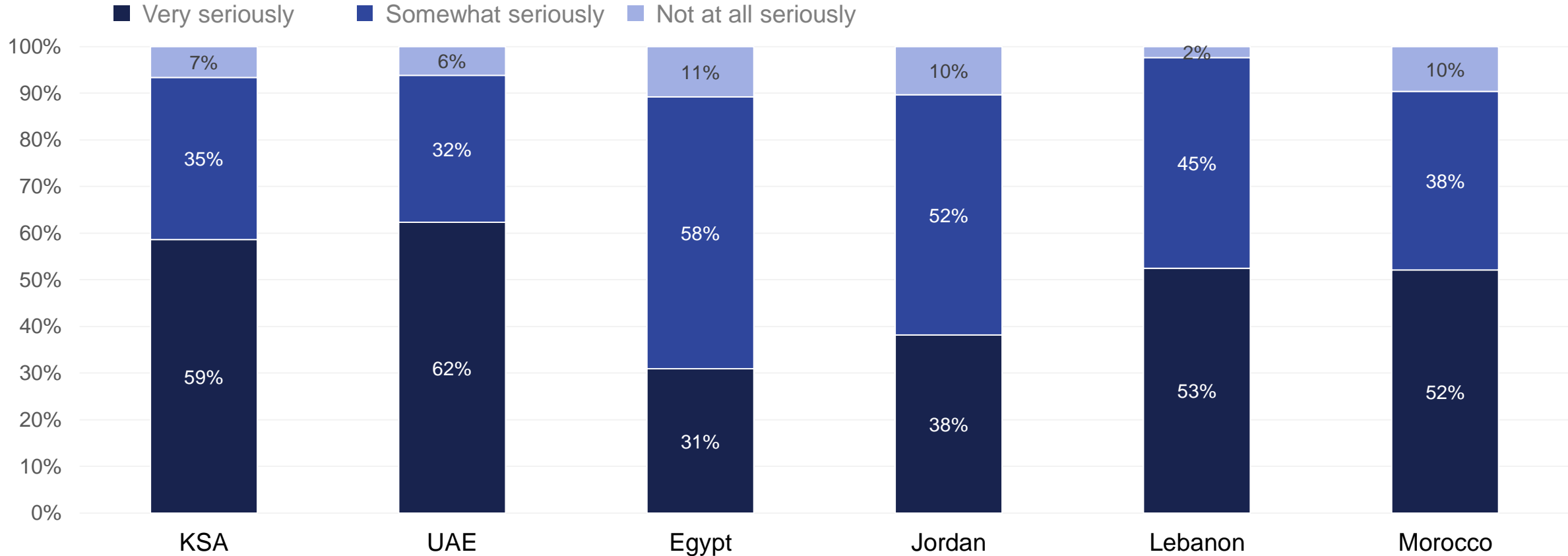
● Mar 20-23 ● Mar 27-30

% Strongly + Somewhat agree



# UAE AND KSA TAKING THE CORONAVIRUS THREAT MOST SERIOUSLY WITH THE CONTRARY BEING TRUE FOR EGYPT AND JORDAN.

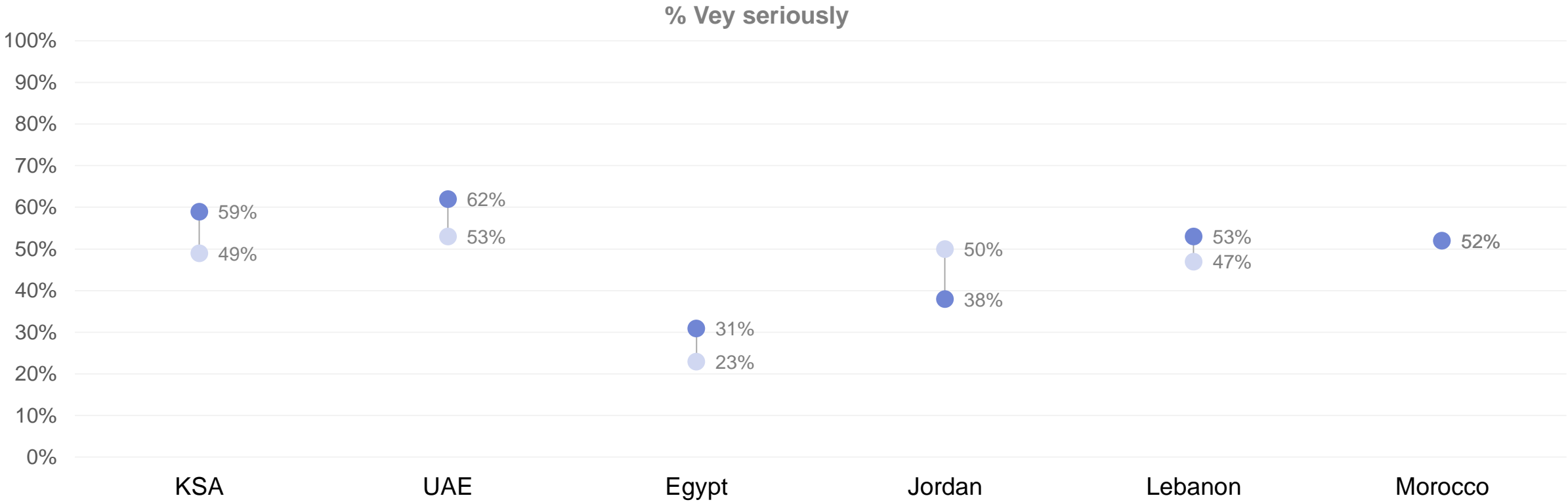
*How seriously would you say people around you are taking the Coronavirus threat?*



# PERCEIVED SERIOUSNESS RISING IN MOST COUNTRIES, WHILST SUBSTANTIALLY DECREASING IN JORDAN.

*How seriously would you say people around you are taking the Coronavirus threat?*










● Mar 20-23 ● Mar 27-30





# PHARMACEUTICALS SEEN TO BE THE MOST RESPONSIBLE IN PREVENTING THE SPREAD OF COVID-19. MEDIA ALSO SEEN TO HAVE A BIG ROLE.

*How much responsibility do each of the following industries have when it comes to combating the spread of the coronavirus or COVID-19?*

Industry	KSA	UAE	EGYPT	JORDAN	LEBANON	MOROCCO
 Airlines	66%	70%	69%	73%	76%	67%
 Pharmaceuticals	76%	75%	78%	83%	80%	79%
 Grocery stores	65%	67%	62%	67%	68%	70%
 Banks	62%	59%	64%	62%	66%	58%
 Packaged food companies	65%	65%	65%	67%	62%	57%
 Restaurants	66%	66%	66%	66%	74%	61%
 Ride share companies	59%	55%	55%	57%	56%	46%
 Social media companies	61%	57%	60%	60%	58%	57%
 News Media	69%	68%	73%	80%	75%	72%

*Scale 1 to 5 – 1 = Not at all, 5 = A great deal – Scores above are those who said 4 or 5.*

# METHODOLOGY AND NOTES

# METHODOLOGY

These are the results the second wave of an Ipsos survey conducted March 27-30 2020 in the MENA Region following a wave done 20-23 March. The study covered KSA, UAE, Egypt, Jordan, Lebanon and Morocco and was conducted through online surveys.

For KSA & UAE, the sample is representative of the general population, as for Egypt, Jordan, Lebanon and Morocco the sample represents the more urban and connected population.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website ([www.ipsos.com](http://www.ipsos.com)).

Country	Sample
KSA	1000
UAE	1000
Egypt	1000
Jordan	500
Lebanon	500
Morocco	500

# ABOUT IPSOS

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**



# THANK YOU

## For More Information:

**Mohammed Minawi**  
*Chief Client Officer – Ipsos in MENA*  
[Mohammed.Minawi@Ipsos.com](mailto:Mohammed.Minawi@Ipsos.com)

**Nicola Qahoush**  
*Research Manager – Ipsos in MENA*  
[Nicola.Qahoush@Ipsos.com](mailto:Nicola.Qahoush@Ipsos.com)

**GAME CHANGERS**

