

TURKEY

IN THE TIME OF COVID-19

15.05.2020

GAME CHANGERS



BACKGROUND

Since the official announcement of the first coronavirus case in Turkey, Ipsos in Turkey is conducting surveys to understand both:

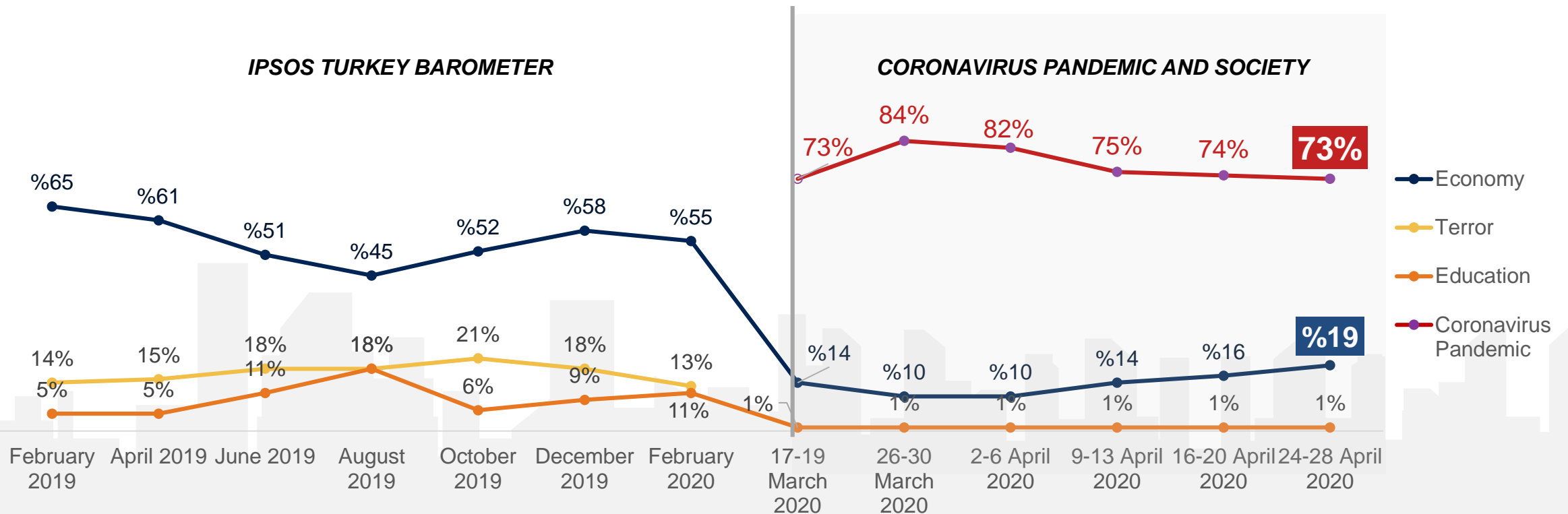
- *Society* in the time of coronavirus, and
- *Consumer behaviour change* in the time of coronavirus.

These studies tell us that people's feelings, behaviours and attitudes have drastically changed during the pandemic period.

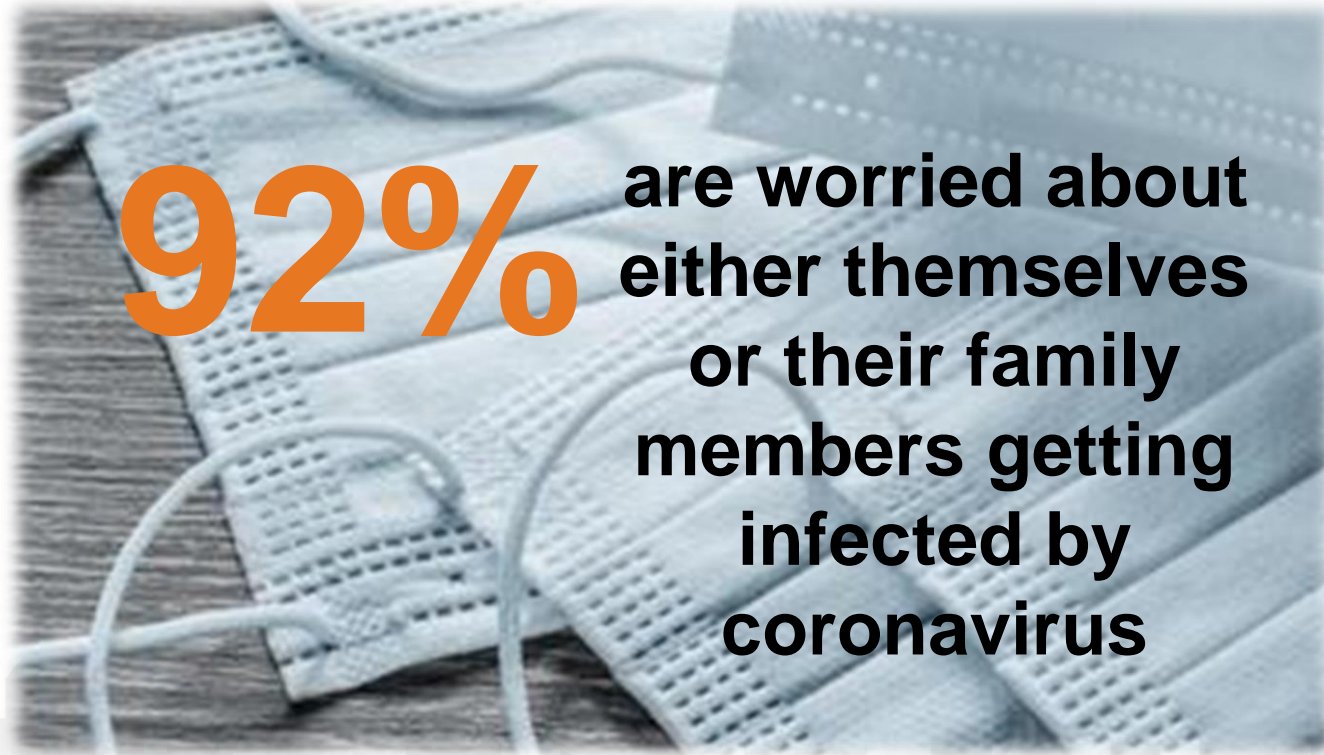
WHAT WE KNOW ABOUT SOCIETY

Coronavirus pandemic has surpassed economic problems to become the most important problem in Turkey.

«WHAT IS THE MOST IMPORTANT PROBLEM IN TURKEY NOW?»



WHAT WE KNOW ABOUT SOCIETY



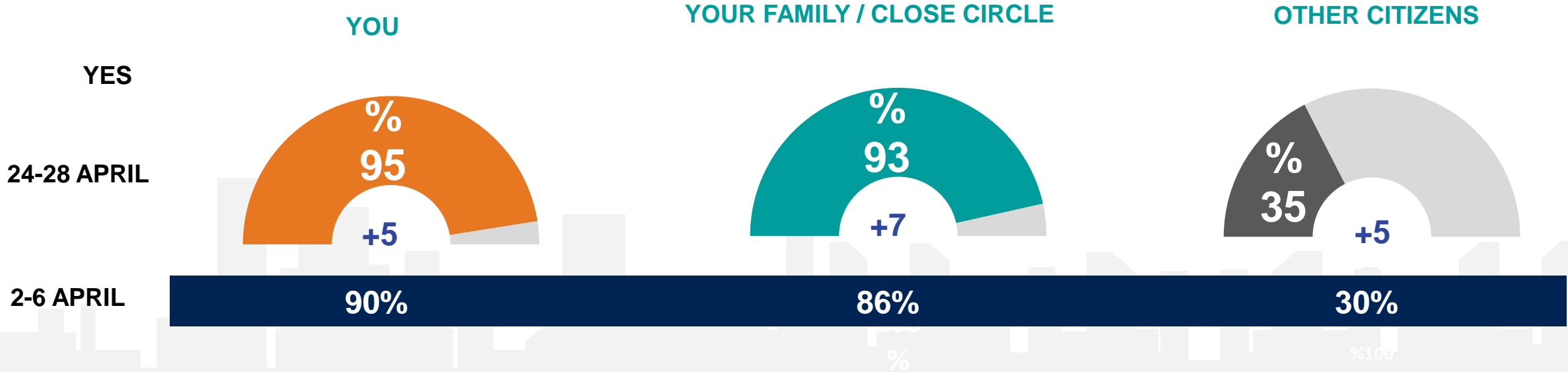
92%

**are worried about
either themselves
or their family
members getting
infected by
coronavirus**

WHAT WE KNOW ABOUT SOCIETY

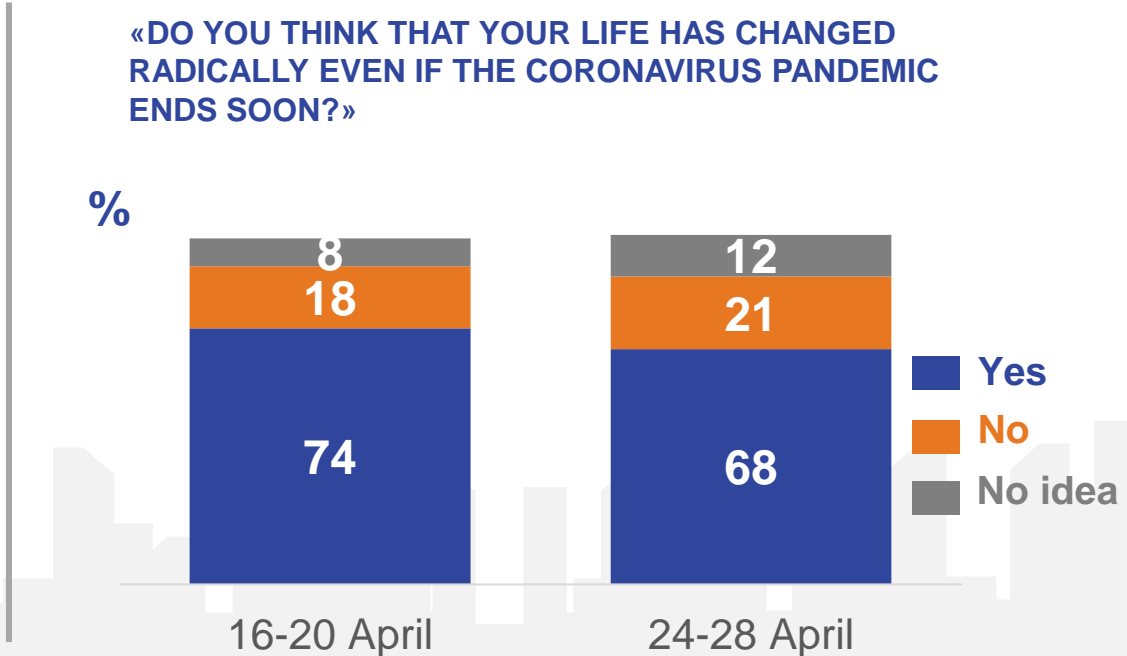
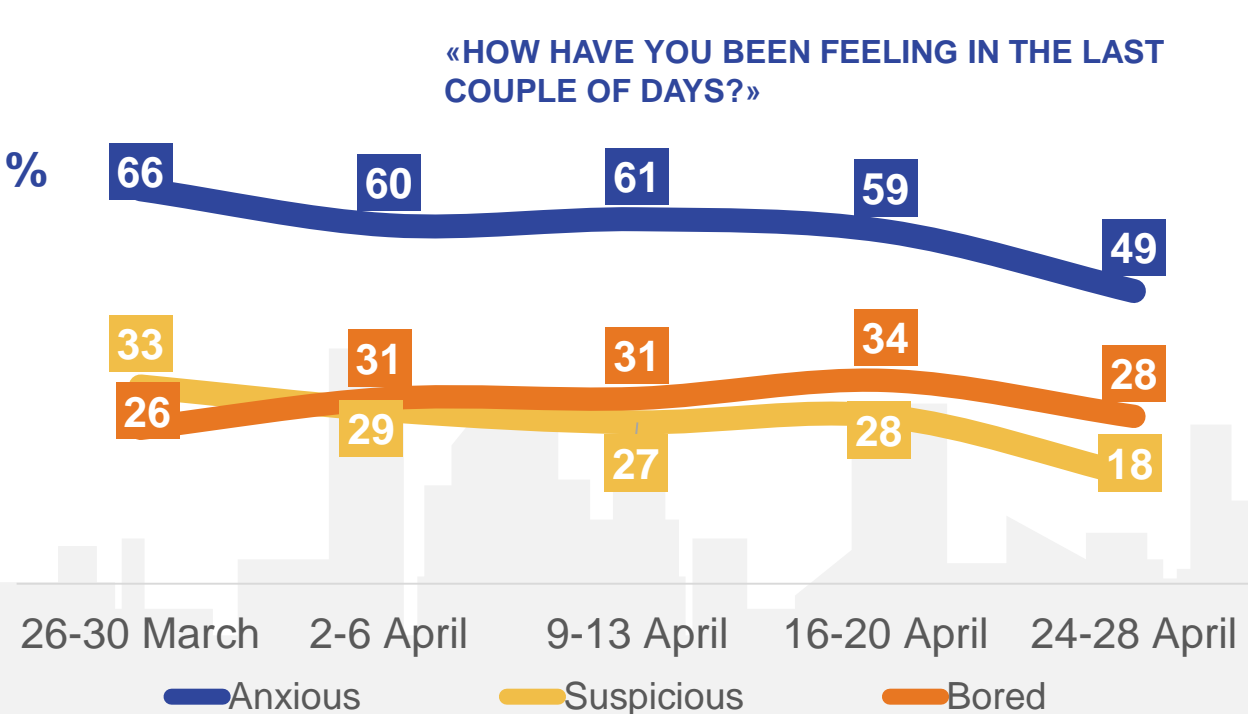
Trust in others about coronavirus is low whereas almost all believes that they and their families/close circle are doing enough to prevent coronavirus.

«DO YOU THINK THAT ... ARE/IS TAKING ENOUGH PRECAUTIONS AGAINST CORONAVIRUS?»



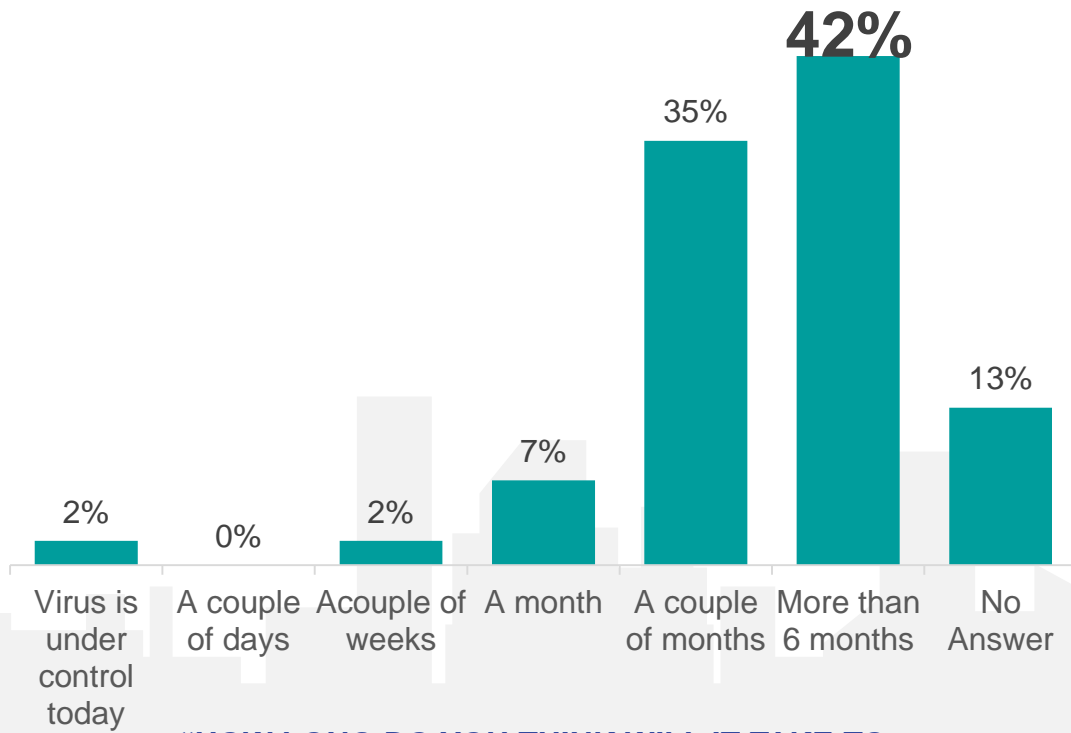
WHAT WE KNOW ABOUT SOCIETY

People are less anxious now compared to the beginning of the pandemic as they are getting accustomed to it. Still, the majority agree that their lives have changed radically with coronavirus.

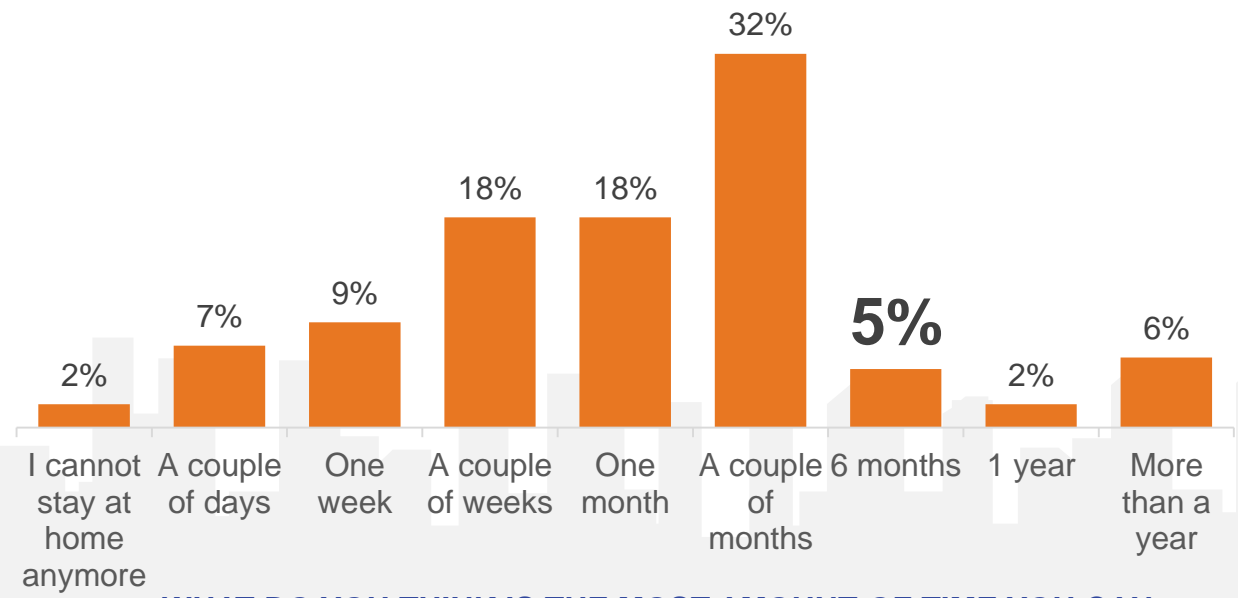


WHAT WE KNOW ABOUT SOCIETY

42% believe that it will take more than 6 months to control coronavirus, but only **5%** believe that they can stand staying at home for 6 months because of the virus.



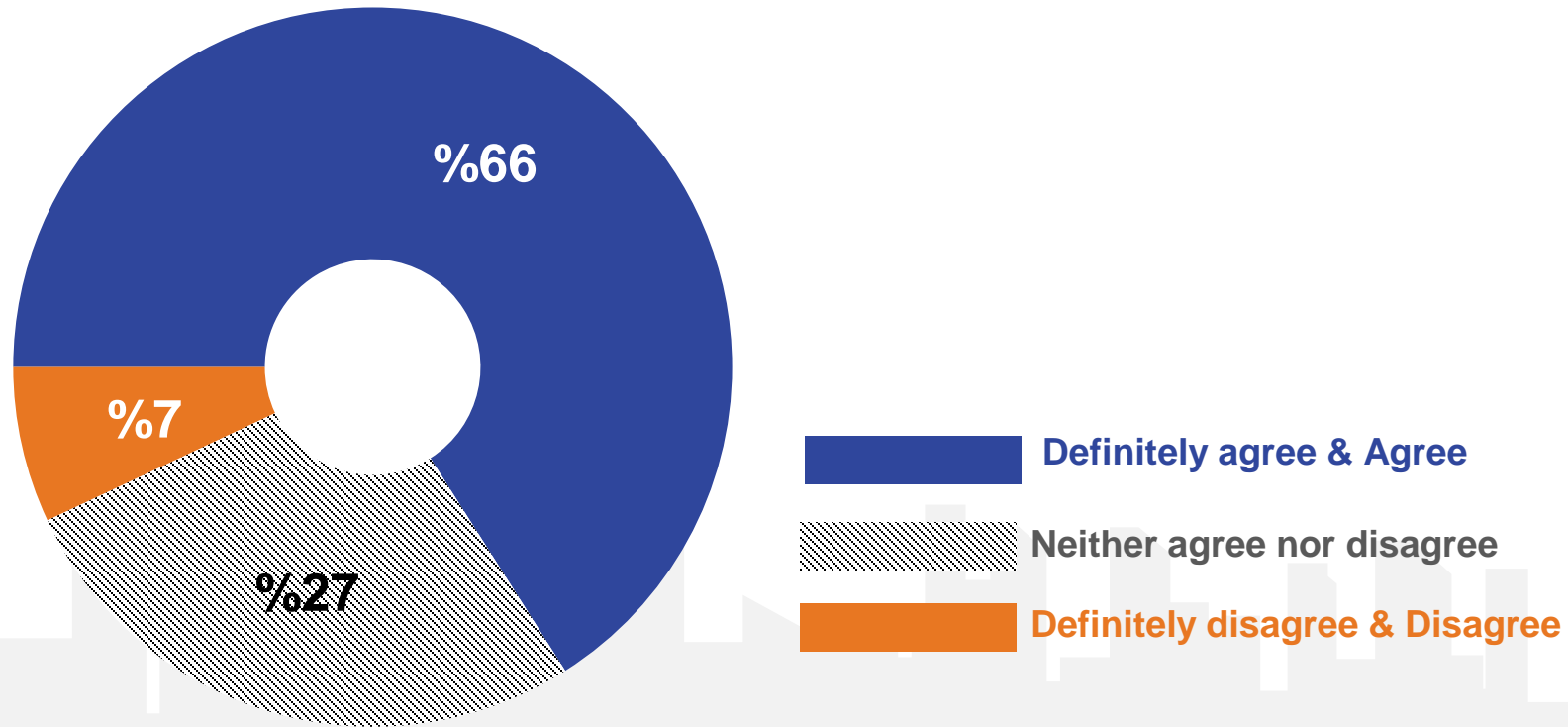
“HOW LONG DO YOU THINK WILL IT TAKE TO CONTROL THE CORONAVIRUS?”



«WHAT DO YOU THINK IS THE MOST AMOUNT OF TIME YOU CAN STAND STAYING AT HOME BECAUSE OF CORONAVIRUS?»

WHAT WE KNOW ABOUT SOCIETY

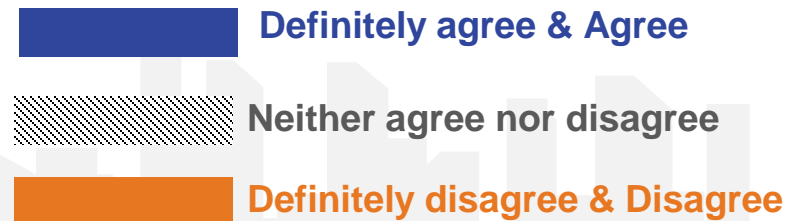
New wave of the outbreak: While the opinion that the epidemic will not end in the near future strengthens; people think that new waves of the epidemic will come (66%).



«TO WHAT EXTEND DO YOU AGREE OR DISAGREE IN THE STATEMENT «I THINK THE NEW WAVES OF THE EPIDEMIC WILL COME»?

WHAT WE KNOW ABOUT SOCIETY

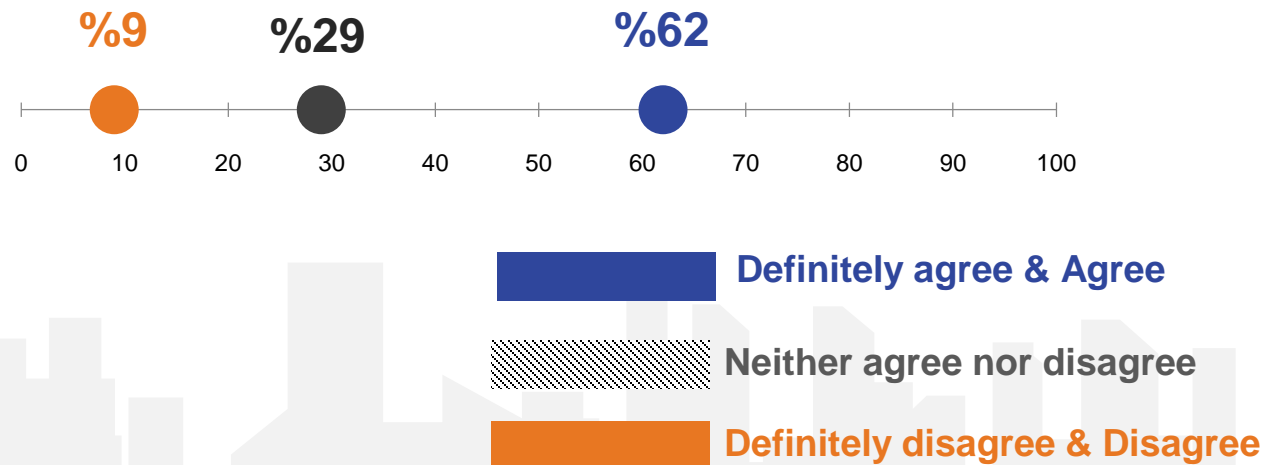
Importance attributed to the outbreak: Turkish society takes the epidemic seriously. The general belief in the society (68%) is that the outbreak is not exaggerated.



«TO WHAT EXTEND DO YOU AGREE OR DISAGREE IN THE STATEMENT «I THINK THE EPIDEMIC HAS BEEN EXAGGERATED»?

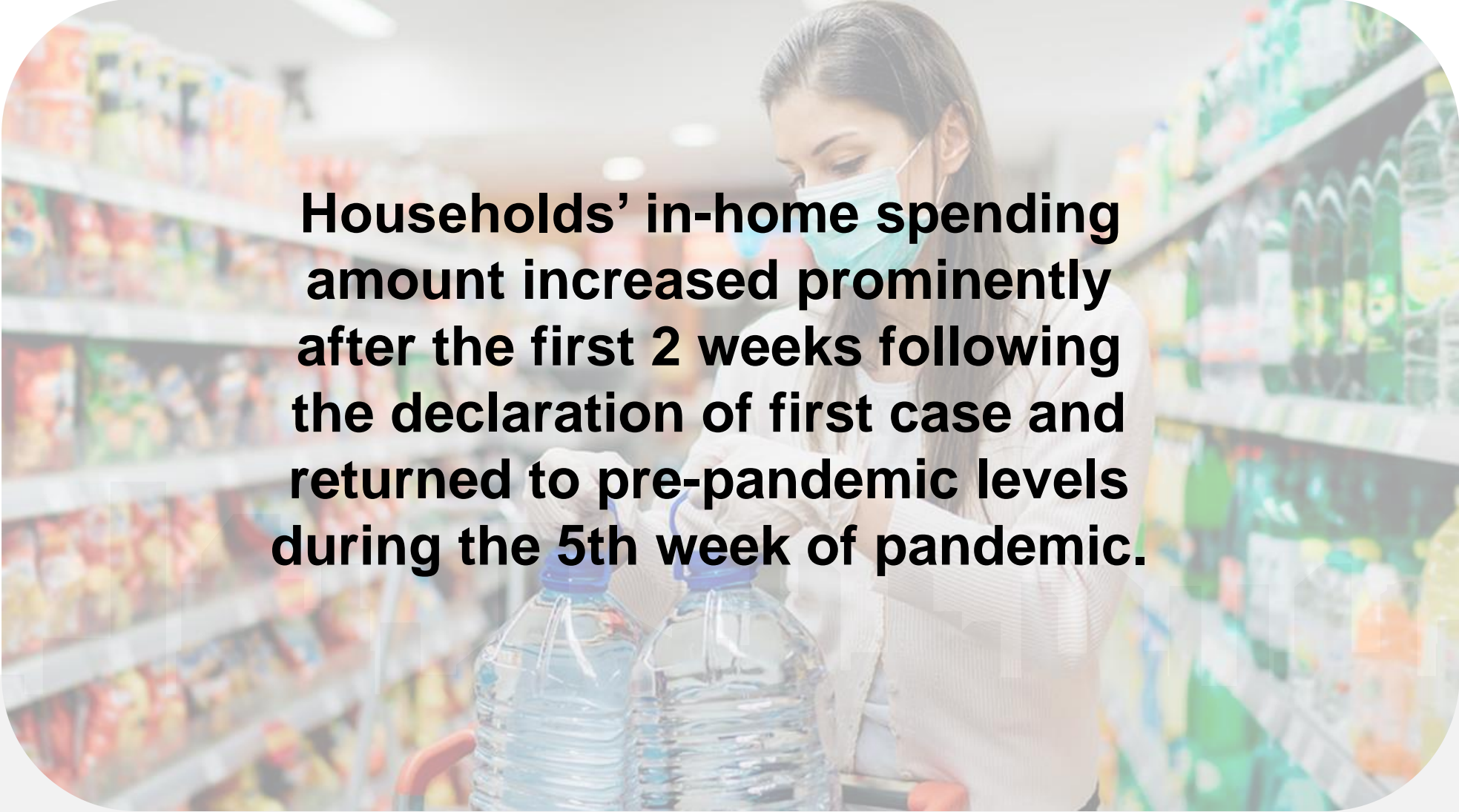
WHAT WE KNOW ABOUT SOCIETY

The effect of the outbreak on the perspective on life: It is possible to say that the epidemic caused radical changes in the individuals' own lives even while the epidemic continues. More than half of the society (62%) say that the epidemic changed their perspective on life seriously.



«TO WHAT EXTEND DO YOU AGREE OR DISAGREE IN THE STATEMENT «THE EPIDEMIC RADICALLY CHANGED MY PERSPECTIVE ON LIFE»?

WHAT WE KNOW ABOUT CONSUMER BEHAVIORS



Households' in-home spending amount increased prominently after the first 2 weeks following the declaration of first case and returned to pre-pandemic levels during the 5th week of pandemic.

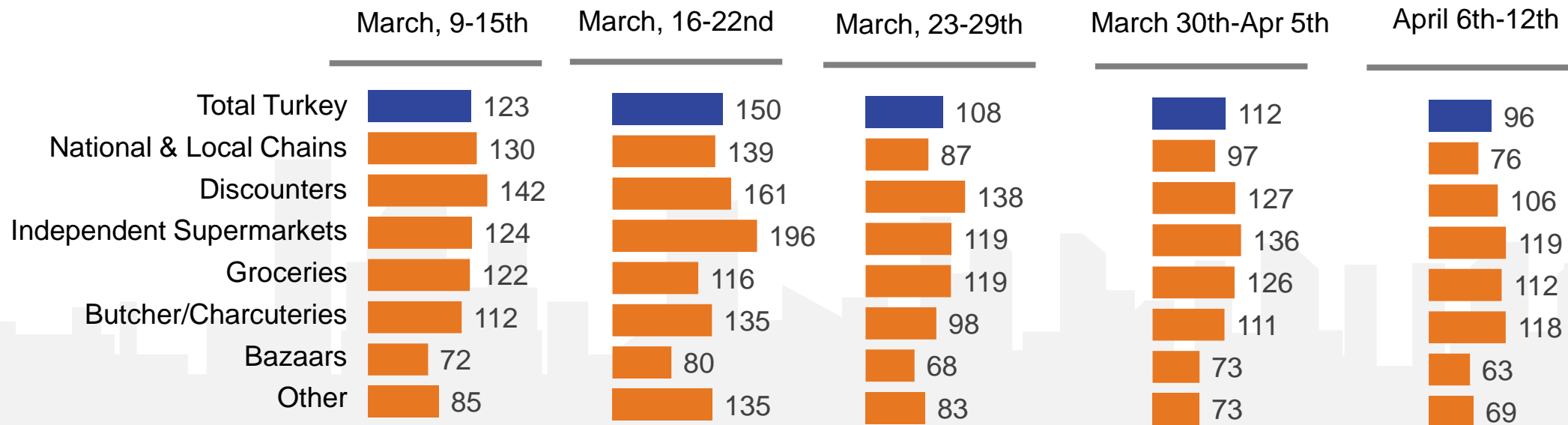
WHAT WE KNOW ABOUT CONSUMER BEHAVIOR

Spending increases are observed most in Discounters, Groceries and Independent Supermarkets.

RETAILERS FMCG VALUE INDEX

FMCG VALUE IN MARCH 2-8TH=100

The first case was announced at March 11th



WHAT WE KNOW ABOUT CONSUMER BEHAVIORS

Hygiene products, sanitizing products and staple foods grew the most during pandemic in Turkey.

SPENDING INCREASE MARCH 9TH- APRIL 12TH VS FEB 3RD-MARCH 8TH



BE SURE. ACT SMARTER.

Centrum Plaza A Blok Aydınevler Sanayi Cad. No:3
34854 Küçükyalı – İstanbul / TÜRKİYE

T : +90 [216] 587 1111
F : +90 [216] 417 6565
www.ipsos.com/tr-tr



@IpsosTurkiye

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