



Wave 4: Consumer Perceptions of COVID-19 Global Sentiment Realities & Forecasting

In-field: April 3rd to April 8th, 2020 | Trending from March 10th, 2020

Background: COVID-19 Study Overview Wave 4

Faced with continued uncertainty around the globe, IMI's NextWave™ is completing comprehensive quantitative online studies with thousands of people 13+ years of age from across the world to better understand consumer attitudes and behaviors.

Wave 3: March 30, 2020

Wave 4: April 13th, 2020

Wave 5: Within 10 days

We encourage you to share this information with anyone who it can help make decisions and to reach out to our team if you have suggestions or topic requests for the next wave. Previous waves and excerpts can be found on NextWave's Global Content Portal. [Click here for more.](#)

If you would like more information, please feel free to contact Don Mayo, Global Managing Partner, IMI International dmayo@consultimi.com or Sarah Stovold, Managing Director, IMI NextWave™ sstovold@consultimi.com.

APRIL 2020

SUN	MON	TUES	WED	THURS	FRI	SAT
5	6	7	8	10	10	11
12	13 WAVE 4	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Key Dates Reference

January 20-25	First American and Canadian cases
March 6	First major event cancellations (e.g. SXSW)
March 11	US travel ban announced; WHO declares pandemic; major sports and events begin suspensions and cancellations
March 12-13	Trump declares a national emergency School closures, large gathering bans Australia unveils \$17.6bn stimulus package
March 16	2-week self-containment for all returning and arriving overseas travellers imposed
March 20	Reported cases of COVID-19 pass 200,000
March 24	G-20 summit rallies against coronavirus
March 25	UN launches a \$2bn global humanitarian response plan to fund the fight against COVID-19 in the world's poorest countries.
April 2	Number of confirmed deaths from the coronavirus surpassed 50,000 with over 1 million confirmed cases globally.
April 8	Number of confirmed cases rises to over 1.5 million globally.

Wave 4 – April 13th, 2020 Content Sections:

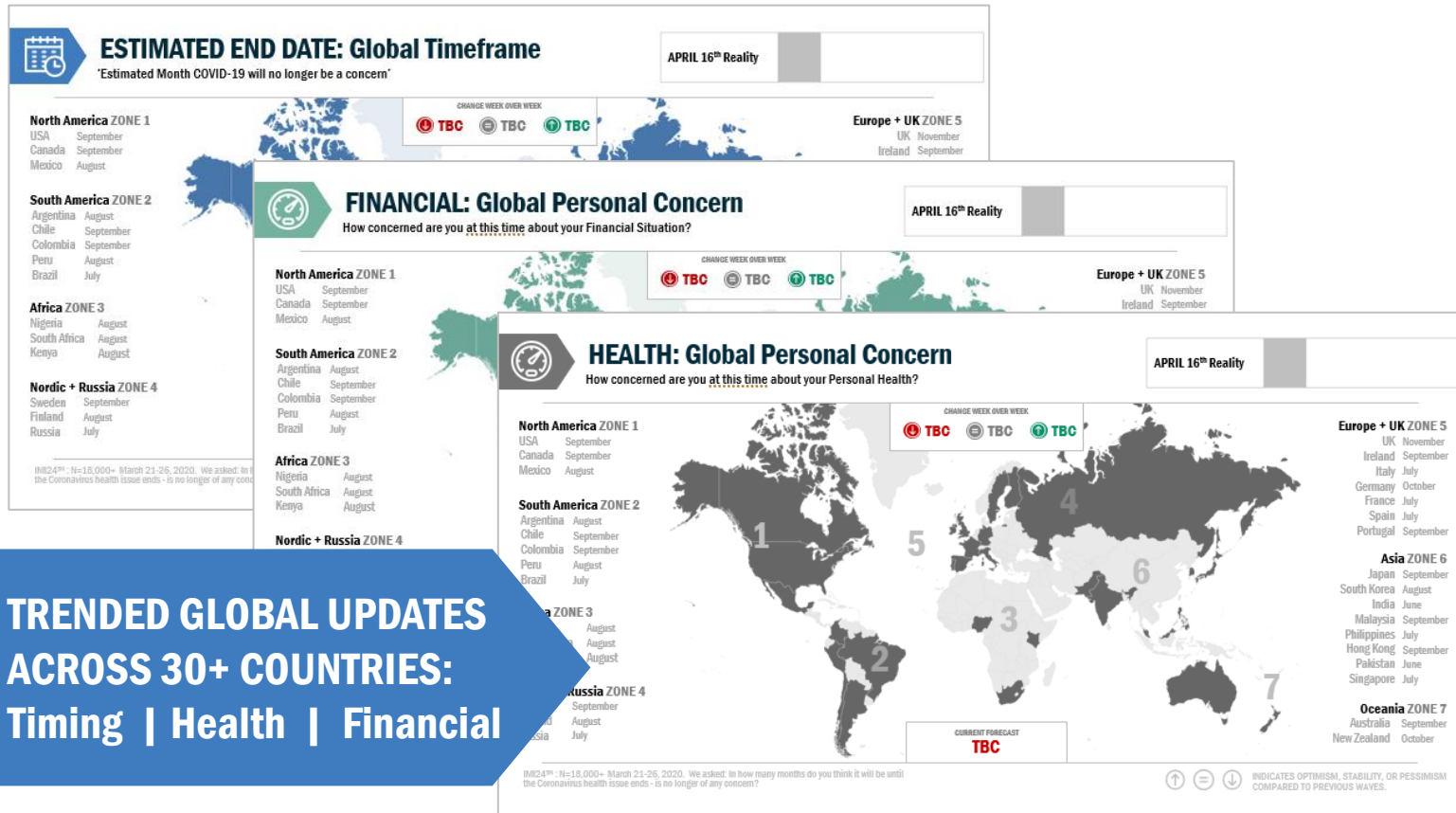
SECTION 1	SECTION 2	SECTION 3	SECTION 4	SECTION 5
Timing & Concern REGIONAL	Optimism Government actions are having immediate impact on consumer sentiment	What will signal that it's "over"?	A peek inside: How would you define yourself today?	What people are enjoying having time to do
				

SPECIAL REPORT

Best and Most Trusted Sources of Information

What to Expect in Wave 5

N=30,000+ : People aged 13 + years of age



Our next update will also include:

- a) biggest fear
- b) greatest issue
- c) what people miss doing

SPECIAL REPORT: Change in Behavior in 40+ categories – from live events, sport, retail, dining, shopping, travel and many more.



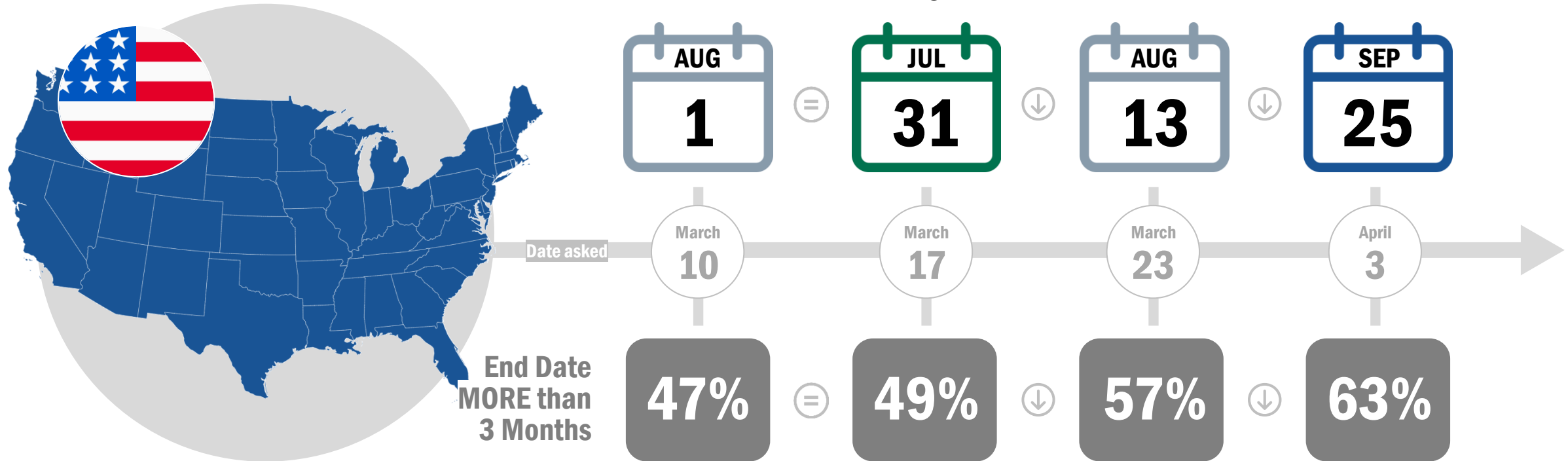
SECTION 1

Timing & Concern – Trends and Regional Perceptions



ESTIMATED END DATE: American Timeframe

'Estimated Month COVID-19 will no longer be a concern'



IMI24™ : N=10,000+ March 10 - April 3, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends - is no longer of any concern?

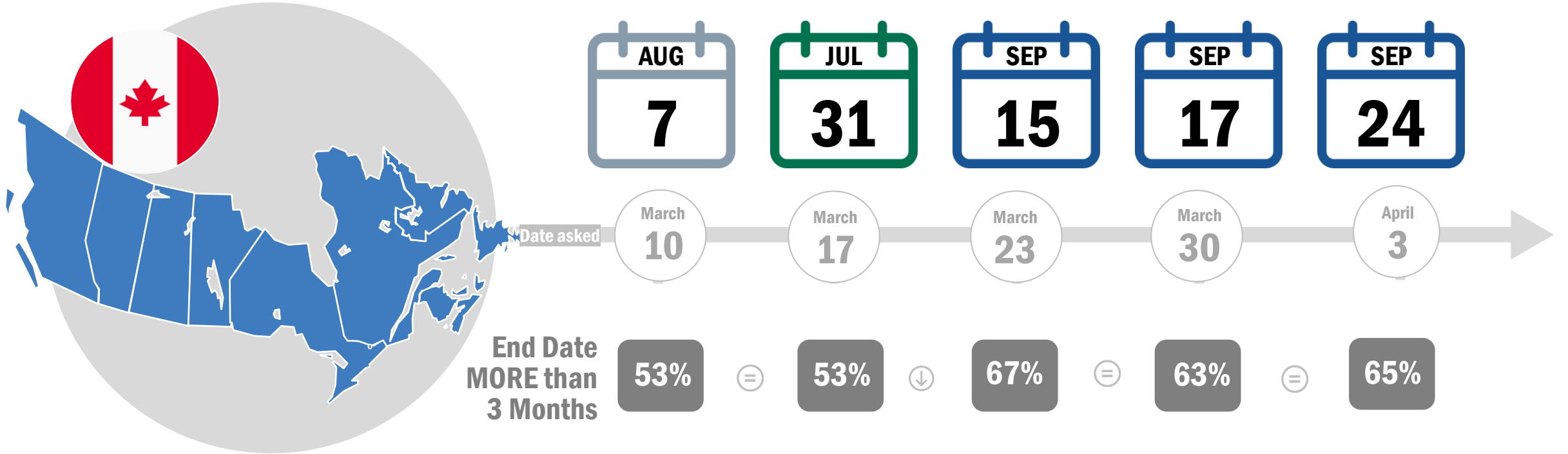


INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



ESTIMATED END DATE: Canadian Timeframe

'Estimated Month COVID-19 will no longer be a concern'



IMI24™ : N=8,000+ March 10th to April 3rd, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends

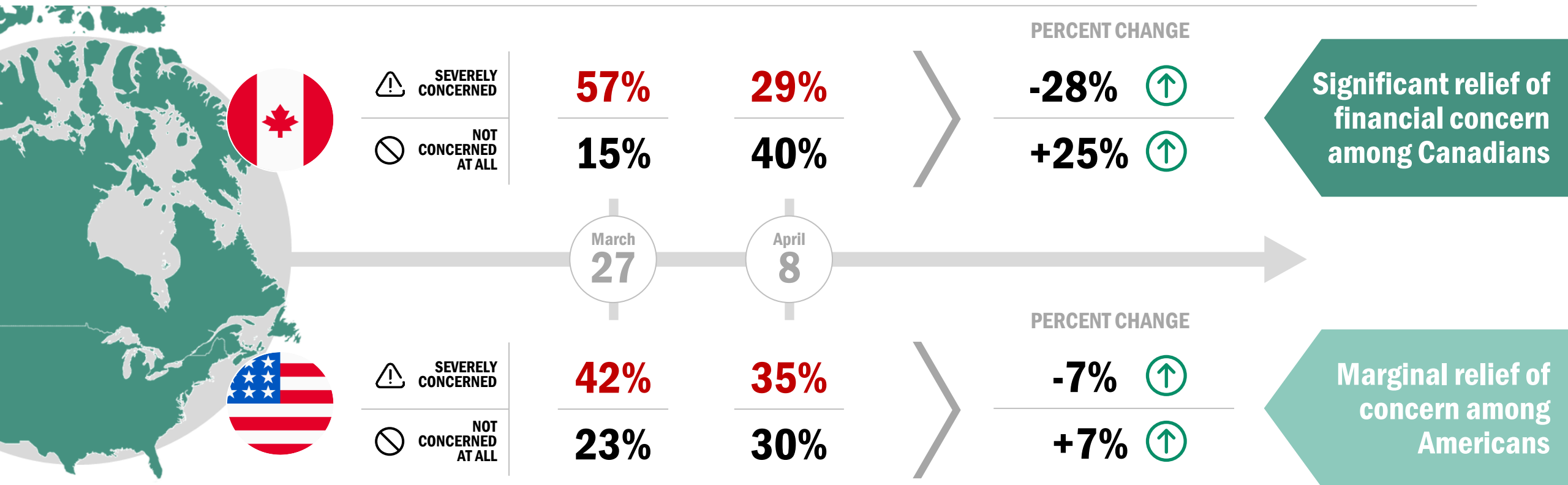


INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



FINANCIAL: Evolving North American Concern March 27 vs. April 8

How concerned are you at this time about your Financial Situation?



IMI24™ : N=2,000 CANADA N=2,000 USA March 27-April 8, 2020. We asked: How concerned are you at this time about your Financial Situation?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



SECTION 1.1

USA - Regional Excerpt



ESTIMATED END DATE: American Timeframe

'Estimated Month COVID-19 will no longer be a concern'

April 8th Reality



Overall, 6 in 10 Americans believe that COVID-19 will no longer be a concern by September 2020.



APRIL 7

MONTH

MORE THAN
3 MONTHS

USA

September
2020

63%

West

September

60%

Midwest

September

62%

Northeast

September

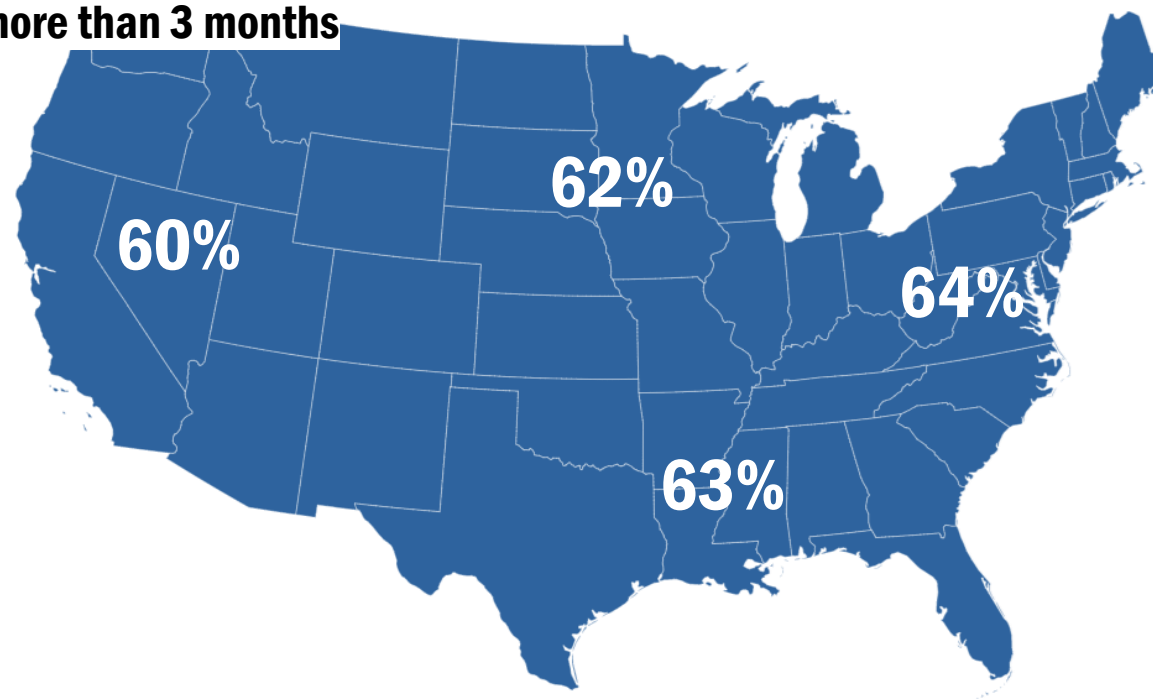
64%

South

September

63%

% Believing it will last
more than 3 months



IMI24™ : N=2,400 USA. April 3rd– April 8, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends - is no longer of any concern?



HEALTH: American Personal Concern

Percent of people concerned about their 'personal health'

April 8th Reality



87% of Americans are concerned about their personal health with people in the South being most severely concerned.



APRIL 8

HEALTH
CONCERN

SEVERELY
CONCERNED

USA

87%

58%

West

81%

55%

Midwest

86%

46%

Northeast

86%

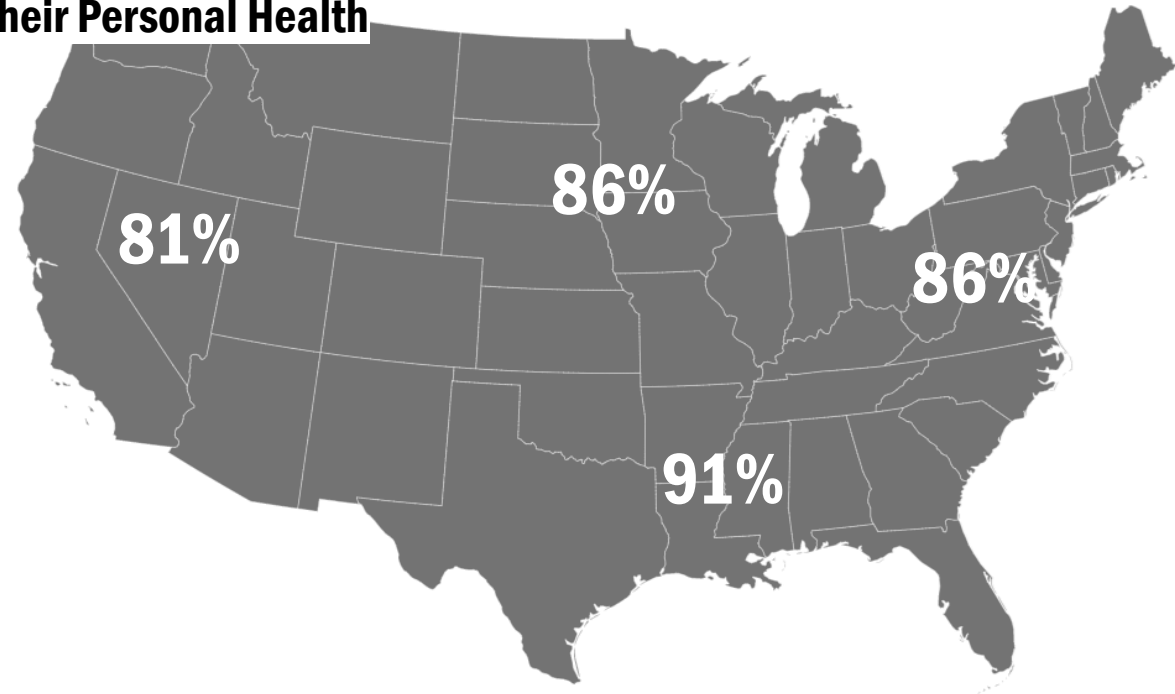
54%

South

91%

64%

% Concerned about
Their Personal Health



IMI24™ : N=1,000 USA April 3 – April 8, 2020. We asked: We asked: How concerned are you about your personal health with Coronavirus?



FINANCIAL: Evolving American Concern March 23rd vs. April 8

How concerned are you at this time about your Financial Situation?

USA

N=2,400



SEVERELY
CONCERNED



NOT
CONCERNED
AT ALL

42%

23%

March
23

35%

30%

April
8

PERCENT CHANGE

-7%



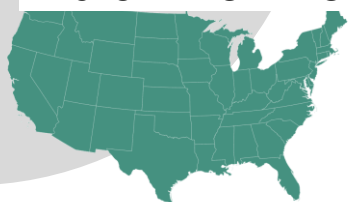
+7%



Marginal relief of
financial concern
among Americans

APRIL 8

REGIONAL SNAPSHOT



Sample

SEVERELY
CONCERNED

NOT
CONCERNED
AT ALL

WEST
200

36%

25%

MIDWEST
200

35%

27%

SOUTH
200

38%

32%

NORTHEAST
200

27%

39%

IMI24™ : N=1,000+ April 3rd to 8th, 2020. We asked: How concerned are you at this time about your Financial Situation?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM
COMPARED TO PREVIOUS WAVES.



ESTIMATED END DATE: American Timeframe

'Estimated Month COVID-19 will no longer be a concern'

April 8th Reality



People from California, Texas and New York all expect COVID-19 to end in mid-to-late October 2020.



APRIL 7

MONTH

MORE THAN
3 MONTHS

USA

Sep 25

63%

California

Oct 20

63%

Texas

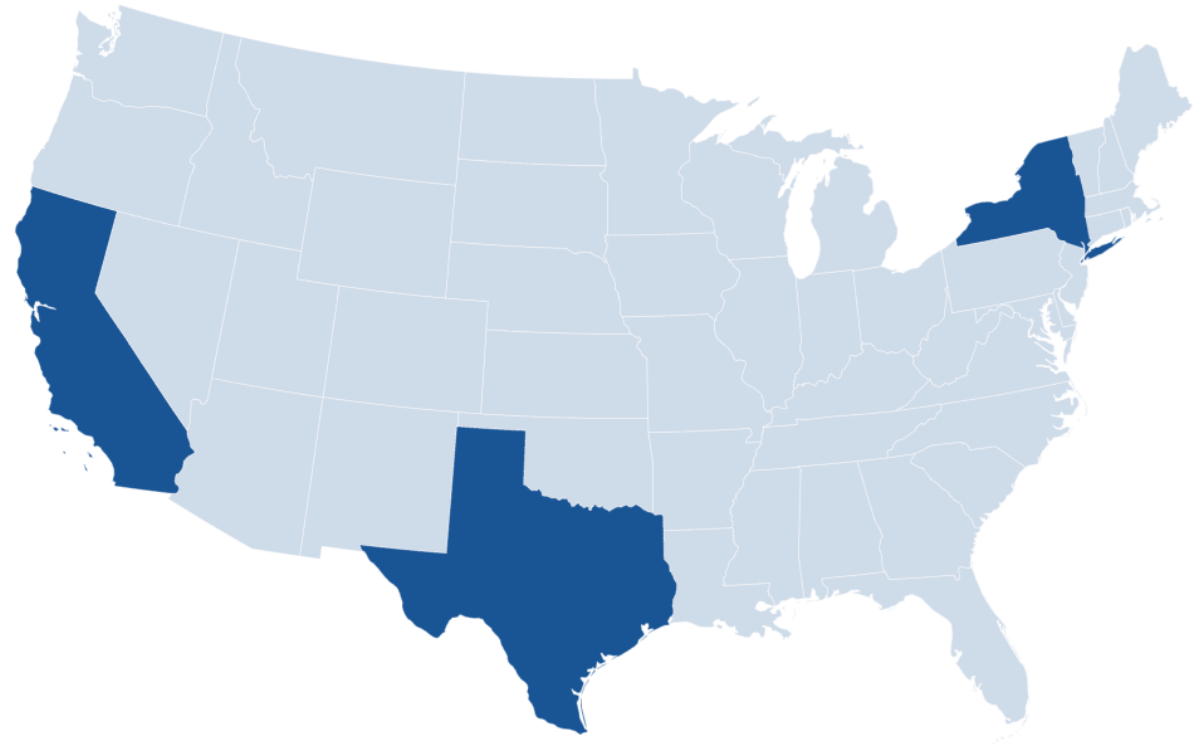
Oct 17

69%

New York State

Oct 22

65%



IMI24™ : N=2,400 USA. April 3rd – April 8, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends - is no longer of any concern?



HEALTH: Evolving American Concern March 23rd vs. April 8th

How concerned are you at this time about your personal health?

USA

N=2,400



SEVERELY
CONCERNED



NOT
CONCERNED
AT ALL

56%

20%

March
23

58%

20%

April
8

PERCENT CHANGE

+2% 

0% 

Americans' personal
health concern
remains severe yet
not accelerating.

APRIL 8

STATE SPOTLIGHT



Sample

SEVERELY
CONCERNED

NOT
CONCERNED
AT ALL

CALIFORNIA

200

57%

20%

TEXAS

200

57%

20%

NEW YORK STATE

200

61%

20%

IMI24™ : N=2,400+ April 3rd - April 8th, 2020. We asked: How personally concerned are you about your health with Coronavirus?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM
COMPARED TO PREVIOUS WAVES.



FINANCIAL: Evolving American Concern March 27 vs. April 8

How concerned are you at this time about your Financial Situation?

USA

N=2,400



SEVERELY
CONCERNED



NOT
CONCERNED
AT ALL

42%

23%

March
23

35%

30%

April
8

PERCENT CHANGE

-7%



+7%



Marginal relief of
financial concern
among Americans

APRIL 8

STATE SPOTLIGHT



Sample

SEVERELY
CONCERNED

NOT
CONCERNED
AT ALL

CALIFORNIA

200

39%

25%

TEXAS

200

38%

25%

NEW YORK STATE

200

44%

22%

IMI24™ : N=2,400+ March 27-April 8, 2020. We asked: How concerned are you at this time about your Financial Situation?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM
COMPARED TO PREVIOUS WAVES.



SECTION 1.2

Canada - Regional Excerpt



ESTIMATED END DATE: Canadian Timeframe

'Estimated Month COVID-19 will no longer be a concern'

April 8th Reality



The expected end date continues to worsen, but regions have a relatively consistent expectation of the end date between Sept 12 and Oct 22, 2020.

APRIL 7

MONTH

MORE THAN
3 MONTHS

CANADA

Sep 30

67%

British Columbia

Oct 20

63%

Alberta

Oct 17

69%

Saskatchewan

Oct 22

65%

Manitoba

Sep 12

66%

Ontario

Sep 17

61%

Quebec

Sep 12

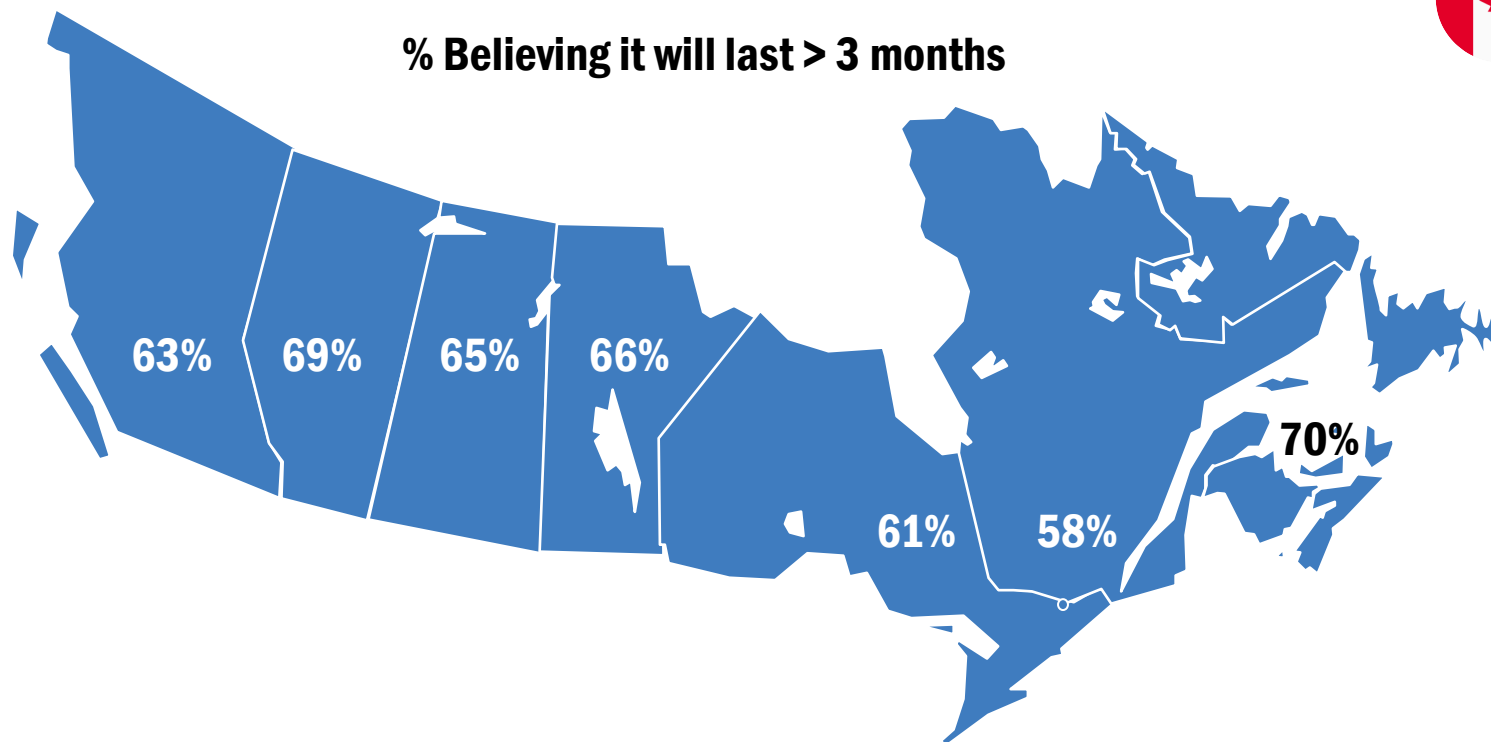
58%

Atlantic

Oct 7

70%

% Believing it will last > 3 months



IMI24™ : N=2,400 CANADA, N=200 per province. April 3rd – April 8, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends - is no longer of any concern?



HEALTH: Canadian Personal Concern

Percent of people concerned about their 'personal health'

April 8th Reality



Overall, more than 8 in 10 Canadians are concerned about their personal health with more than 1 in 2 severely concerned.

APRIL 7

CONCERNED

SEVERELY
CONCERNED

CANADA

83%

53%

British Columbia

80%

43%

Alberta

86%

46%

Saskatchewan

81%

52%

Manitoba

88%

41%

Ontario

79%

50%

Quebec

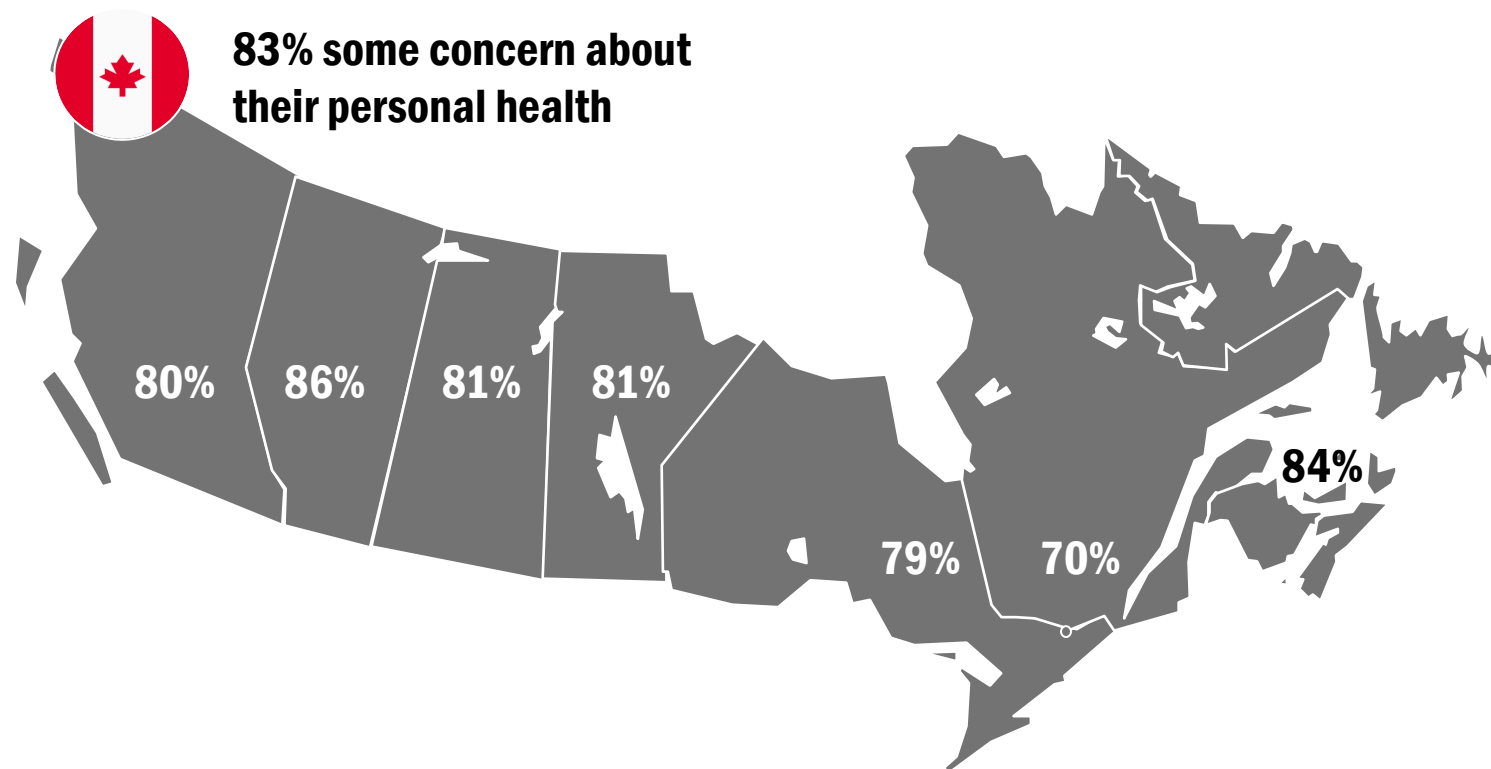
70%

48%

Atlantic

84%

49%



IMI24™ : N=2,400 CANADA, N=200 per province. April 3rd – April 8, 2020.
We asked: How concerned are you about your personal health with Coronavirus?

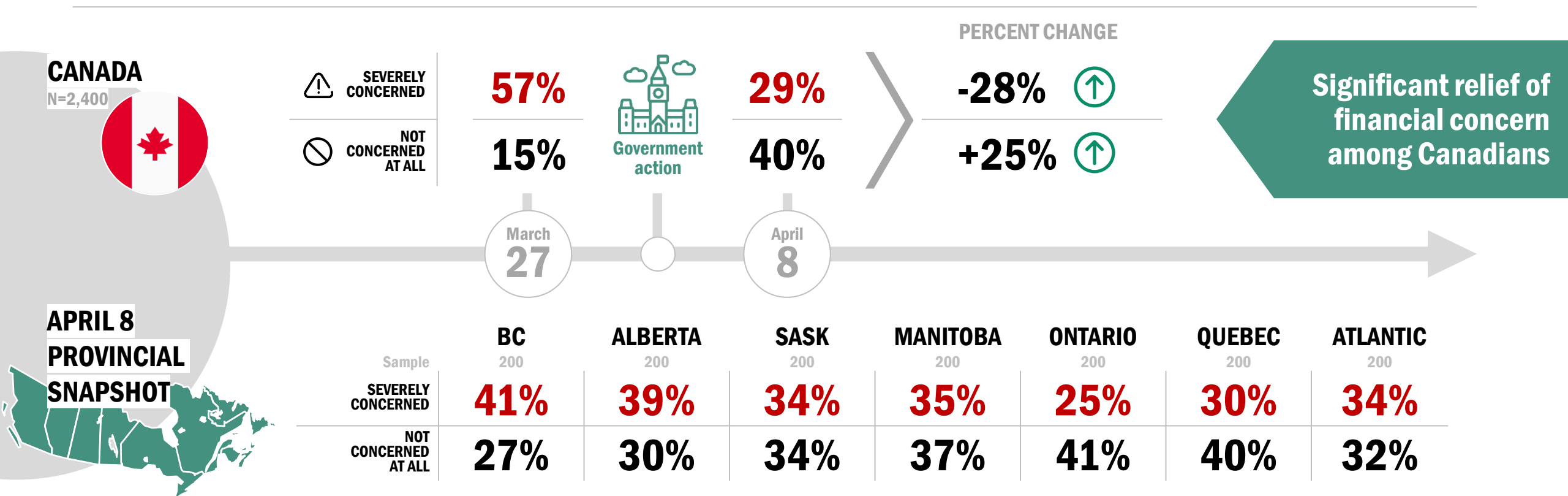


INDICATES OPTIMISM, STABILITY, OR PESSIMISM
COMPARED TO PREVIOUS WAVES.



FINANCIAL: Evolving Canadian Concern March 27 vs. April 8

How concerned are you at this time about your Financial Situation?



IMI24™ : N=2,400+ April 3-April 8, 2020. We asked: How concerned are you at this time about your Financial Situation?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



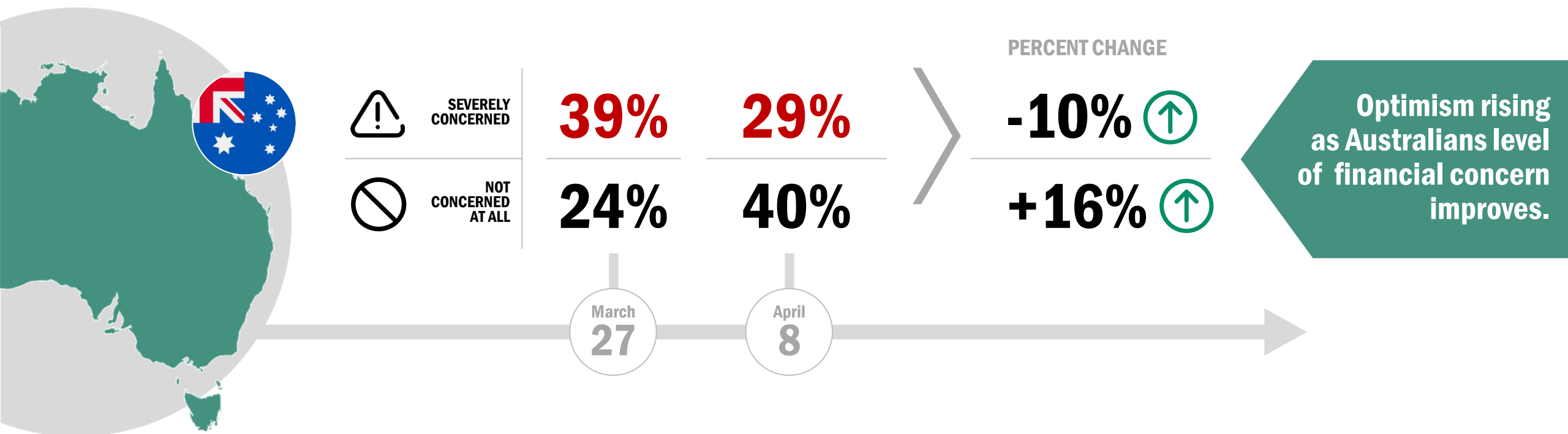
SECTION 1.3

Australia Excerpt



FINANCIAL: Evolving Australian Concern March 27 vs. April 8

How concerned are you at this time about your Financial Situation?



IMI24™ : N=1,000+ March 27-April 8, 2020. We asked: How concerned are you at this time about your Financial Situation?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



SECTION 2

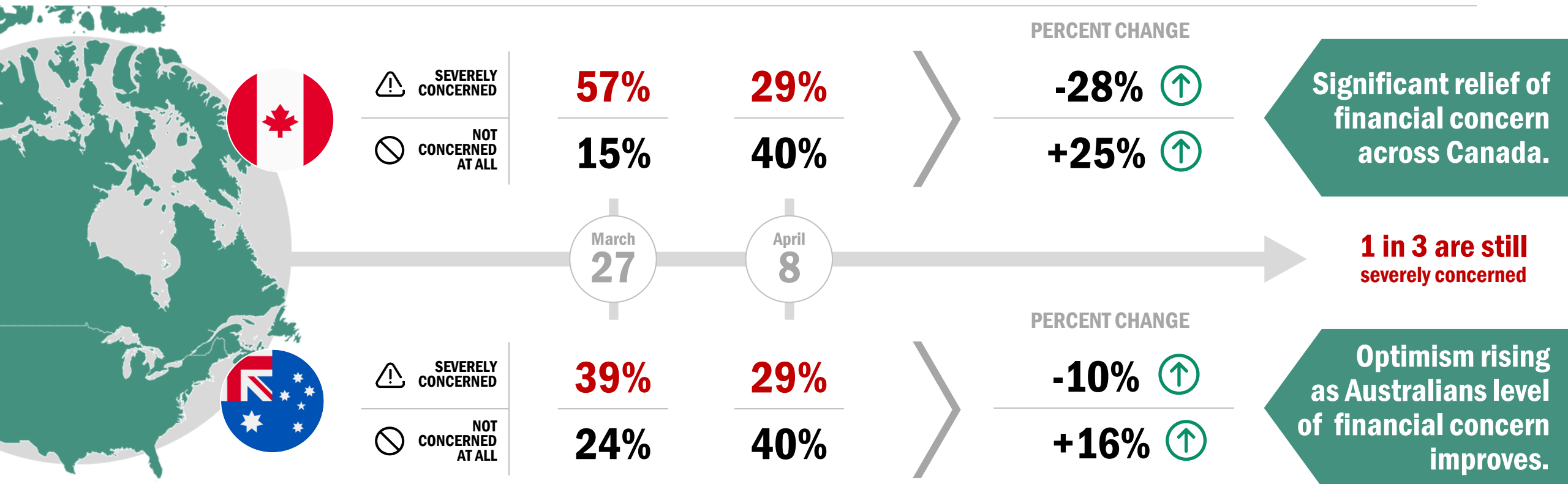
Optimism - Government actions are having immediate impact on consumer sentiment

Consumer trends from Canada and Australia, found on the following slide, provide compelling evidence that people can and will change their perceptions and intentions with positive news.

IMI expects these positive consumer shifts to continue with their actions and purchasing behaviors when there is consistent positive news, ending the COVID-19 pandemic.



FINANCIAL: Action in Canada and Australia quickly and significantly relieved level of personal financial concern



IMI24™ : N=2,000 CANADA N=1,000 AUSTRALIA April 3 to 8th, 2020. We asked: How concerned are you at this time about your Financial Situation?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



SECTION 3

What will signal that it's “over”?



For Americans, major health and vaccine announcements will signal the end of COVID-19.

To you personally which actions/signals are necessary to let you know that COVID-19 is over, and you can return to your normal activities?

The **CDC announces** the threat is over **52%**

The **Surgeon General announces** its over **40%**

Social Distancing is eliminated **36%**

All business are back **open** **31%**

WHO announces the threat is over **30%**

A Vaccine is available to everyone	42%
A Vaccine is announced	34%
A Vaccine has been successful in trials	31%

There are no more COVID-19 related deaths	29%
Go back to work/school/daycare	28%
Mass events are in my community	27%
Headline are something other than COVID-19	24%
There are no more COVID-19 related cases	22%
The President/Prime Minister announces its over	21%
A Vaccine is being tested	20%
There is no 'normal' in the next few years	19%
Bars and clubs are open	17%
Shopping malls are open to the public	15%
Sports return to Venues across my country	14%
Shaking hands return to being acceptable	13%
Restaurants are open	10%
Traffic returns to normal	10%
Nothing needs to happen, there's no risk now	5%
Concerts return to Venues across my country	3%

For Canadians, vaccine related announcements, the end of social distancing and business openings will signal the end of COVID-19.



Social Distancing is eliminated	52%
All business are back open	43%
WHO announces the threat is over	39%
The CDC announces the threat is over	31%
Mass events are in my community	31%

A Vaccine is available to everyone	54%
A Vaccine is announced	48%
A Vaccine has been successful in trials	36%
There are no more COVID-19 related deaths	31%
Headline are something other than COVID-19	28%
There are no more COVID-19 related cases	25%
The Surgeon General announces its over	24%
Shaking hands return to being acceptable	23%
Go back to work/school/daycare	19%
Shopping malls are open to the public	17%
There is no 'normal' in the next few years	15%
The President/Prime Minister announces its over	15%
Restaurants are open	13%
Sports return to Venues across my country	12%
Traffic returns to normal	10%
Bars and clubs are open	9%
Concerts return to Venues across my country	9%
Nothing needs to happen, there's no risk now	0%

To you personally which actions/signals are necessary to let you know that COVID-19 is over, and you can return to your normal activities?



For Australians, major health and vaccine announcements and going back to work will signal the end of COVID-19.

To you personally which actions/signals are necessary to let you know that COVID-19 is over, and you can return to your normal activities?

The **surgeon general announces** its over **43%**

The **CDC announces** the threat is over **36%**

Go **back to work /school/daycare** **35%**

There are **no more COVID-19 related cases** **30%**

WHO announces the threat is over **29%**

A Vaccine is available to everyone	31%
A Vaccine is announced	41%
A Vaccine has been successful in trials	35%

Social Distancing is eliminated	25%
All business are back open	25%
A Vaccine is being tested	24%
Shopping malls are open to the public	22%
There are no more COVID-19 related deaths	22%
Bars and clubs are open	17%
Restaurants are open	16%
There is no 'normal' in the next few years	14%
Sports return to Venues across my country	13%
The President/Prime Minister announces its over	11%
Traffic returns to normal	11%
Shaking hands return to being acceptable	10%
Mass events are in my community	5%
Headline are something other than COVID-19	5%
Concerts return to Venues across my country	0%
Nothing needs to happen, there's no risk now	0%



SECTION 4

A peek inside: How would you define yourself today?

People define themselves as dealing with a range of positive and negative emotions - a sizeable segment are ‘friendly’ & ‘happy’, evidence of the "all-together" mindset.



US



Canada



Italy



Friendly – Number 1 across 3 Countries

31%

30%

29%

Healthy

24%

20%

9%

Happy

22%

24%

14%

Active

17%

15%

16%

Loved

15%

10%

11%

Well rested

11%

16%

18%



Stressed

26%

12%

19%

Anxious

25%

21%

17%

Unsettled

19%

18%

4%

Depressed

11%

9%

7%

Negative

7%

6%

5%

Alone

6%

11%

11%

IMI 24™ N=300 per Country ; Asked April 3 to 8th, 2020.

Which of the following words would you use to *define yourself - today?*

A much longer list was asked and is available upon request, but we have captured the highlights here.

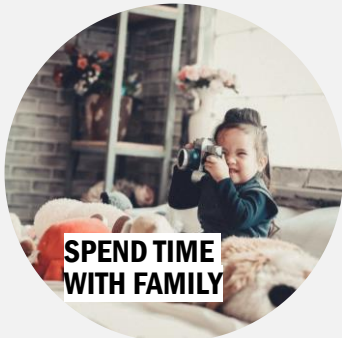
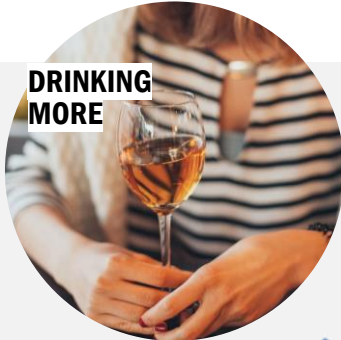
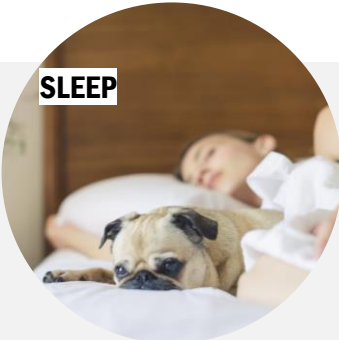


SECTION 5

Enjoy having time to do - NOW

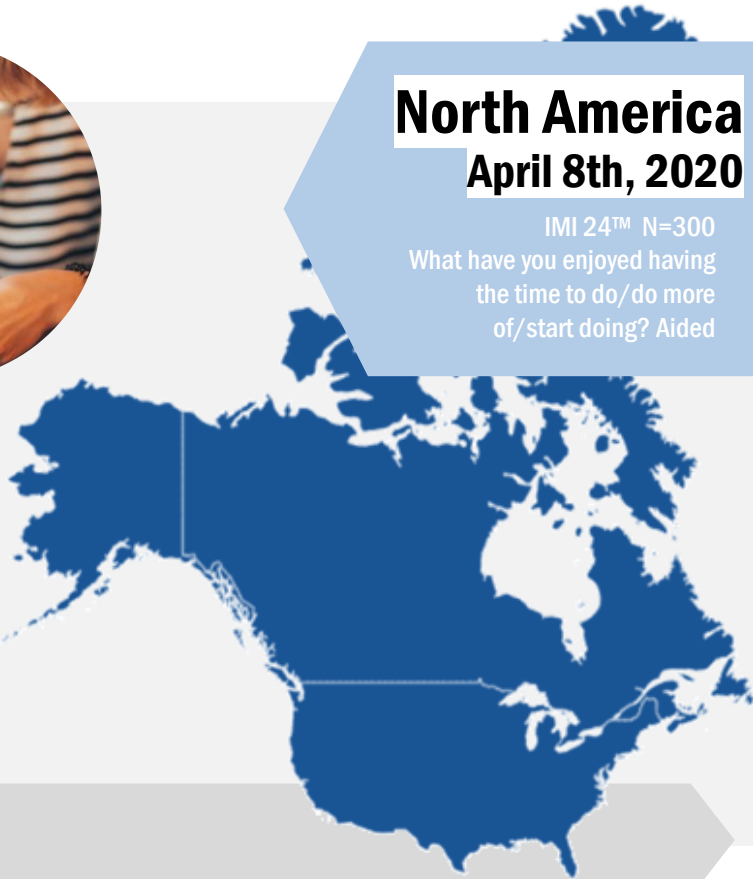


In their words: North Americans share what they enjoy having time to do because of the Coronavirus



North America
April 8th, 2020

IMI 24™ N=300
What have you enjoyed having the time to do/do more of/start doing? Aided





SPECIAL REPORT

IMI

Best and Most Trusted Sources of Information

In field April 3rd to 8th, 2020



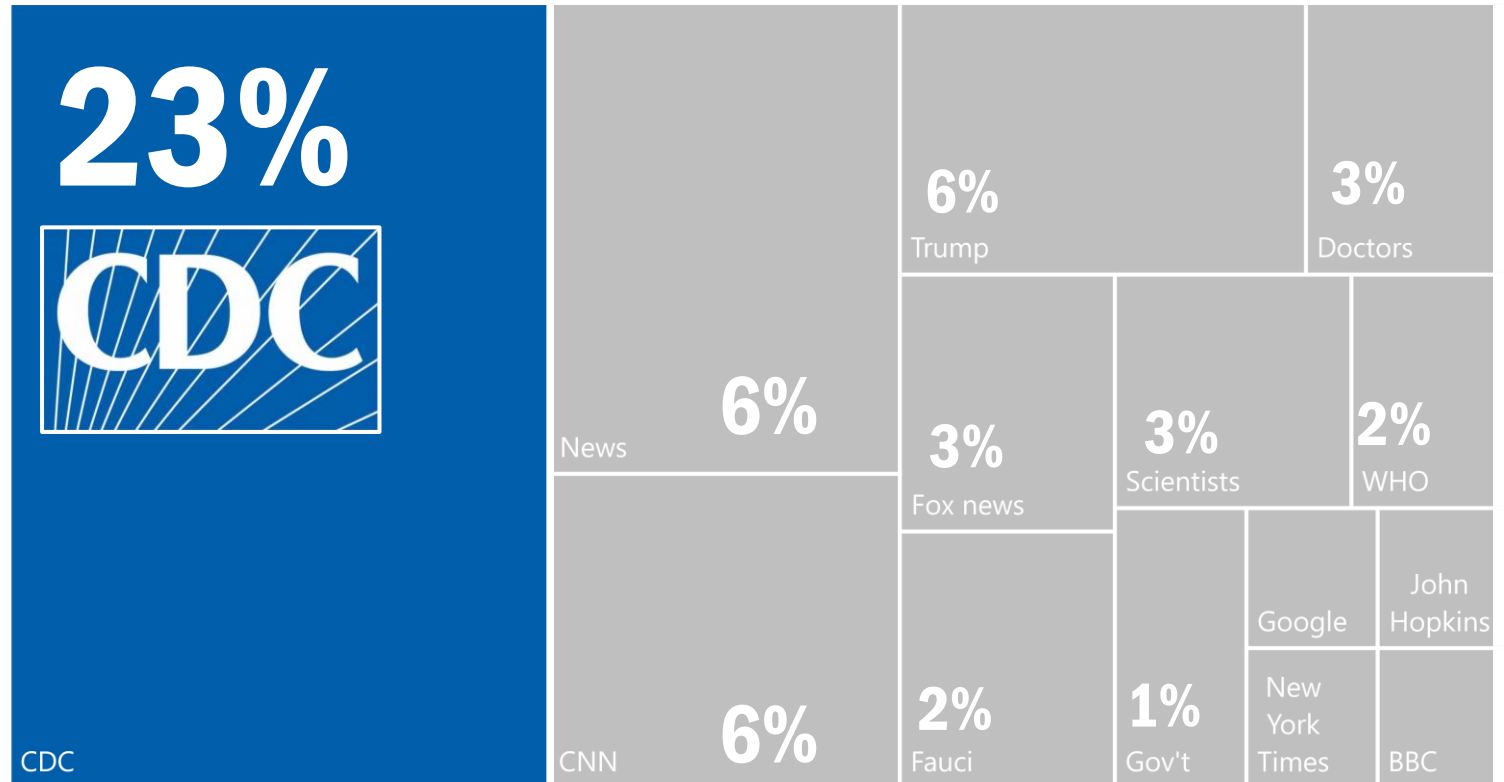
SECTION A

UNAIDED – Perceived best source of information about COVID-19?



UNAIDED SOURCES OF INFORMATION

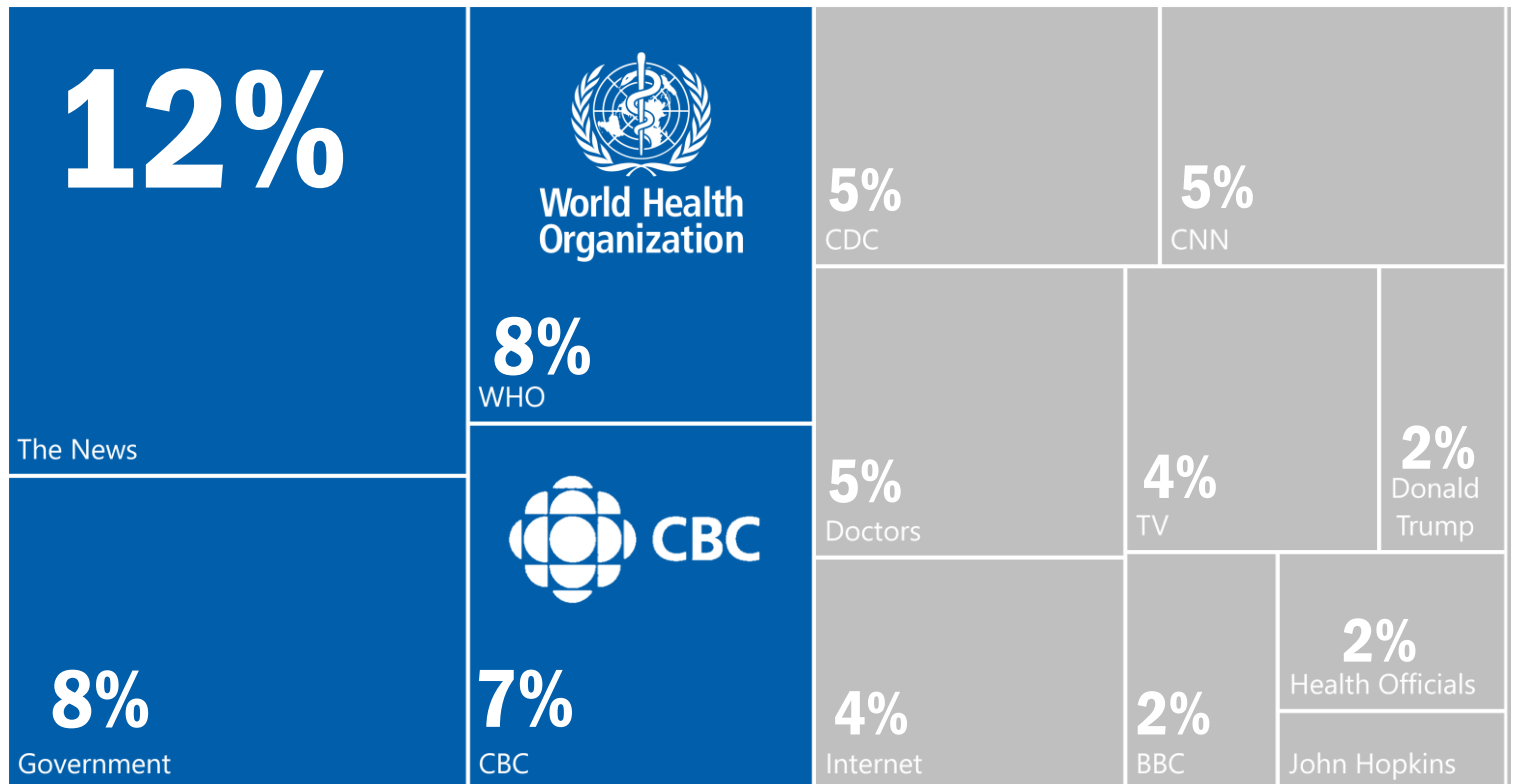
Unaided - In the USA, the CDC ranks #1 as the 'best - most reliable source' of Coronavirus information



Unaided : What do you believe to be the best - most reliable source of information on Coronavirus? IMI 24™ - April 3rd – 8th, 2020 USA n=500

UNAIDED SOURCES OF INFORMATION

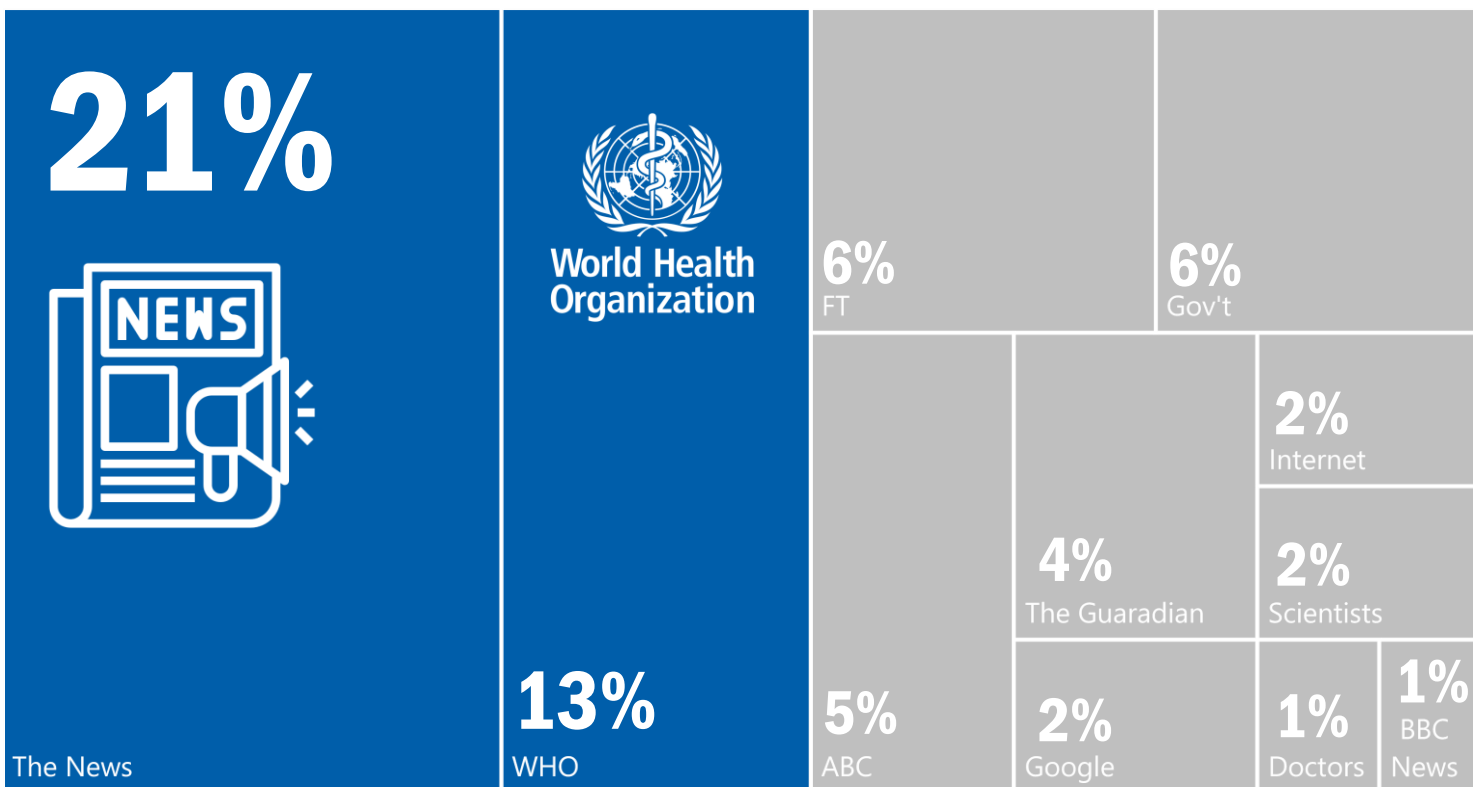
Unaided – In Canada, the best source is very fragmented with The News, Government, WHO, and the CBC making up the top 4 best – most reliable sources of information



Unaided : What do you believe to be the best - most reliable source of information on Coronavirus?
IMI 24™ - April 3rd – 8th, 2020 Canada n=500

UNAIDED SOURCES OF INFORMATION

Unaided – In Australia, The News and the WHO are the top 2 best – most reliable sources of information

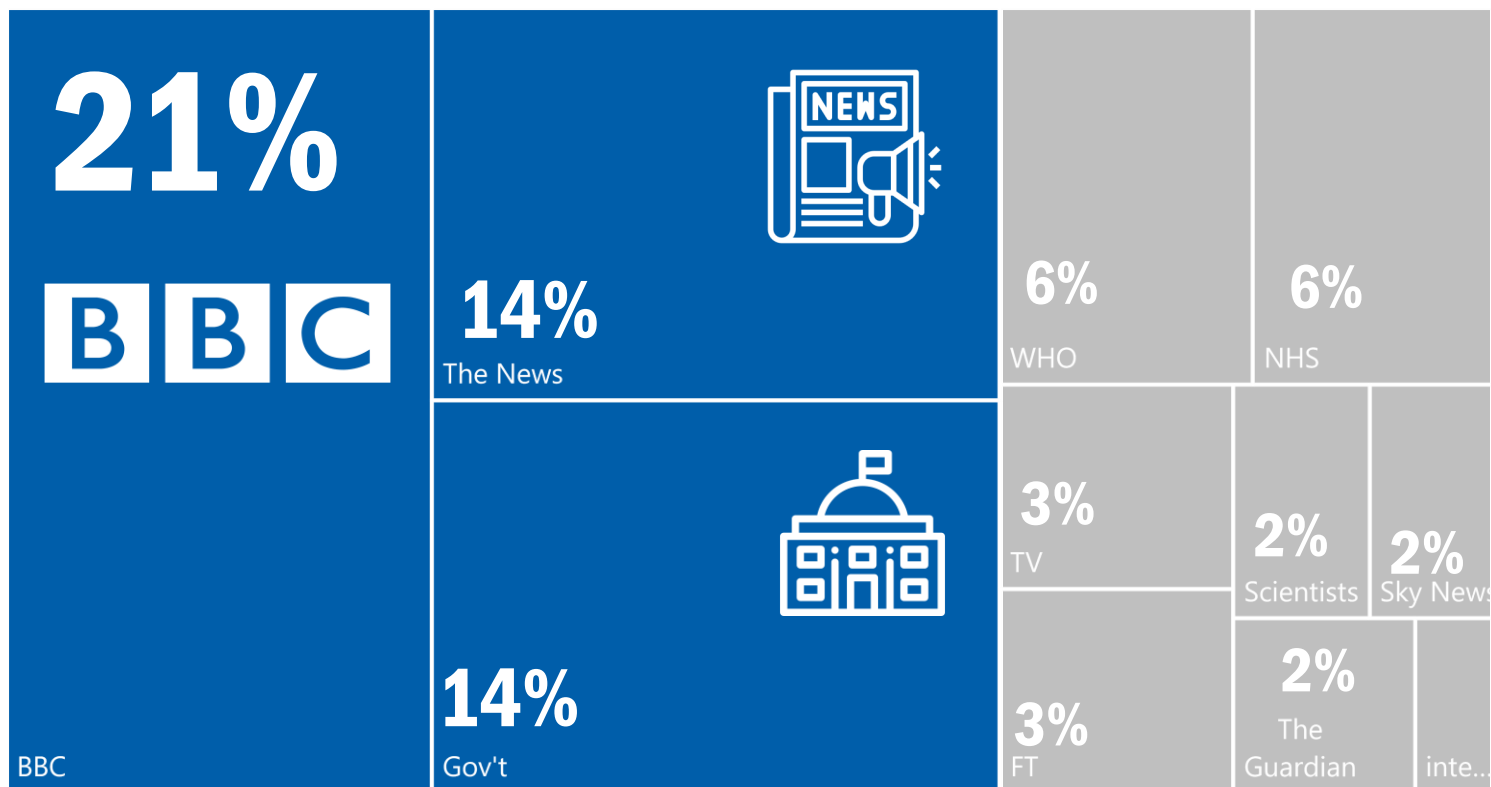


Unaided : What do you believe to be the best - most reliable source of information on Coronavirus? IMI 24™ - April 3rd – 8th, 2020 Australia n=500



UNAIDED SOURCES OF INFORMATION

Unaided – Across the UK, the best – most reliable source of information is led by the BBC, The News and the Government

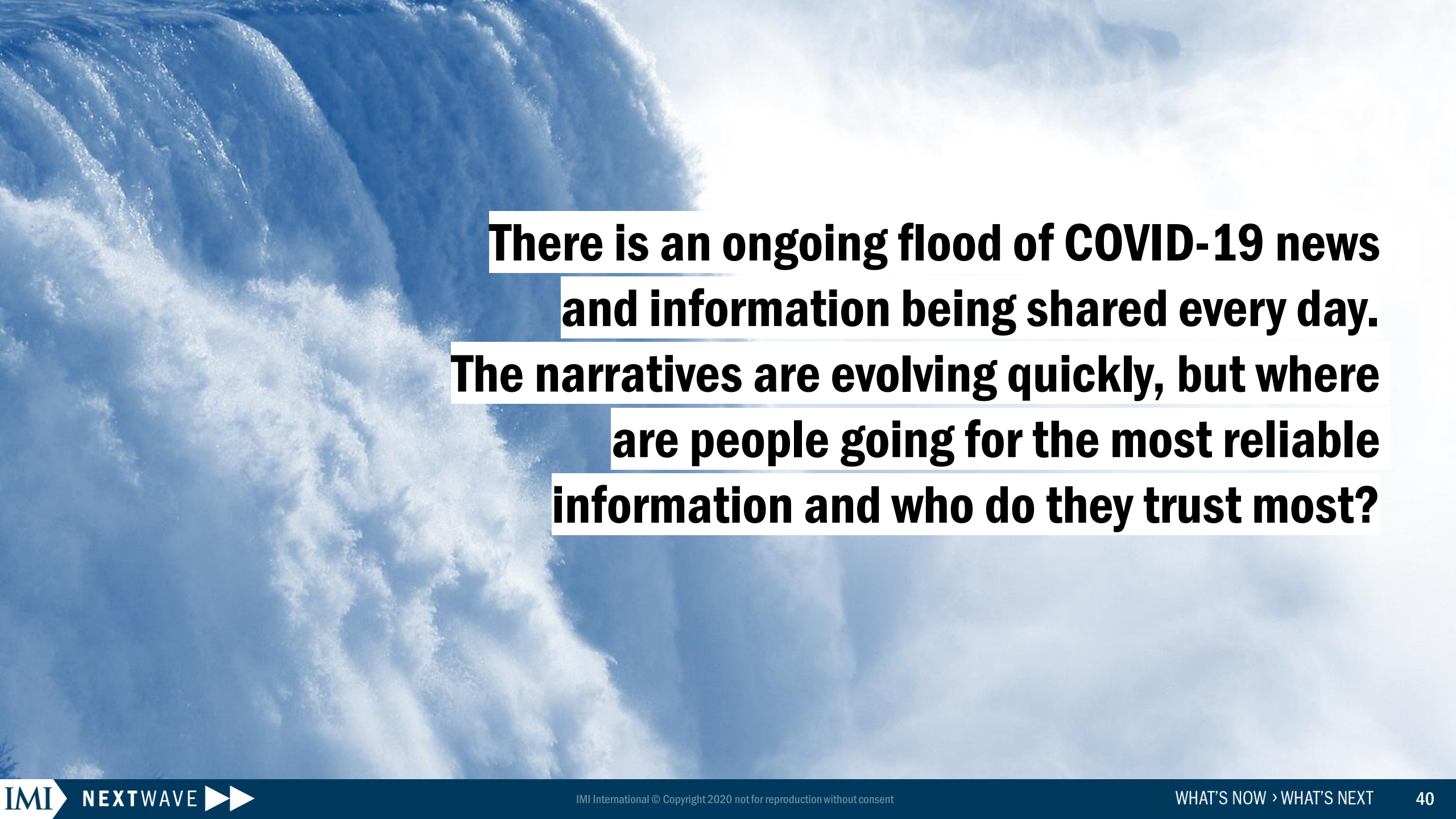


Unaided : What do you believe to be the best - most reliable source of information on Coronavirus? IMI 24™ - April 3rd – 8th, 2020 The UK n=500



SECTION B

AIDED – Trusted Sources on information about COVID-19?



**There is an ongoing flood of COVID-19 news
and information being shared every day.
The narratives are evolving quickly, but where
are people going for the most reliable
information and who do they trust most?**

Trusted sources of information and the way forward

National Health Organizations should continue to streamline important information to the public as they've established themselves as the **most trusted sources** of information related to COVID-19.

State and Provincial government leaders should continue to address their constituents frequently **given the level of trust that has been built** and their **ability to localize** the evolving nature of the pandemic.

National broadcasters and local media will continue to play an important role in distributing pertinent information to the masses and should **continue to lean on credible health professionals** to provide trusted advice and guidance.

Government commercial media buys may prove ineffective as a vehicle to deliver the truth about COVID-19. If used to drive a clear call-to-action, the **use of recognizable health professionals** may enhance its credibility.

Communication related to COVID-19 **coming from brands**, particularly from the pharmaceutical and insurance industries, **will not be trusted**.

The **use of social media** to distribute any information about COVID-19 is **unlikely to be perceived as trustworthy**.



Aided Trusted Sources: The CDC and Health Canada are the most trusted sources of information related to COVID-19 by a significant margin in their respective nations.

DELIVER THE TRUTH



Health
Canada

**Premiers / Governor over
the President/Prime minister**

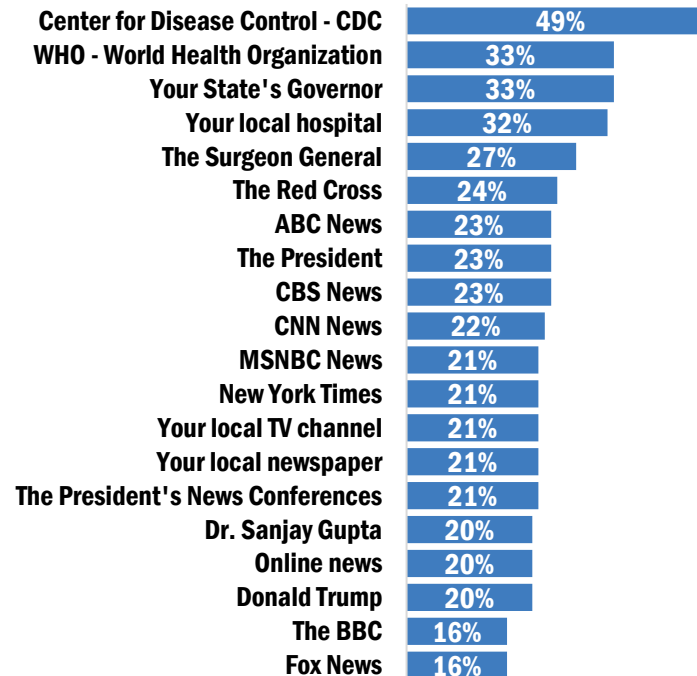
National and local Media

**People are not looking to social
media for trusted information
around COVID-19 / Coronavirus.**

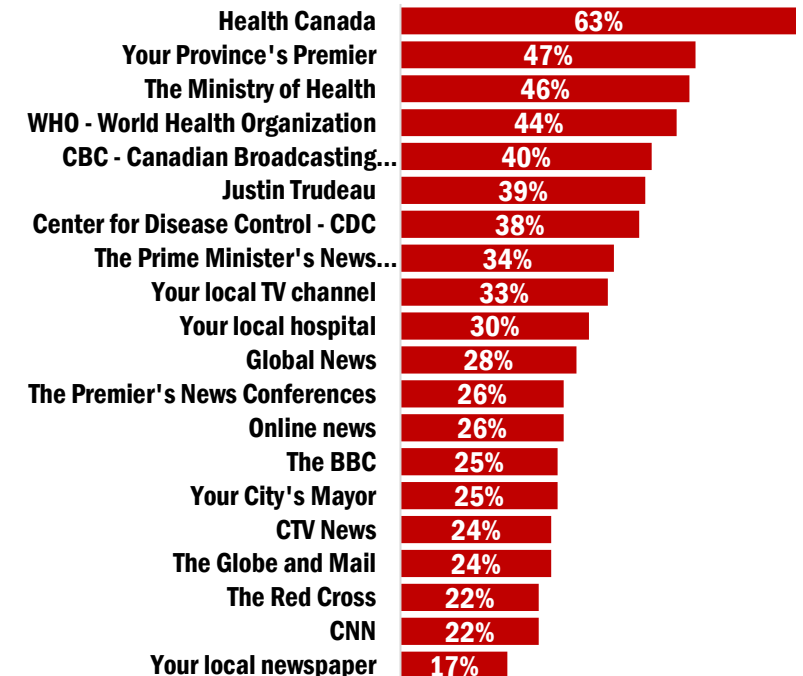
Aided: Which of the following sources do you trust to deliver the truth about the Coronavirus in your country?

IMI 24™ April 3rd to 8th 2020 USA n=900 CANADA N=900

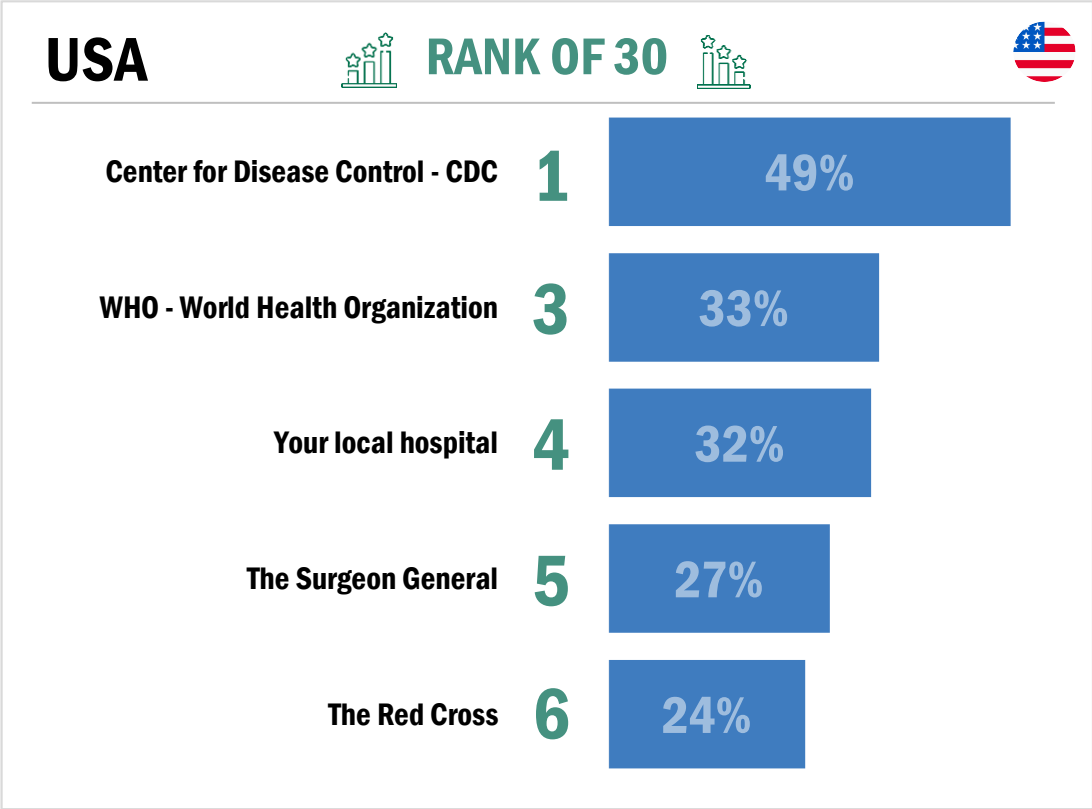
USA



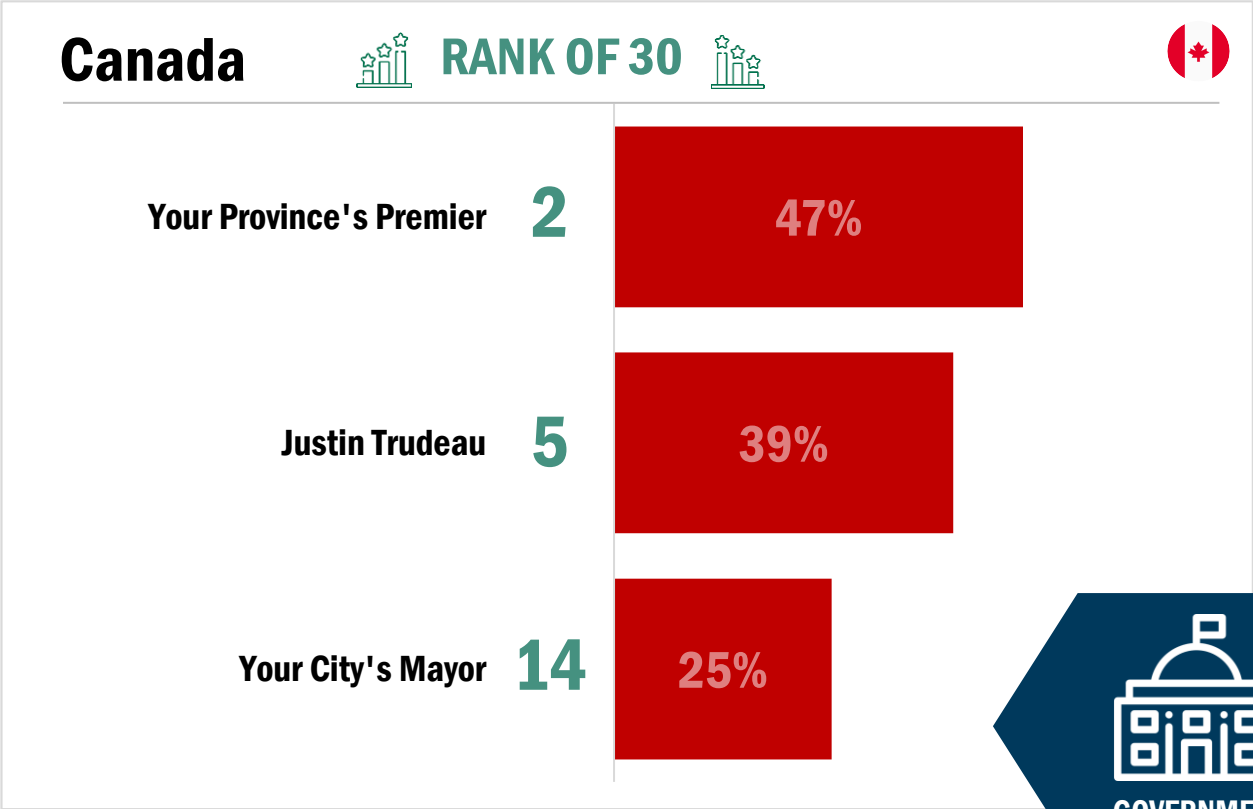
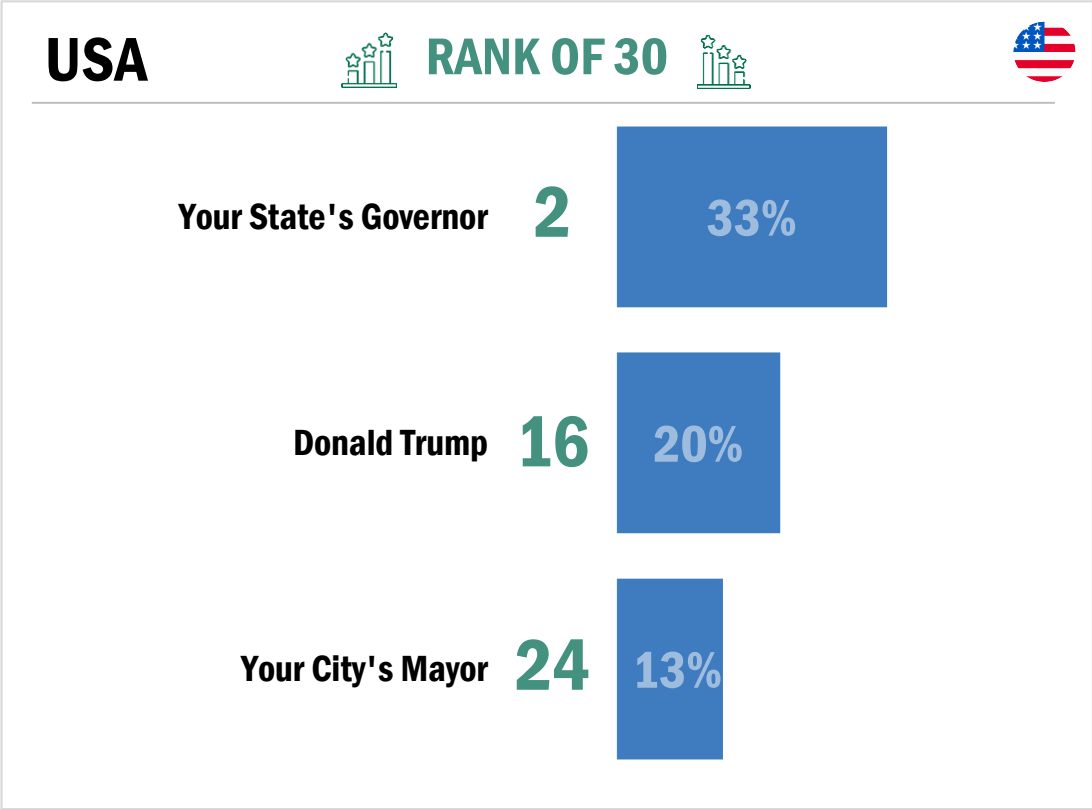
Canada



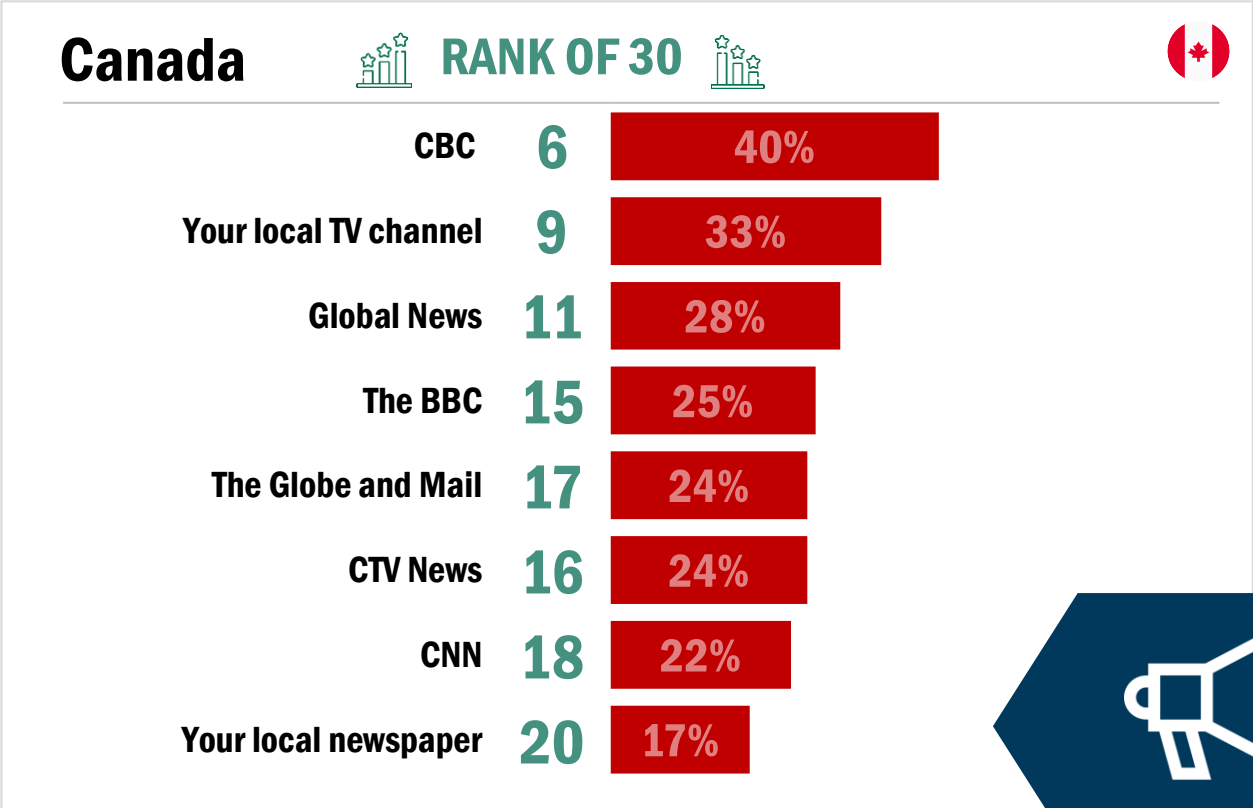
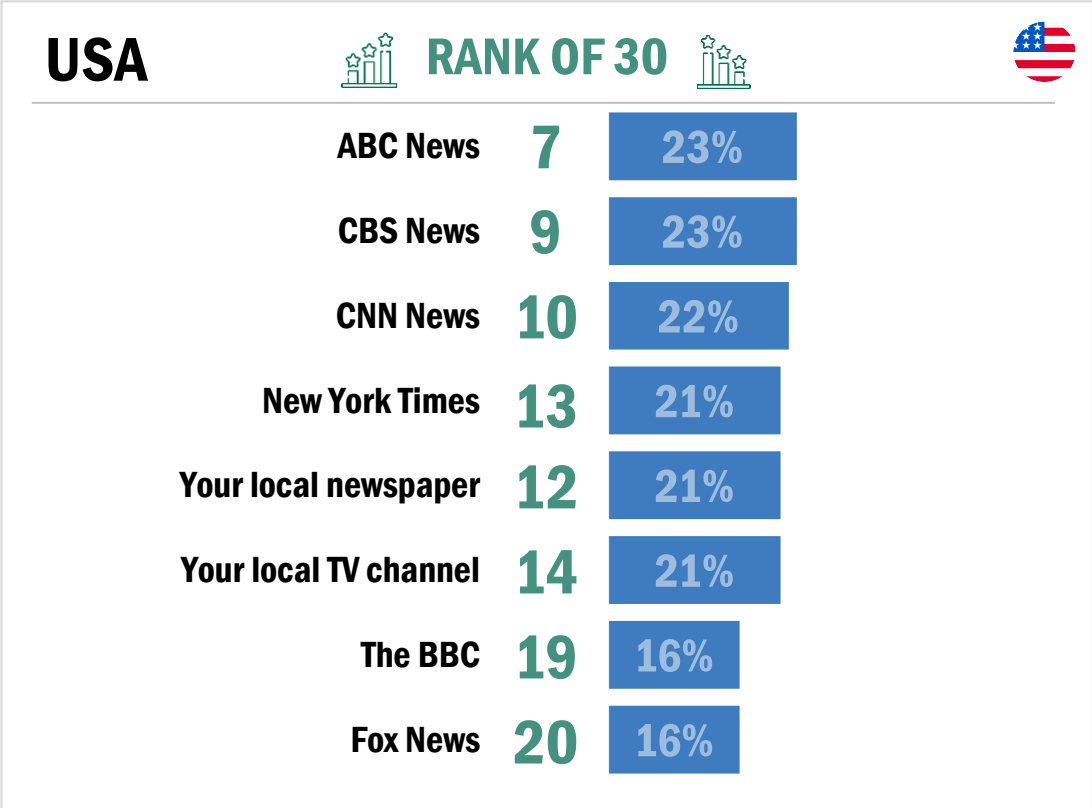
Trust in Health Organizations: National and local health organizations largely outrank government officials and media as being more trustworthy sources of information.



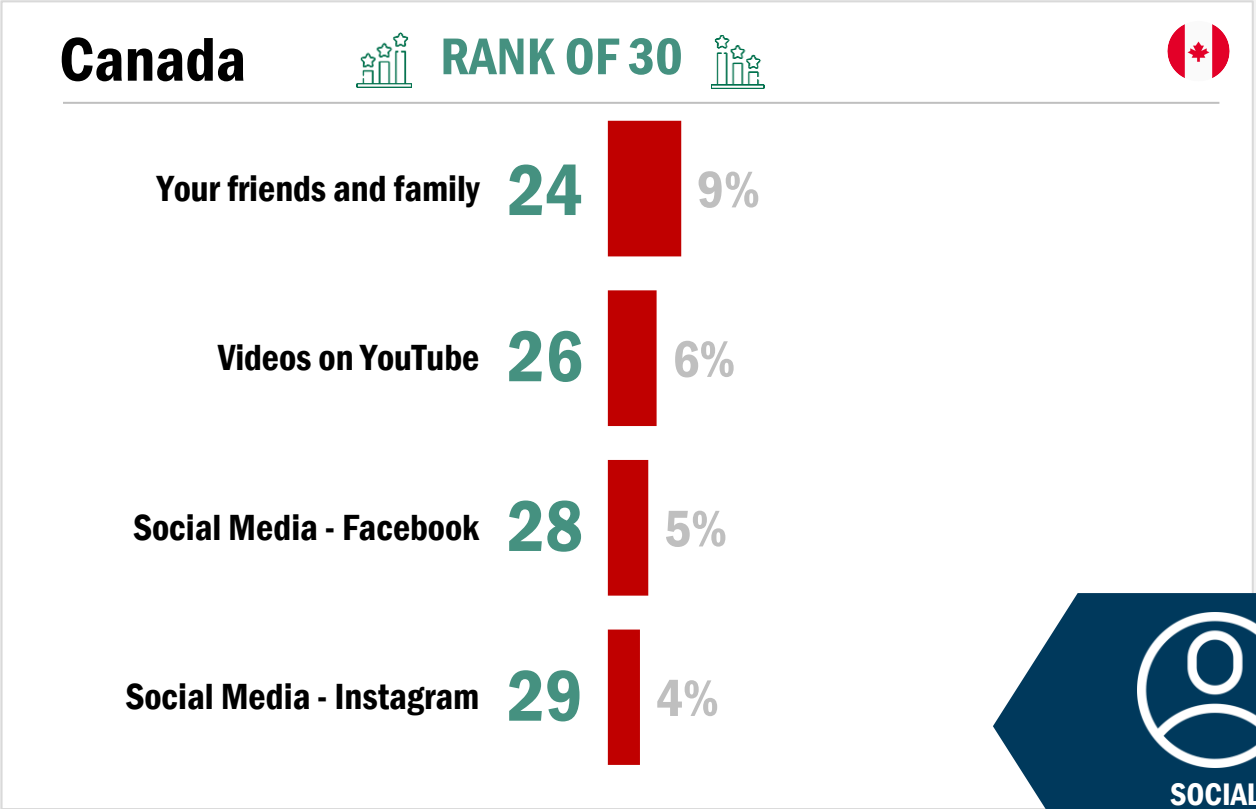
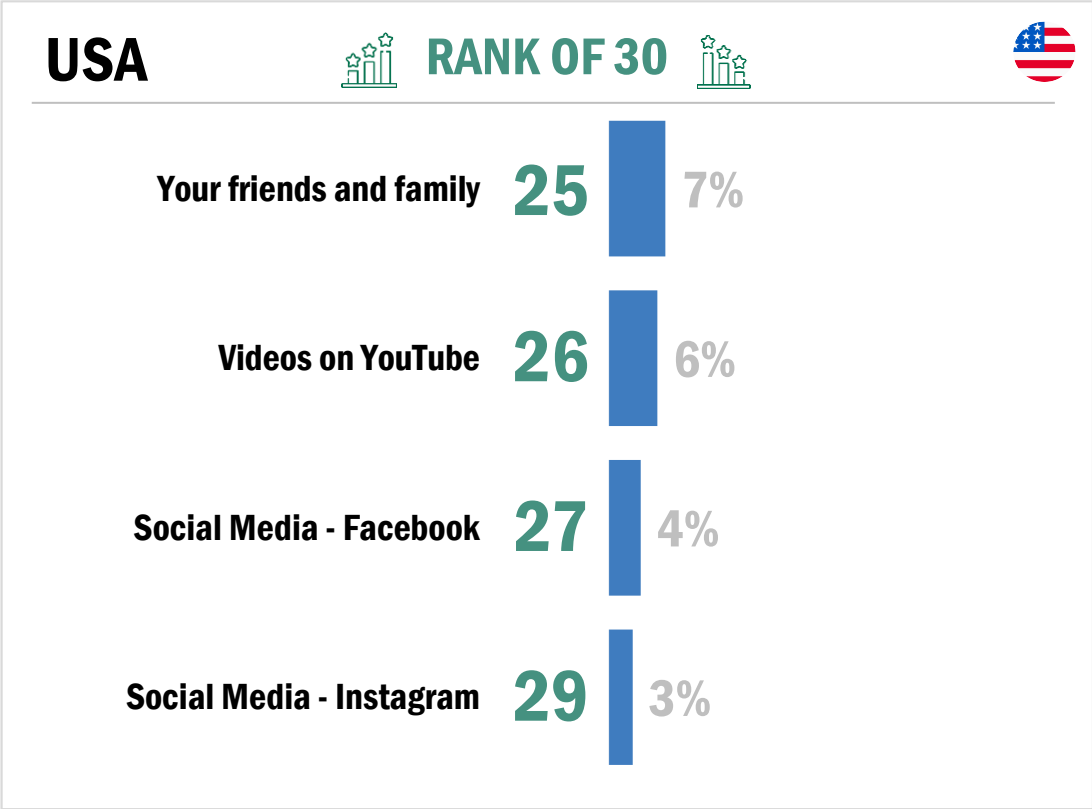
Trust in Government: State and provincial leadership are a more trusted source of information compared to the federal leadership, particularly in the US.



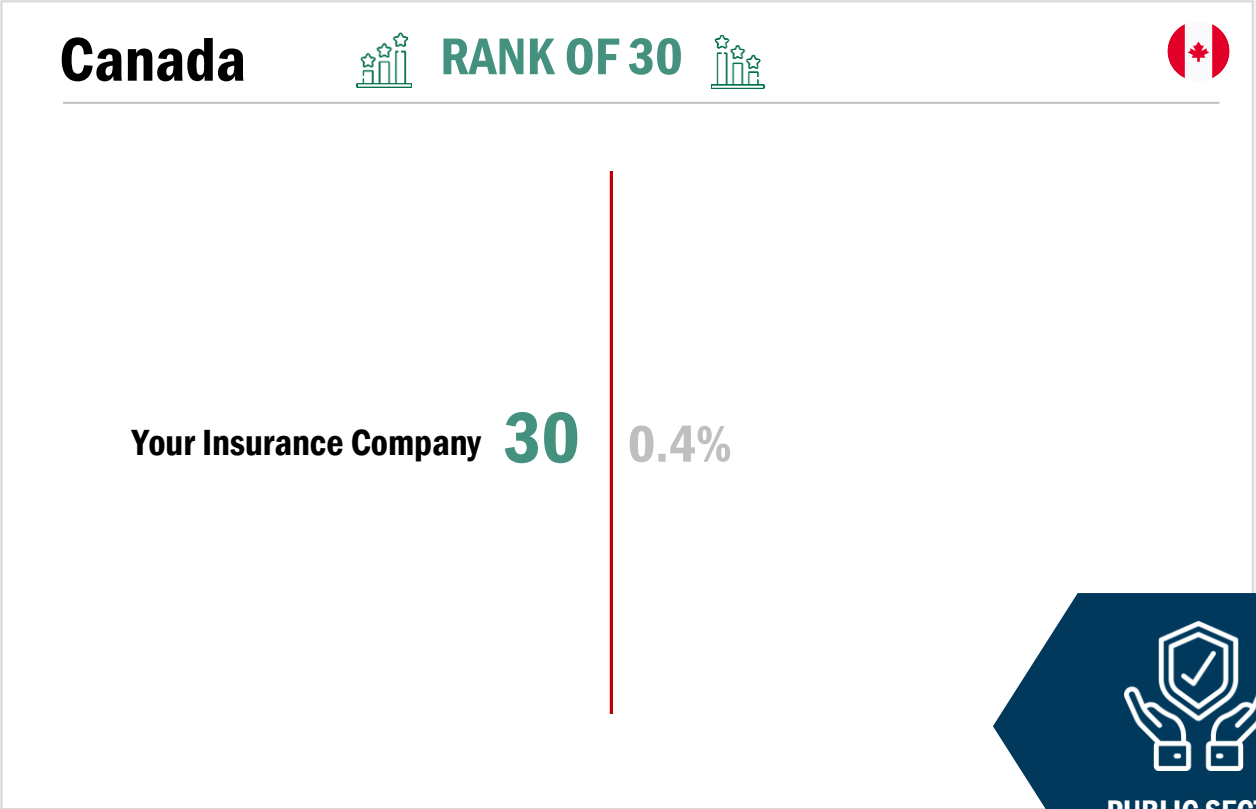
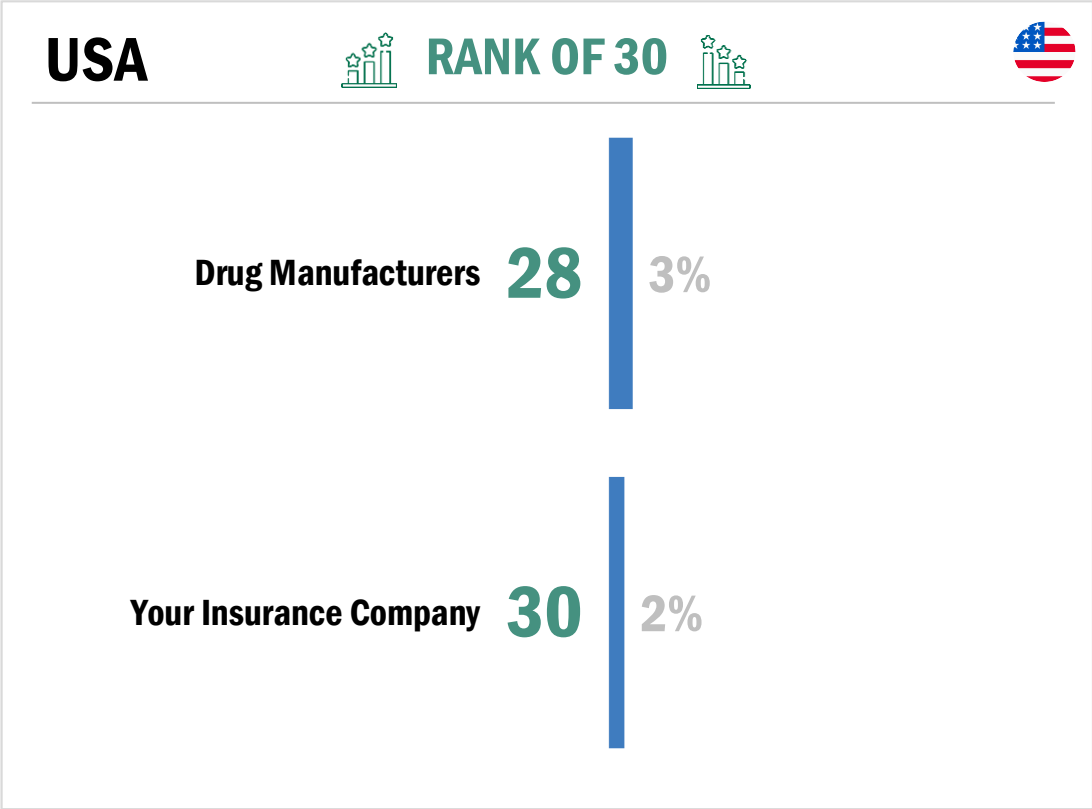
Trust in Media: National broadcasters are the most trusted among media, with the Canadian public broadcaster, CBC, leading the way with 40% trust from Canadians.



Trust in Social: People have very little trust in the information related to COVID-19 that they get from friends, family or across any social platform.



Trust in Private Sector: The last place people are looking for reliable information is private institutions, a red flag to consider limiting related communications.

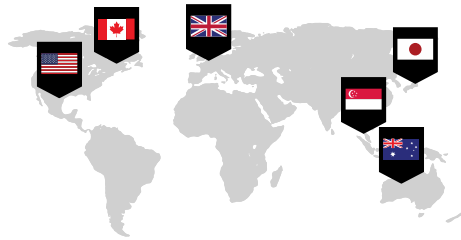


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NEXT UPDATE : COVID-19

The next
comprehensive
COVID-19 update
will be delivered
within 10 days.

For more information please contact our regional leads:

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Appendix A
WAVE 3 Results

Global Timing & Trending & Concern
30+ countries – Updating for Wave 5

People's perceptions globally around health and expected end date are worsening versus last week

Over the past month, IMI's NextWave™ has been tracking 'personal health concern' and 'expected end date' across the globe. In the past week, we've spoken to 23,000 people 13 years of age and older and have expanded our evaluation to identify individual's 'personal financial concern'.

The results of these three measures are alarming and progressively worsening in most countries, indicating that people across the globe don't yet feel that we have a grip on the coronavirus.

TIMING

This information is from Wave 3 reporting.

Next Global update:
within 10 Days

TODAY'S REALITY: FROM MARCH 30TH, 2020

Current Estimated End Date



August 2020 (+1 Month WoW)

Personal Health



85% + 5% WoW

CONCERNED



58% + 10% WoW

SEVERELY CONCERNED

Financial Health



71

CONCERNED



43%

SEVERELY CONCERNED



ESTIMATED END DATE: Global Timeframe

'Estimated Month COVID-19 will no longer be a concern'

MARCH 30th Reality



Average global end date is estimated to be August 2020. Results range from July to November 2020. Momentum suggests people are leaning toward September 2020.

North America ZONE 1

USA September ↓
Canada September =
Mexico August ↓

South America ZONE 2

Argentina August ↓
Chile September ↓
Colombia September ↓
Peru August ↓
Brazil July =

Africa ZONE 3

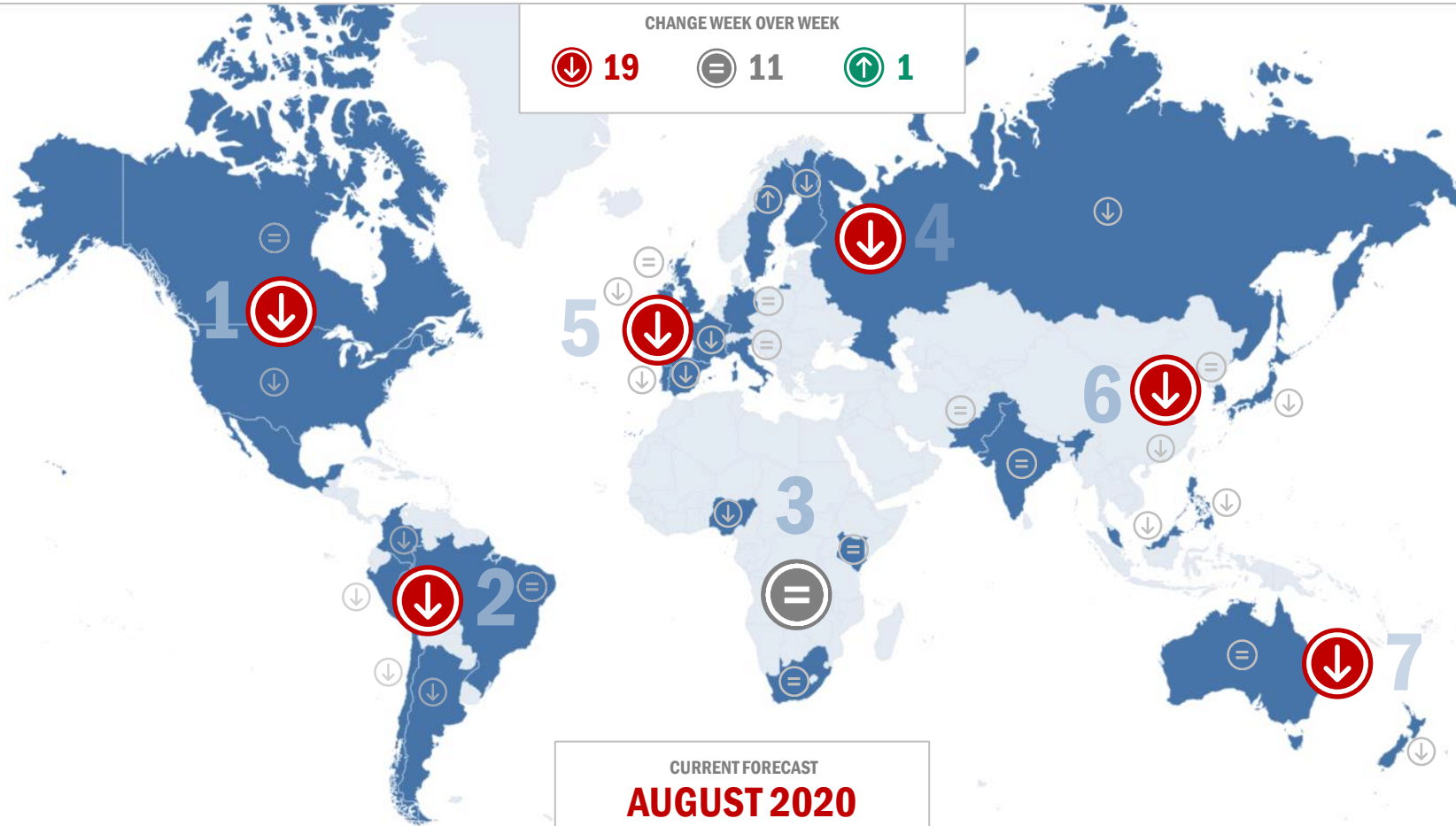
Nigeria August ↓
South Africa August =
Kenya August =

Nordic + Russia ZONE 4

Sweden September ↑
Finland August ↓
Russia July ↓

CHANGE WEEK OVER WEEK

↓ 19 = 11 ↑ 1



Europe + UK ZONE 5

UK November ↓
Ireland September =
Italy July =
Germany October =
France July ↓
Spain July ↓
Portugal September ↓

Asia ZONE 6

Japan September ↓
South Korea August =
India June =
Malaysia September ↓
Philippines July ↓
Hong Kong September ↓
Pakistan June =
Singapore July

Oceania ZONE 7

Australia September =
New Zealand October ↓

IMI24™ : N=18,000+ March 21-26, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends - is no longer of any concern?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



HEALTH: Global Personal Concern

% of people concerned about their 'personal health'

MARCH 30th Reality



Level of personal health concern globally at 85% increasing 5% from March 20, 2020.

North America ZONE 1

USA 85% (+5%) ↓
Canada 83% (-1%) =
Mexico 85% (+7%) ↓

South America ZONE 2

Argentina 85% (+8%) ↓
Chile 85% (+7%) ↓
Colombia 95% (+11%) ↓
Peru 88% (+6%) ↓
Brazil 90% (+13%) ↓

Africa ZONE 3

Nigeria 93% (+2%) =
South Africa 91% (+4%) =
Kenya 93% (0%) =

Nordic + Russia ZONE 4

Sweden 63% (+2%) =
Finland 67% (-3%) =
Russia 57% (+2%) =

CHANGE IN CONCERN WEEK OVER WEEK

↓ 13 = 17 ↑ 0

Europe + UK ZONE 5

UK 92% (+14%) ↓
Ireland 90% (-1%) =
Italy 88% (+1%) =
Germany 86% (0%) =
France 87% (-3%) =
Spain 89% (+2%) =
Portugal 90% (+1%) =

Asia ZONE 6

Japan 93% (+9%) ↓
South Korea 80% (-2%) =
India 86% (+10%) ↓
Malaysia 87% (+2%) =
Philippines 89%
Hong Kong 86% (+3%) =
Pakistan 81% (+7%) ↓
Singapore 83% (0%) =

Oceania ZONE 7

Australia 82% (+12%) ↓
New Zealand 82% (+8%) ↓

CURRENT GLOBAL AVG CONCERN

85% (+5%)
WoW



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.






IMI24™ : N=18,000+ March 21-26, 2020. We asked: How concerned are you about your personal health with Coronavirus?

Wave 3 Global Perspective: Italy Relative to USA, Canada, UK, and Australia

Consumer reality

Comparing the response of Italians to other nations showcases that the country that has been fighting COVID-19 longer, shows no heightened level of concern.

- Italy has a much shorter expectation of 'end date' than newer entrants.
- Consumers ability to accurately forecast their future behavior will be very suspect given current levels of concern and unknown.
- Biggest issues faced over next 3 months showcase significant physical and psychological risk to people globally.

March 30 th 2020 Reality	USA 	CANADA 	UK 	ITALY 	AUSTRALIA 
Expected End Date	Sept 2020	Sept 2020	Nov 2020	July 2020	Sept 2020
Personal Health Concern	85%	83%	92%	88%	82%
Financial Concern	79%	76%	74%	66%	76%
Intention to attend a LIVE event when COVID is over <small>(Increase-Decrease)</small>	-1%	-3%	+8%	+24%	+11%
Search for an Update within an Hour of Waking	50%	47%	NA	47%	NA
Biggest Issue Faced in the Next 3 Months	Fear, Confinement, Isolation, Money to Live, Social Connections, Emotional and Health.				