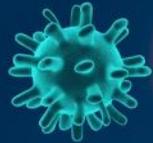
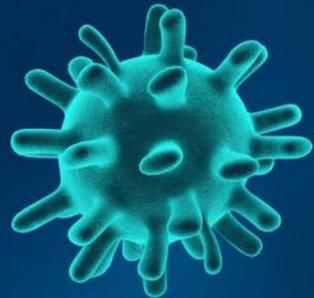


TRACKING THE CORONAVIRUS



ESSENTIAL INSIGHT FOR CONTEXT AND UNDERSTANDING

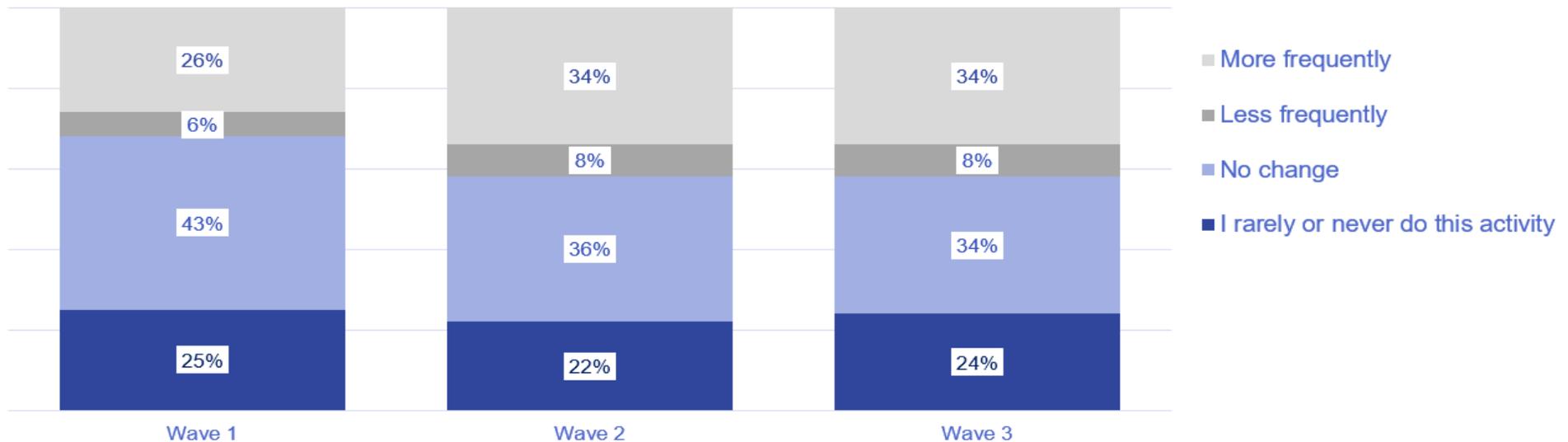
US OMNIBUS TRACKING



INFORMATION TO ENABLE BETTER DECISIONS

AMONGST THE RISE IN SOCIAL DISTANCING THERE IS A 8% INCREASE IN E-COMMERCE PURCHASING

Using e-commerce to purchase products you would normally buy in-store



See methodology notes for full description of the data collection specifications

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What about each of the following, would you say are doing each of the following more frequently or less frequently compared to one month ago?



THE METHODOLOGY

1,000 INTERVIEWS WEEKLY

US TRACKING

AREAS OF INVESTIGATION INCLUDE

- *Behavioural measures*
- *Purchase metrics and intentions*
- *Social issues and response to actions*
- *Incidence of counter-measures*
- *Allocation of time*
- *Responsibility and credibility*

ADAPTED TO THE FAST MOVING SITUATION



SUBSCRIPTION DETAILS

REPORT DELIVERED WEEKLY

COST:
\$3,500 USD FOR FOUR WAVES OF RESEARCH

INCLUDES:

- *ACCESS TO PAST TRACKING*

ADD-ON's:

- *COSTS FOR ADDITIONAL QUESTIONS \$800.00*



<u>Questions</u>			
<u>Schedule</u>	<u>Due</u>	<u>Field Dates</u>	<u>Results</u>
Wave 1	3/17	3/18 - 3/19	3/20
Wave 2	3/24	3/25 - 3/26	3/27
Wave 3	3/31	4/1 - 4/2	4/3
Wave 4	4/7	4/8 - 4/9	4/10
Wave 5	4/14	4/15 - 4/16	4/17
Wave 6	4/21	4/22 - 4/23	4/24
Wave 7	4/28	4/29 - 4/30	5/1
Wave 8	5/5	5/6 - 5/7	5/8

ABOUT IPSOS

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

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

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

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.

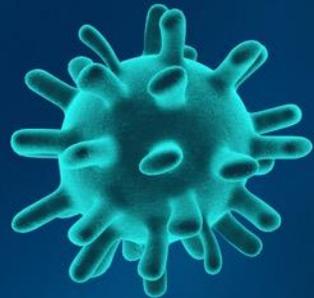
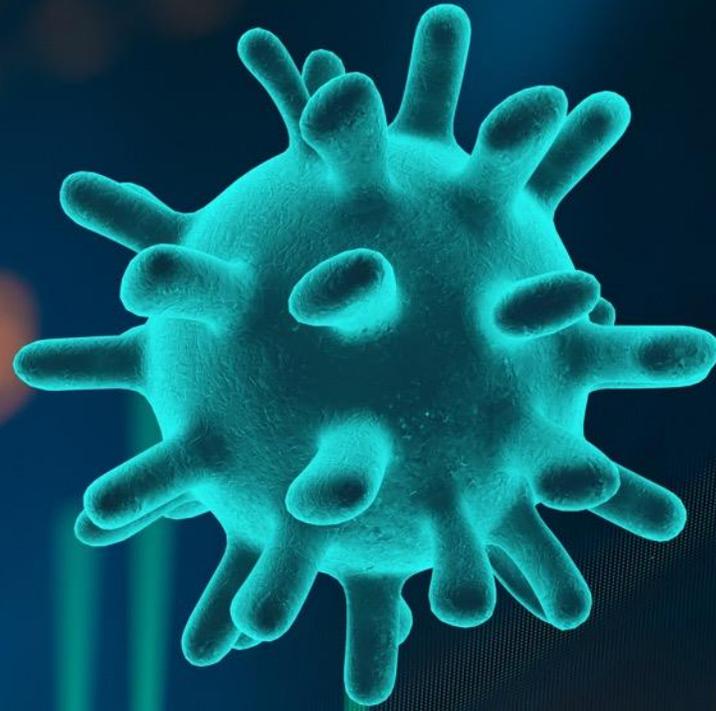
To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

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 DETAILS PLEASE CONTACT:
MARISSA KINS
MARISSA.KINS@IPSOS.COM
(312) 526-4061

SAMPLE REPORT



TRACKING THE CORONAVIRUS: US RESULTS - WAVE 3

Wave 3 April 1st - 3rd

Sample reports

GAME CHANGERS



KEY FINDINGS

Public reaction continues to evolve with majority believing that this is becoming a crisis in the US. The public is becoming more engaged and concerned, but people are taking preventative actions amid many cities across the US implementing 'Stay at home' actions, and social distancing is on the rise.

Coronavirus is still seen by most as an economic crisis as opposed to a health crisis, noting that perception of the health risk increases with each new week.

We are seeing increasing levels of concern about personal financial exposure including employment. Movements in markets, reactions by governments and other players appear not to have calmed public concern about economic threat.



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KEY FINDINGS

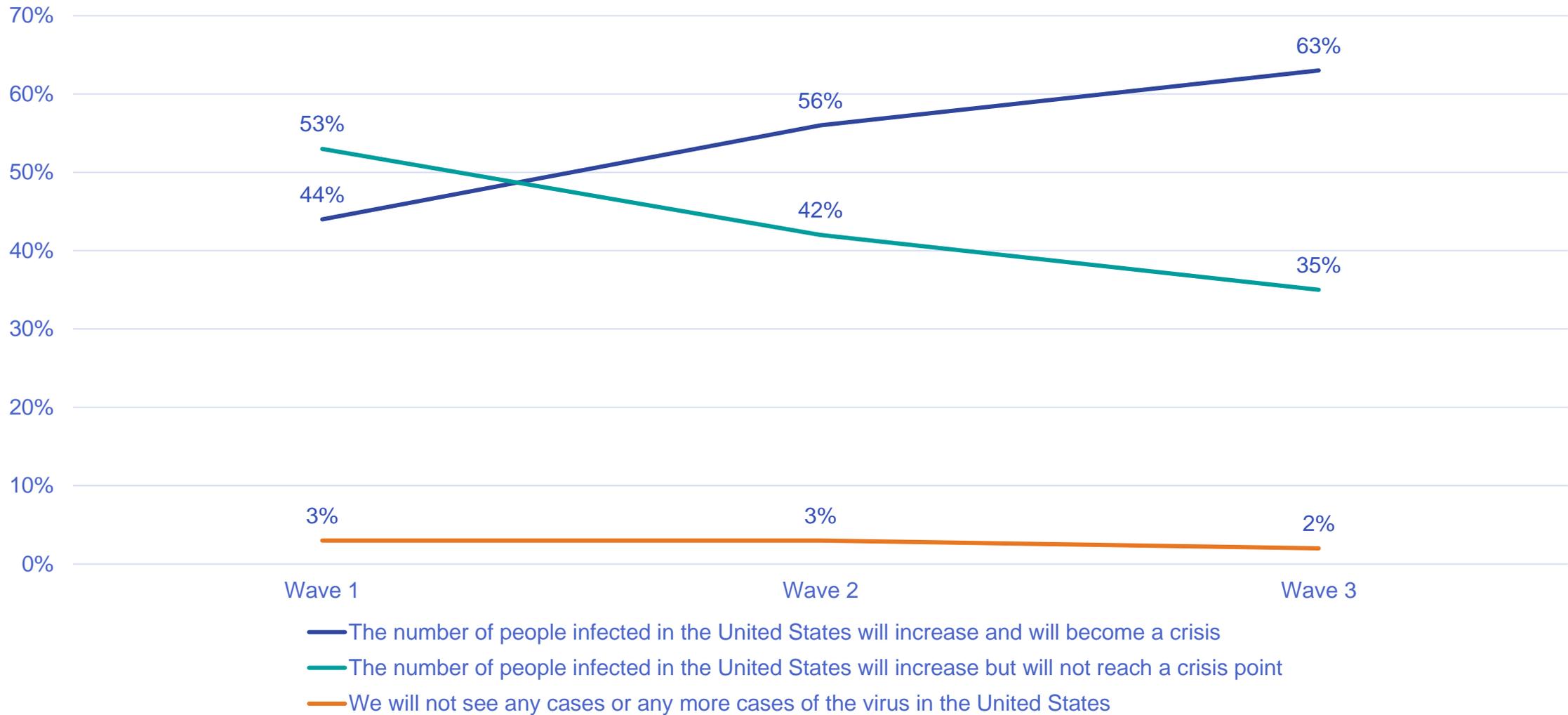
There is support for social distancing and for self quarantining, with 95% of Americans saying they would self-quarantine themselves if they were showing symptoms.

Most do not remain optimistic that things will return to normal any time soon, and that the virus will not be contained for another several months.

E-commerce has risen slightly, but most say their buying habits have stayed relatively unchanged. Counter measures are kicking in and people are taking steps to cancel plans.



PERCEPTION OF THE VIRUS BECOMING A CRISIS IS INCREASING IN THE US



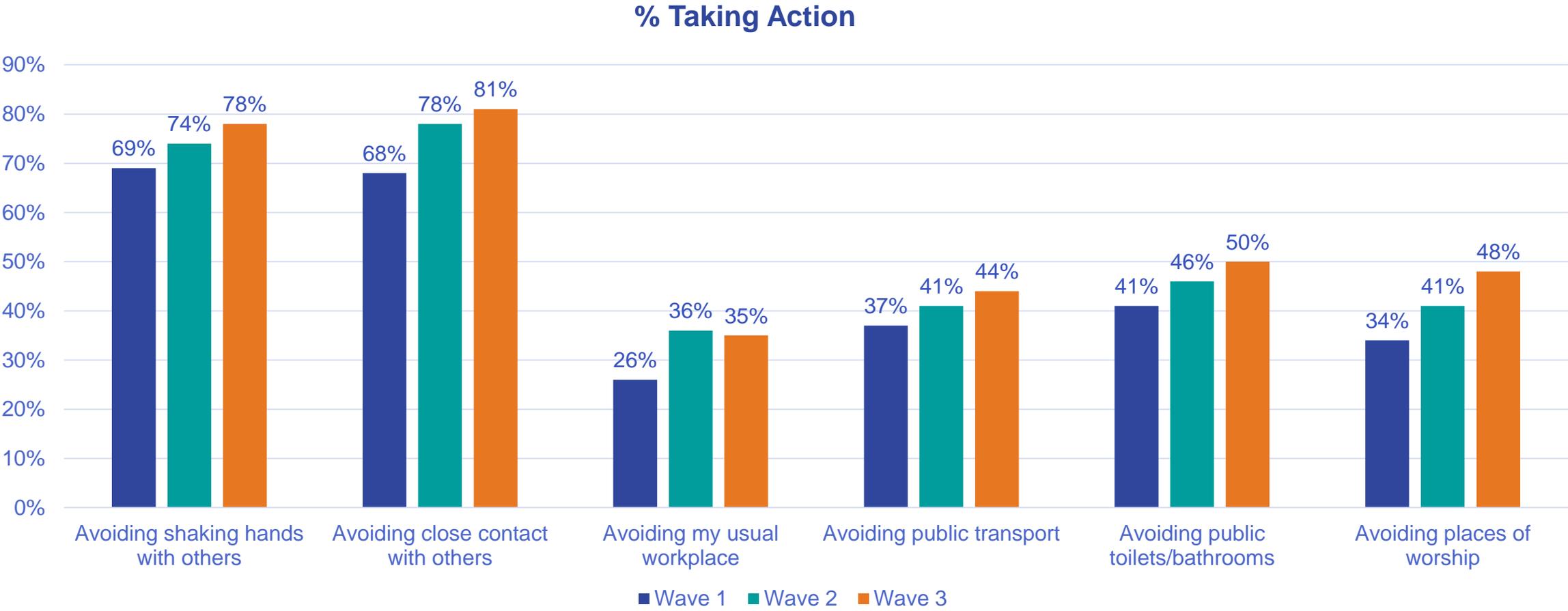
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Which of the following is closest to your point of view about the state of the virus in the United States in the coming weeks?



SOCIAL DISTANCING IS RISING AMONGST MANY DIFFERENT FORMS OF AVOIDING OTHERS AND PUBLIC AREAS



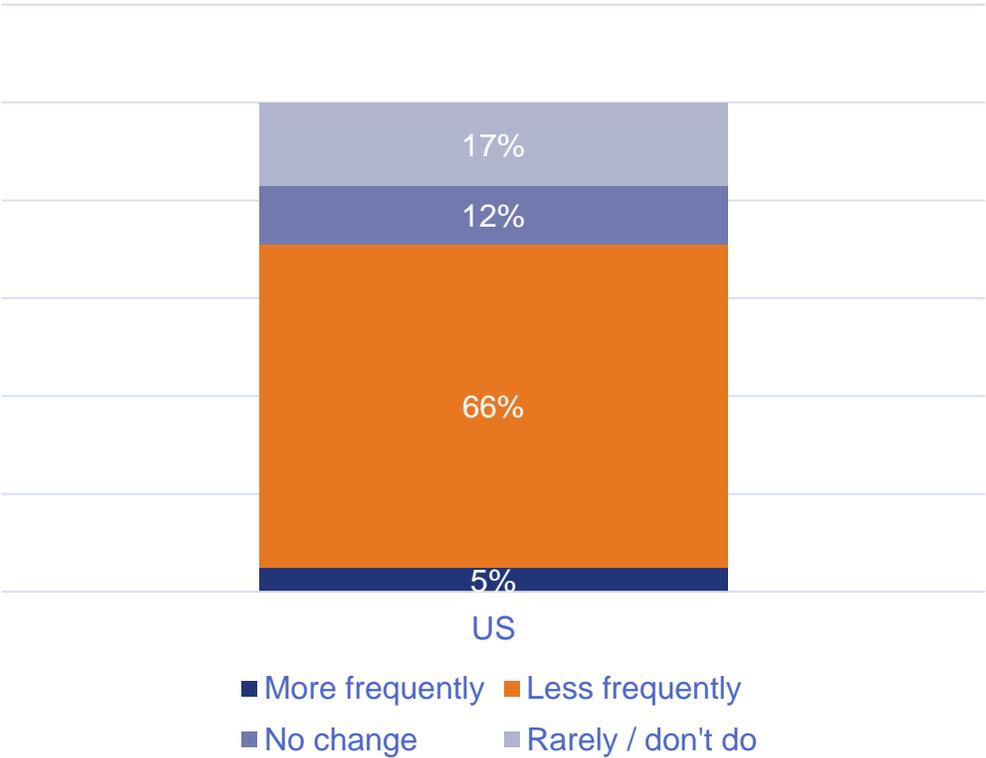
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Have you started doing any of the following specifically to protect yourself from the Coronavirus or COVID-19?

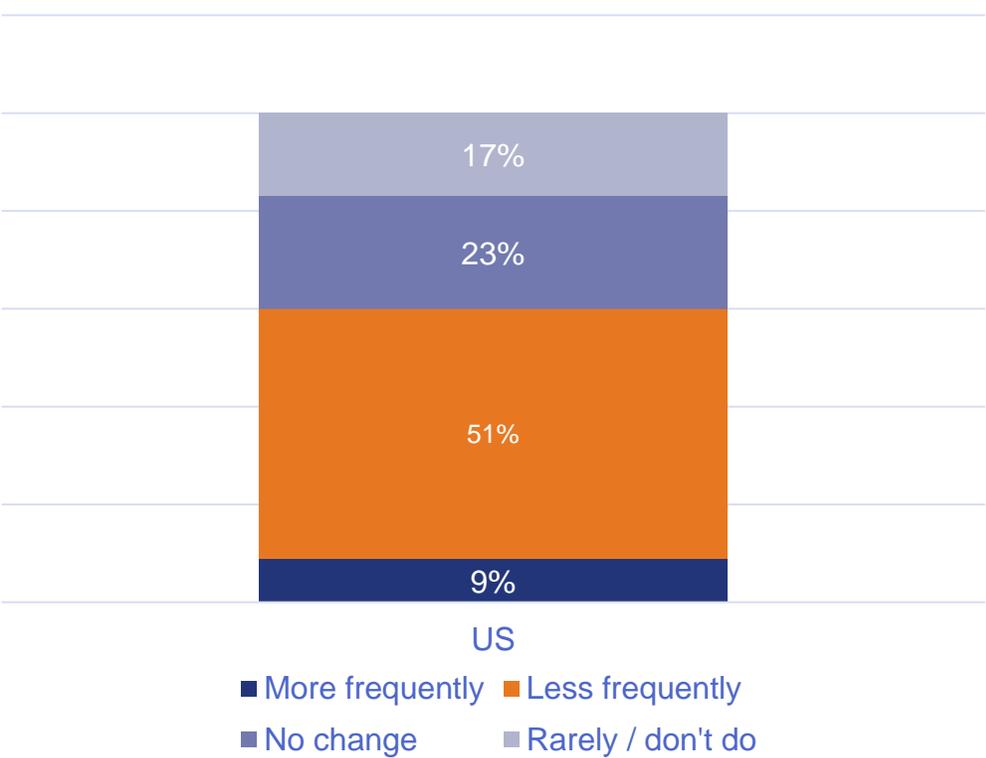


WHILE PEOPLE ARE STARTING TO MAKE CHANGES, ONLY ABOUT ONE IN FOUR SAY THEY ARE EATING OUT OR GOING TO FAST FOOD RESTAURANTS LESS

Eating out in a bar or restaurant



Eating at a fast food restaurant

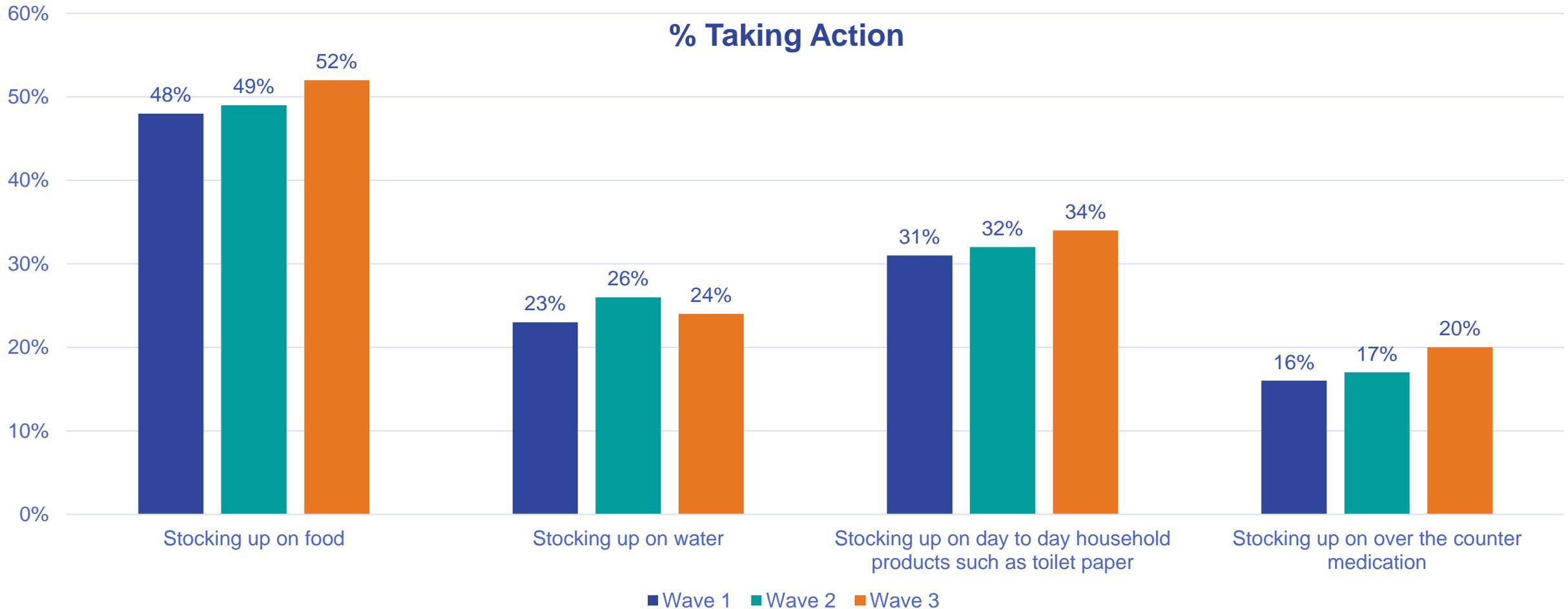


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What about each of the following, would you say you are doing more frequently or less frequently compared to one month ago? Wave 3 data only



SO FAR NO MAJOR SHIFT IN INCREASED STOCKPILING FROM A WEEK AGO



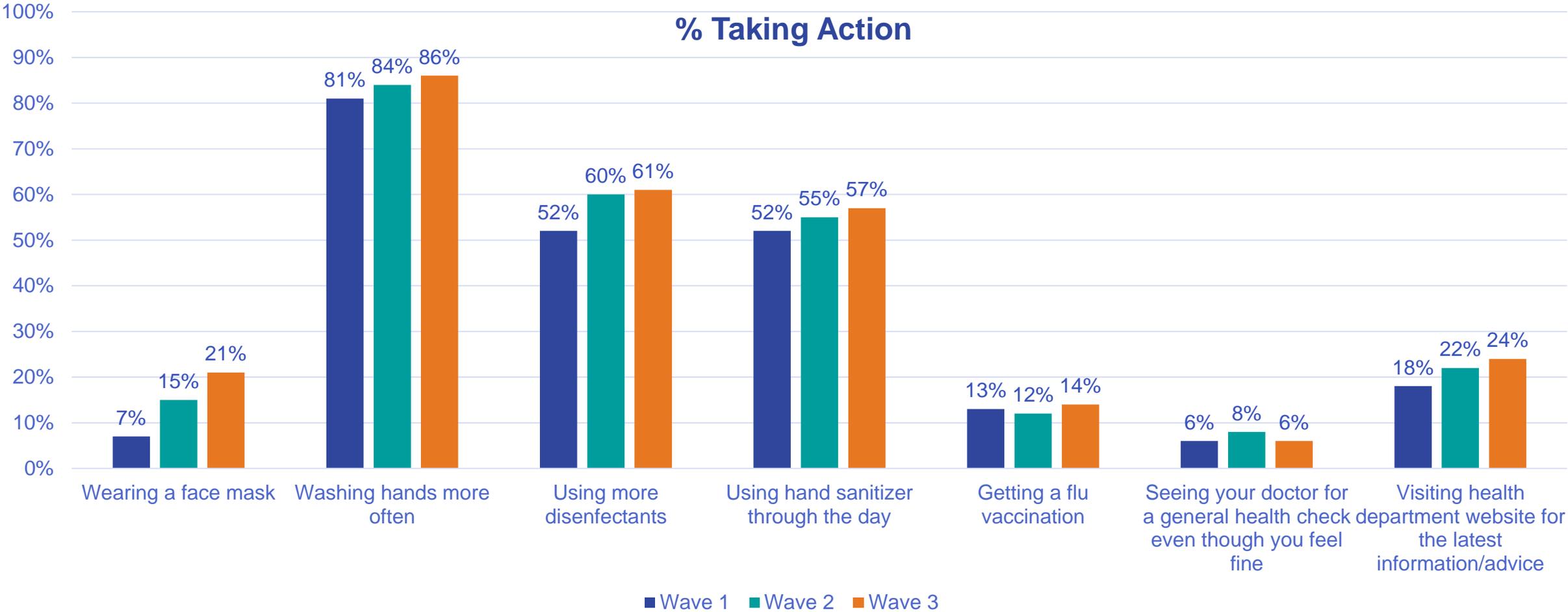
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Have you taken any personal actions to protect yourself from the Coronavirus or COVID-19?



WASHING HANDS AND DISENFECTING STILL AMONG TOP PREVENTATIVE MEASURES, WITH WEARING FACE MASKS AND VISITING HEALTH DEPARTMENT WEBSITES ON THE RISE



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Have you taken any personal actions to protect yourself from the Coronavirus or COVID-19?



AMONGST THE RISE IN SOCIAL DISTANCING THERE IS A 8% INCREASE IN E-COMMERCE PURCHASING

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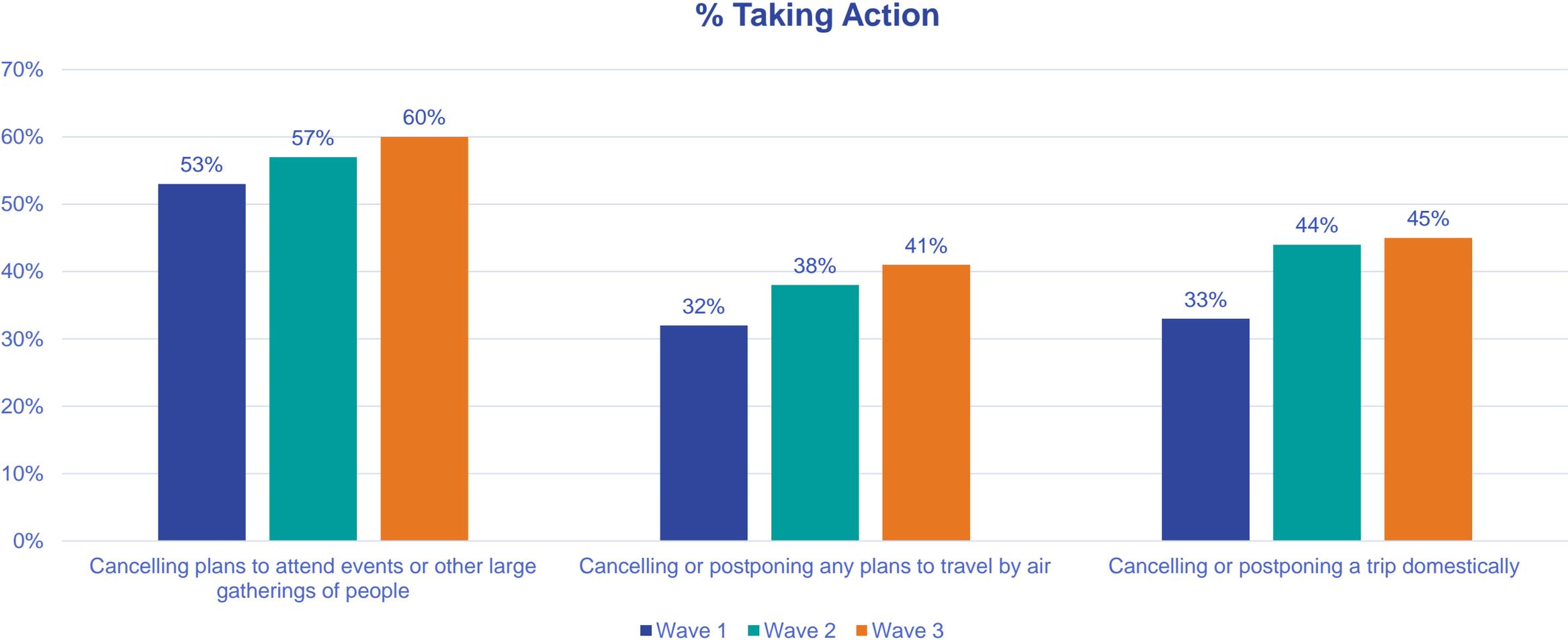


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What about each of the following, would you say are doing each of the following more frequently or less frequently compared to one month ago?



PEOPLE ARE TAKING ACTION TO AVOID LARGE GROUPS AND ARE CANCELLING TRAVEL PLANS

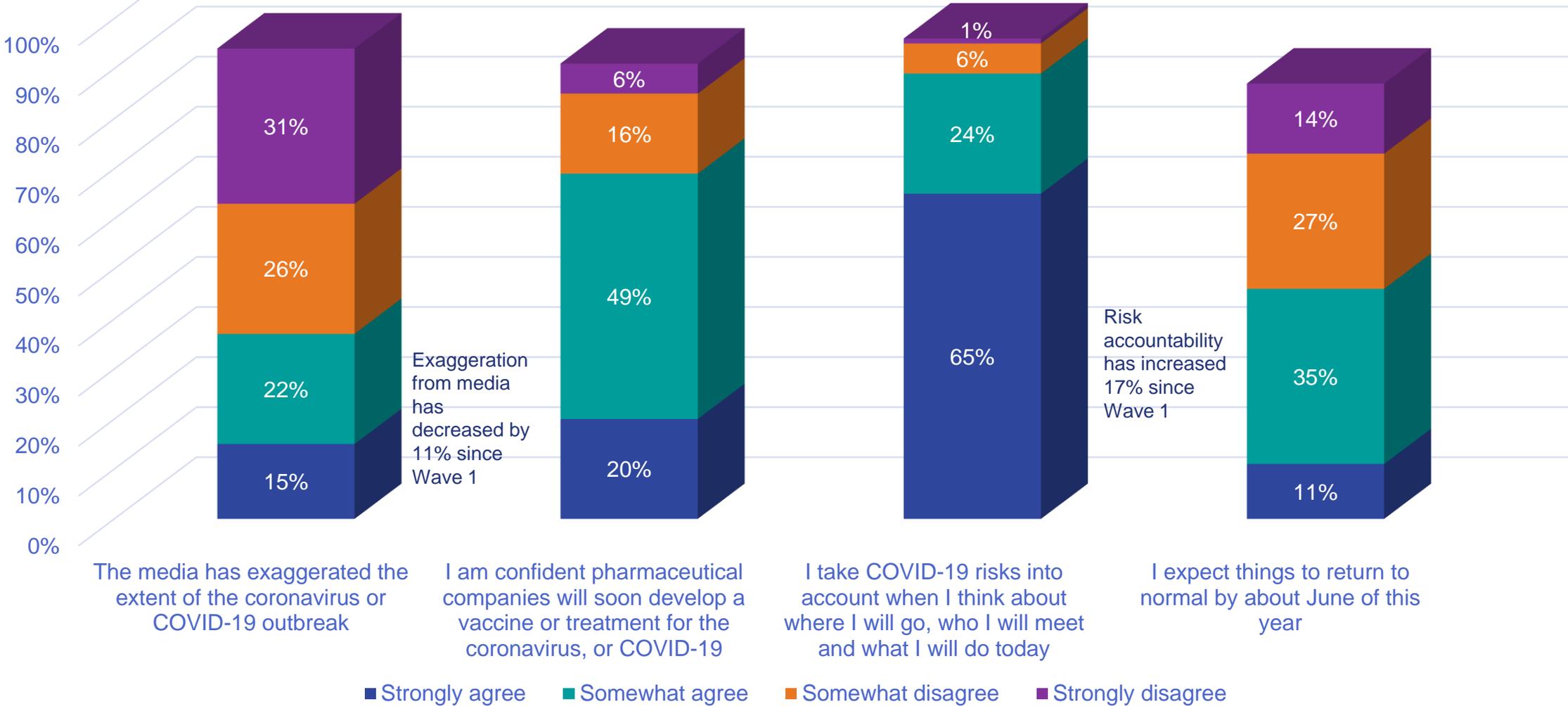


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Are you doing or have you done any of the following specifically to protect yourself from the Coronavirus or COVID-19?



MAJORITY TAKE COVID-19 RISKS INTO ACCOUNT ON DAILY ACTIVITIES WITH A HIGH PERCENT OF THOSE THINKING A VACCINE WILL SOON BE DEVELOPED



See methodology notes for full description of the data collection specifications

