

A GLOBAL VIEW:

CONSUMER PULSE ACROSS

THE WORLD ON COVID-19

Big
Village

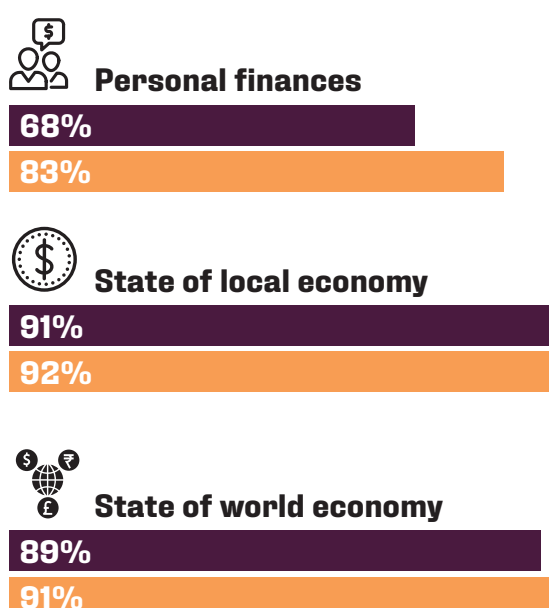
US & Asia Pacific real-time insights, concerns, and impact

The COVID-19 impact is being felt worldwide. APAC is more than two months ahead of the rest of the world, dealing with the pandemic first. At Big Village, we want to understand both US and APAC consumers' perspective—what do we agree on, where do we differ, and how do we move forward.

WHAT IS THE CONCERN?

APAC consumers' concern level is higher than the US...

Key US APAC



TOTAL CONCERNED

86%
US

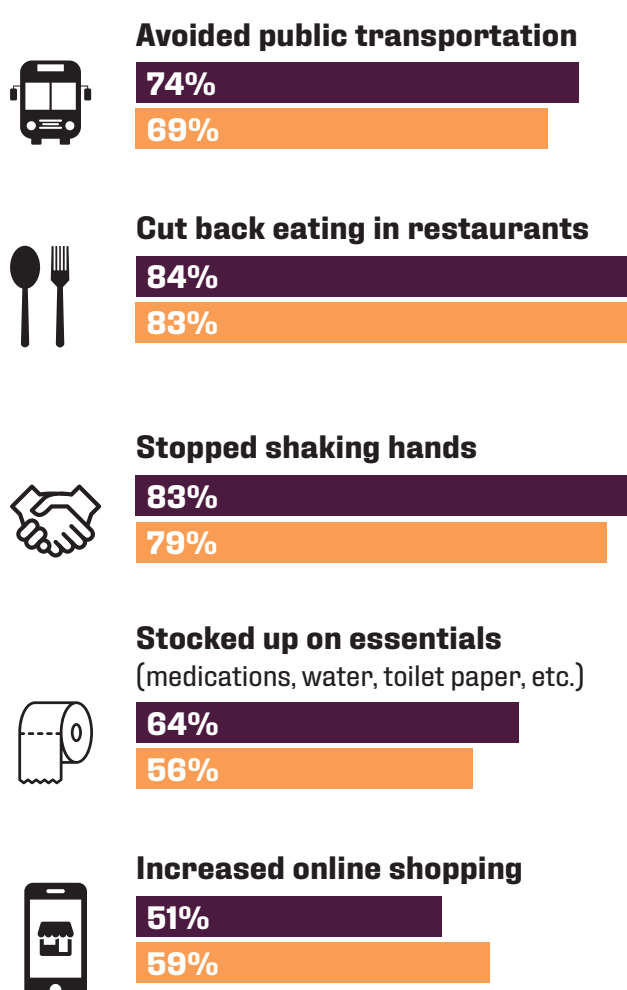
96%
APAC

WHAT ARE THEY DOING ABOUT IT?

US consumers are more focused on preventative actions...

Have done any of the following in response to Coronavirus

Key US APAC



US

How long do you think we will continue to need to avoid crowds and close schools and businesses?

35%
1 month or less

65%
2 months or longer

APAC

How short or long do you believe that the virus will disrupt your way of living?

18%
1-3 months

31%
3-6 months

16%
6-9 months

HOW DO WE MOVE FORWARD?

Which of the following will make you feel confident that the COVID-19 outbreak is under control and that you can return to a more normal way of life?

Key US APAC

There are zero new cases
45%
48%

Removal of travel restrictions
22%
38%

Significant reduction in the daily number of new infections
46%
47%

When the World Health Organization declares the pandemic over
37%
44%

When the government informs you that it is safe / under control
28%
50%

When my doctor advises me that it is safe / under control
25%
19%

A vaccine becomes available
51%
59%

When social distancing measures are relaxed
33%
34%

US Methodology

These Online CARAVAN® omnibus surveys were conducted April 17-19 and May 1-3, 2020. Approximately 1000 adults selected from opt-in panels were surveyed each time. The results are also weighted to U.S. Census data to be demographically representative.

APAC Methodology

This online survey was conducted April 22-26, 2020, in Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Thailand & Taiwan. Sample includes 100 adults for every market that is demographically representative for Gender, Age and Income.

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