

COVID-19

The impact of the virus in Spain

30th April 2020



EASING THE COVID-19 LOCKDOWN IN SPAIN...

The plan is announced

Fase 0: Preparation



Preparation for return to normal: individual outings for **exercise**, restaurants with **takeaway/delivery service**...

Fase 1: Restart



Partial restart of **select activities**: small business opening, catering, terraces...

Fase 2: Intermediate



Opening of venues with limited capacity

Fase 3: Advanced



General **freedom of movement**

4
May

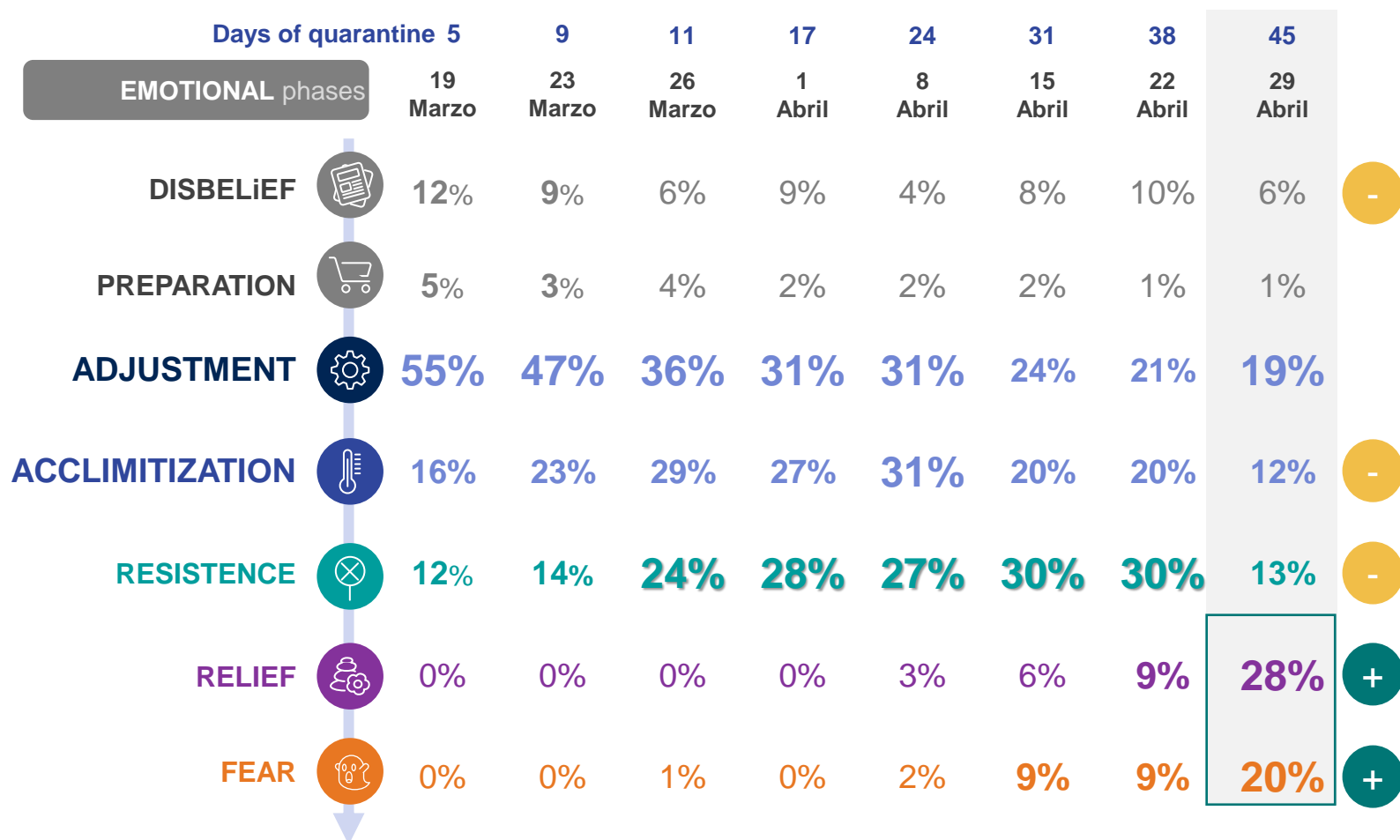
11
May

25
May

8
June

...THERE IS A NOTABLE INCREASE IN THE FEELING OF RELIEF BUT ACCOMPANIED BY FEAR

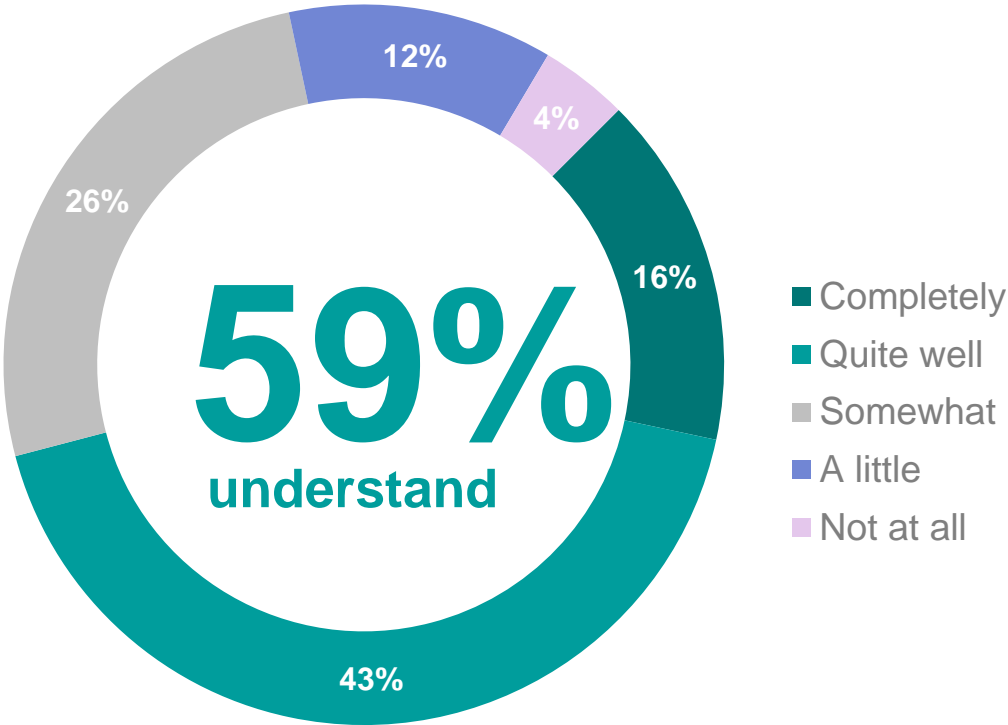
Evolution of the emotional phases



I feel **relief** that business is starting to reopen, I'm happy that life is starting up again.

6 IN 10 SPANIARDS SAY THEY UNDERSTAND THE EASING/ DE-ESCLATION MEASURES **QUITE WELL**

Understanding of measures for the easing of lockdown



Base: 622 casos. Ipsos W&W Community en España.
¿Has comprendido las medidas para la desescalada?

THERE IS AGREEMENT WITH THE GOVERNMENT MEASURES - ALBEIT NOT VERY STRONG

Level of agreement with the government measures

66%
YES

14% 52%
High Moderate

34%
NO

24% 10%
Little Not at all



SPANISH PEOPLE ARE CAUTIOUS EMERGING FROM COVID-19

About the plans to ease the lockdown, I feel...

Fear

54%

Fearful that people will respect the rules and things will stay under control.

VS.

26%

Confident/assured

Very **happy**, looking forward to returning to normality

Doubt

59%

I have some **reservations**, it is best to move slowly to avoid regrets.

VS.

25%

Animated

Anxious/excited to see who this will all play out and how we will act as a society.

Caution

60%

It must be managed well, order established, and more 'at-risk' groups prioritized.

VS.

19%

Familiarity

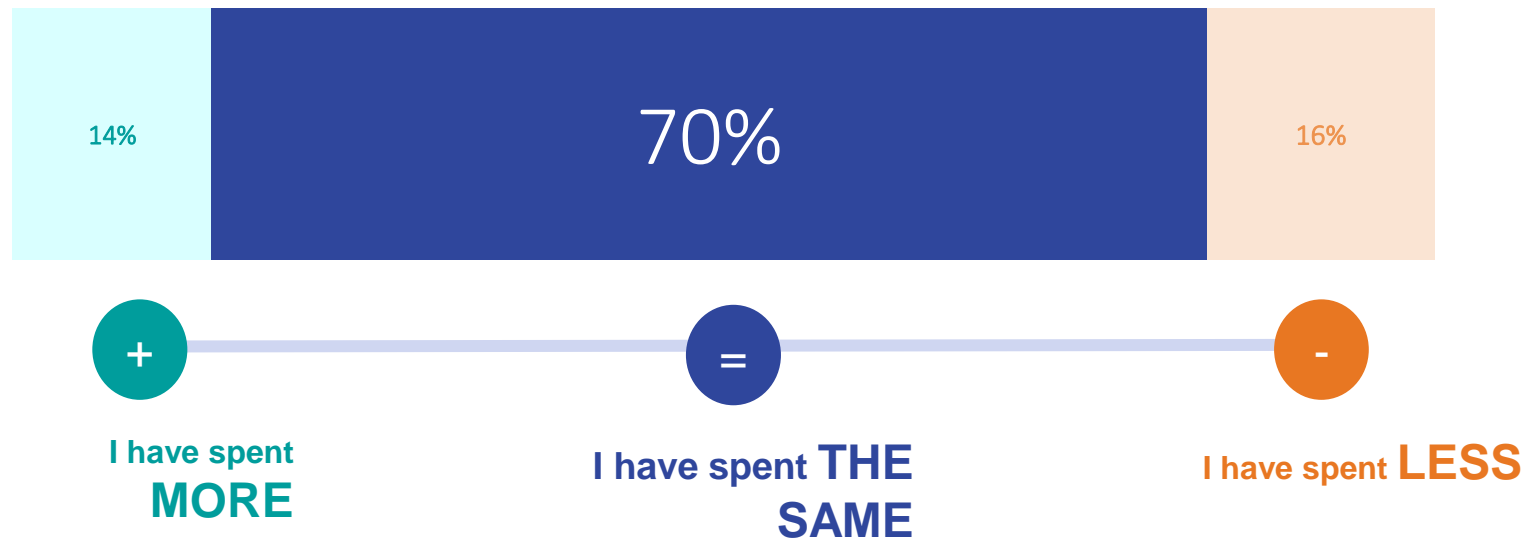
Very happy – as last I will be able to see my family and friends

Base: 622 casos. Ipsos W&W Community en España.

Para cada frase debes señalar una opción del 1 al 5 indicando, en cada caso, qué frase se ajusta más a cómo te sientes frente a las medidas para la desescalada. Puedes utilizar las puntuaciones 2, 3 y 4 para matizar tu opinión

EVERY WEEK, SPENDING IS STABILISING

Spending compared to the previous week...



**BE
SURE.
GO
FURTHER.**

