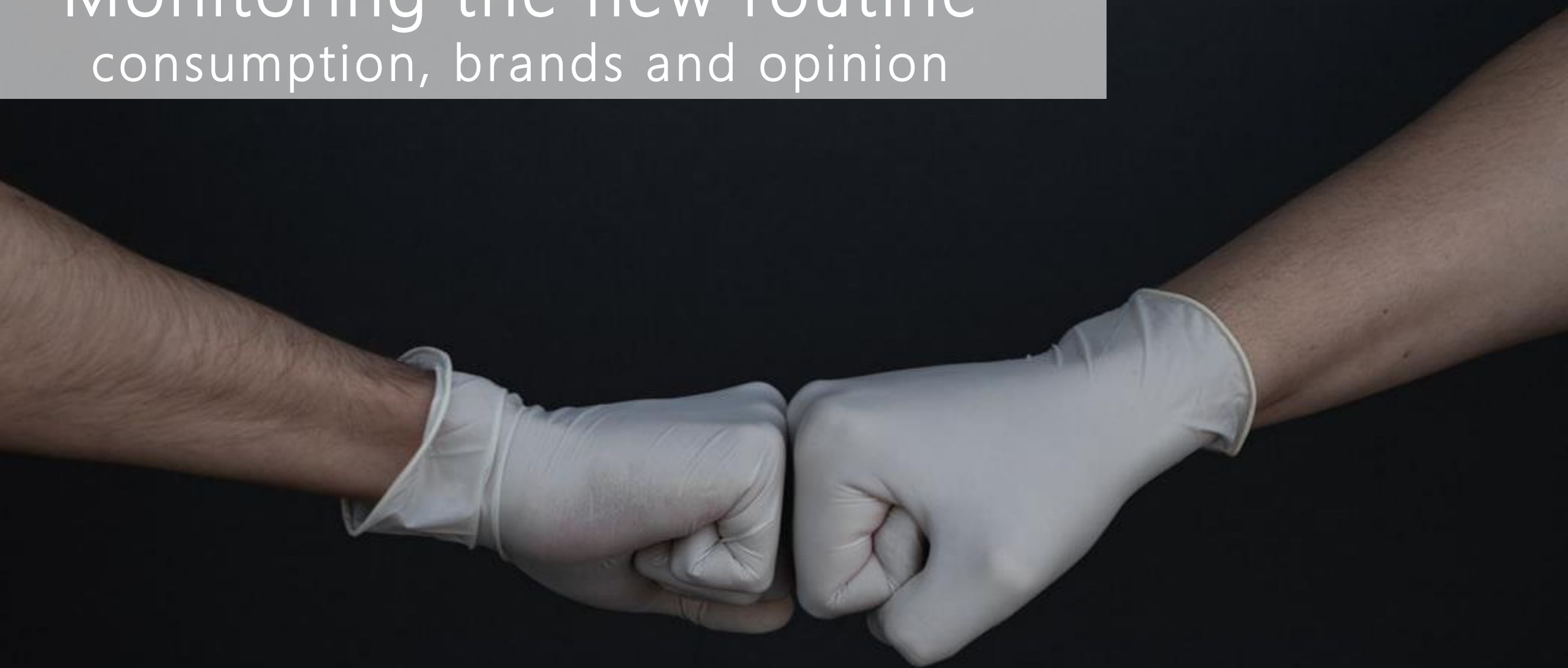# Monitoring the new routine
consumption, brands and opinion

JOB 200271
Onda 1 – Abril/20

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Sample´s Profile – Brazilian Internet Users
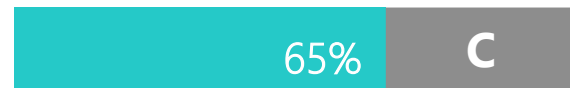
GENDER

48% Masc.

52% Fem.

SOCIAL CLASS

35% AB

65% C

REGION

15% NORTH + MIDDLE WEST

18% NORTHEAST

50% SOUTHEAST

17% SOUTH
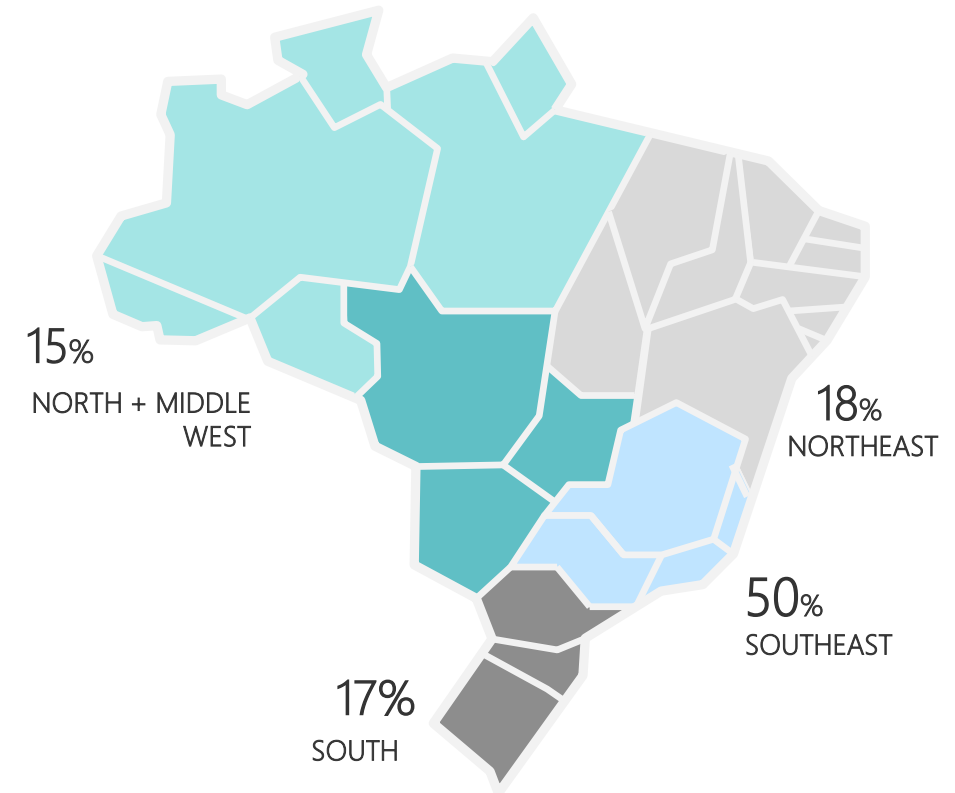
AGE

AVERAGE: 38 years old

21% — 16 to 24

26% — 25 to 34

40% — 35 to 54

13% — 55 and over

Sample Size: 1500

Margin of error: 3.p.p for total sample

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2

The majority believe they have enough information about COVID-19

(%)

| Wave 0 | Yes: 90 | No: 10 |
| Wave 1 | Yes: 93 | No: 7 |

■ Yes   ■ No
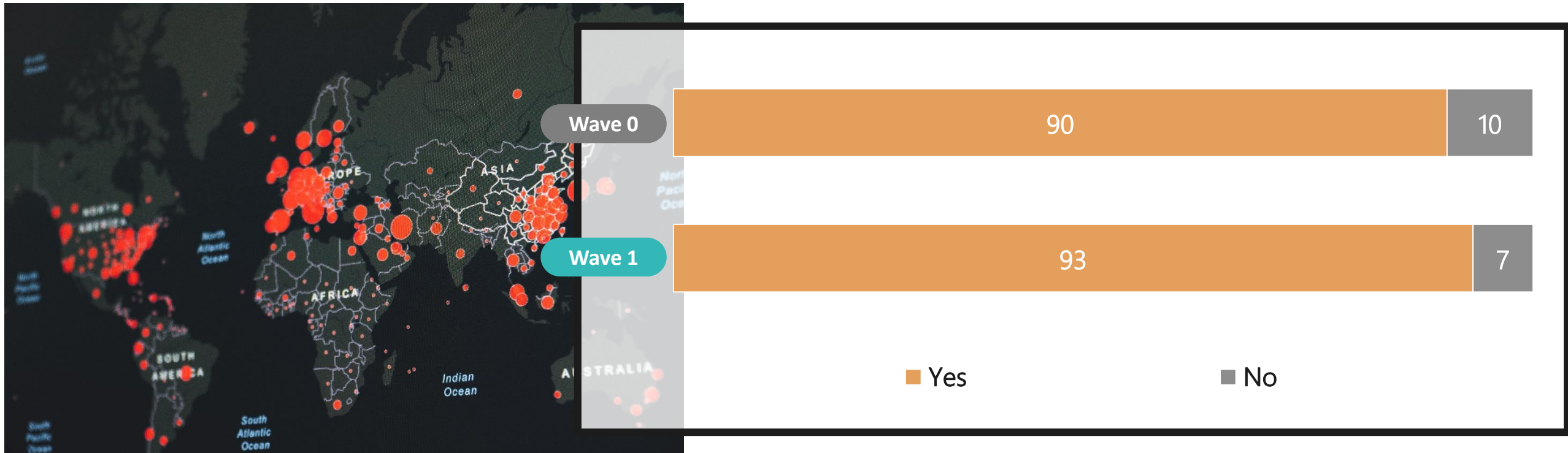
Sample size: 1500

2. Would you say you have enough information about COVID-19 /CORONAVÍRUS?

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Concern about COVID-19 in Brazil remains high

(%)

	Wave 0	Wave 1
Very worried	62	53
Worried	31	36
Little worried	6	10
Not worried at all	1	1
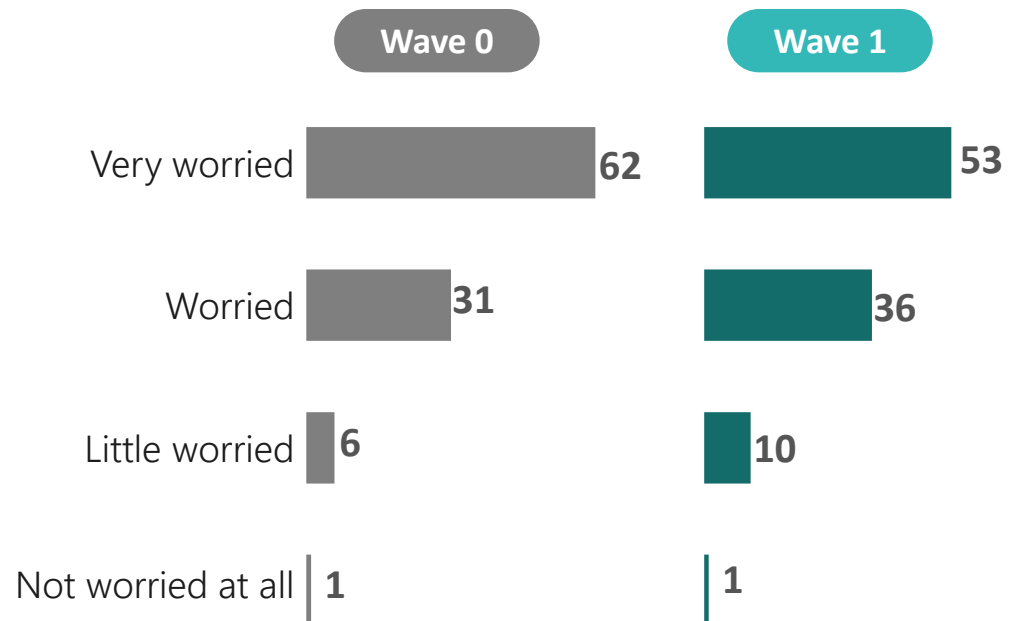
Sample size: 1500

3. And you would say that you are very worried, worried, little worried or not worried at all with COVID-19 /CORONAVÍRUSin Brazil?

4

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8 out of 10 brazilian are following the recommendation of staying at home during the quarentine time

(%)

	Wave 0	Wave 1
Washing hands frequently	97%	96%
Avoiding places with many peolple	91%	90%
Avoiding greets, kisses or shaking hands with people	85%	86%
I'm leaving home less often	84%	84%
Wearing protective masks	16%	20%
I'm not following any of these recommendation	0%	1%

Sample size: 1500

4. Are you following any guidelines from the World Health Organization to combat COVID-19 / CORONAVIRUS? If so, which or which of the actions below are you following? RM

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Personal Hygiene and Food Products are the most sought to be stocked during the pandemic

(%)

	Wave 0	Wave 1
Personal Hygiene products	25	25
Food	27	24
Home cleaning products	20	20
Alcohol gel	22	19
Medicines	12	11
Water	11	8
Clothes	2	2
I didn't buy products to stock	62	65
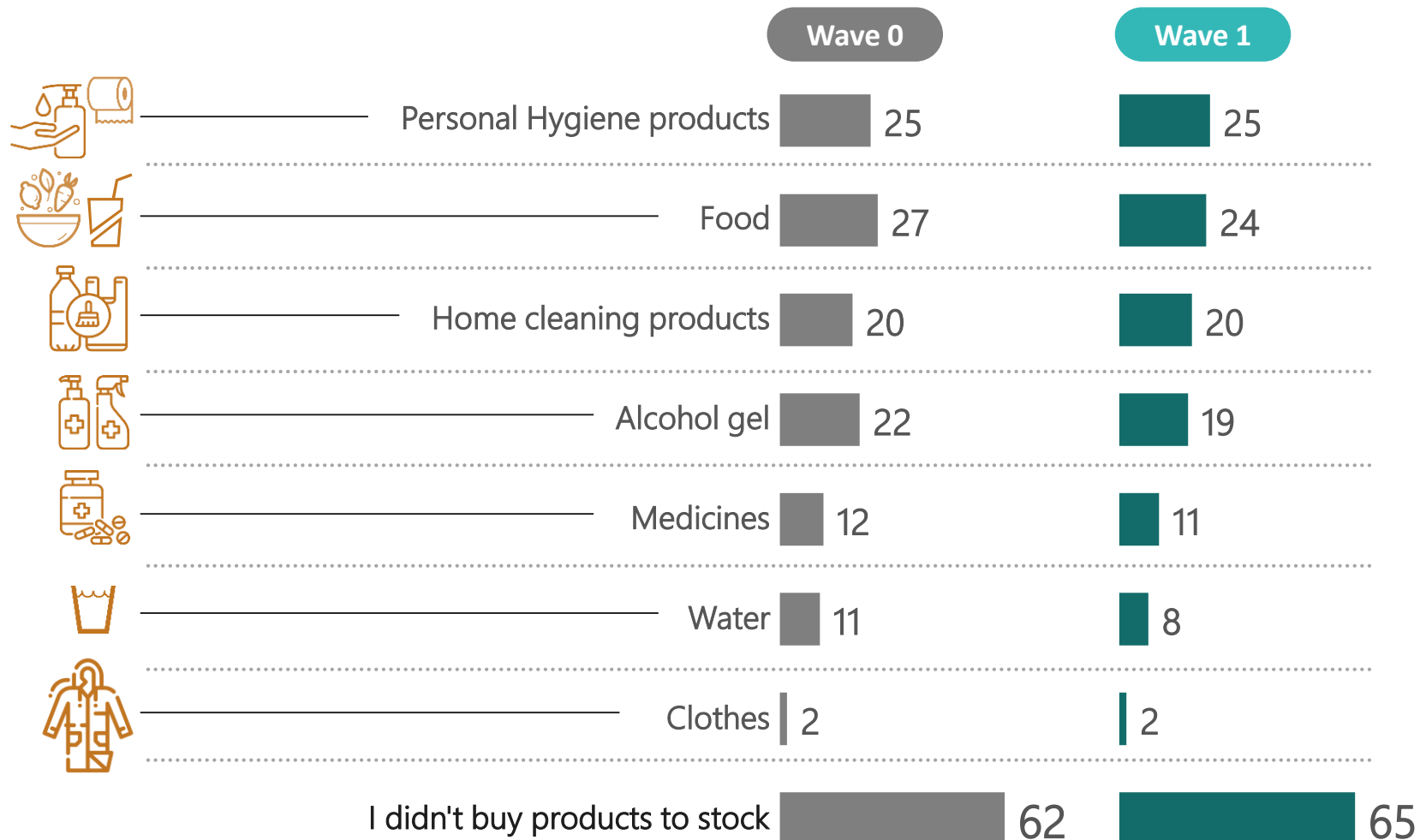
Sample size: 1500

5. Because of COVID-19 / CORONAVÍRUS, did you start to buy products in greater quantity to be stocked? If so, what products are these? RM

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The Brazilian population is aware that they themselves are primarily responsible for fighting the pandemic in Brazil

(%)

Onda 1

The population	The federal government	The scientists/researchers	The companies	Don't know
84%	51%	33%	19%	2%
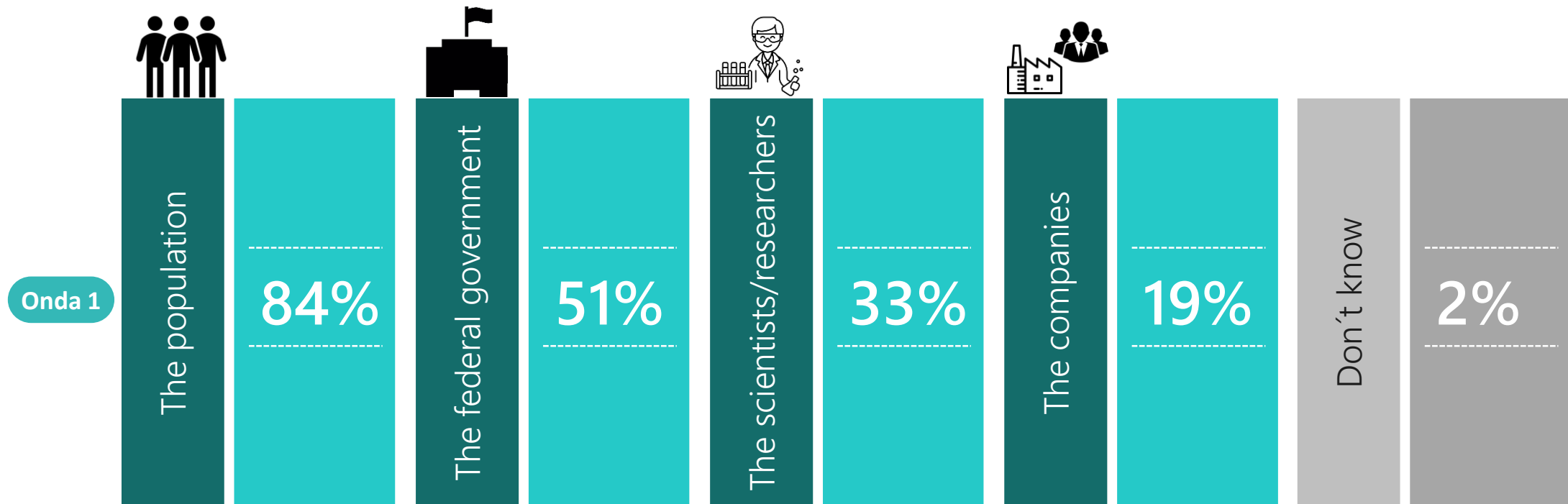
Sample size: 1500

6. Who is primarily responsible for combating the spread of COVID-19 / CORONAVIRUS in Brazil? RM

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Internet and open TV are the most used means to search for information about COVID-19

(%)

■ Wave 0   ■ Wave 1

	News sites or portals	Open TV	Social Media (Facebook/Linkedin/Instagram, etc)	Whatsapp	Paid TV	Radio	Printed newspapers
Wave 0	73	75	60	40	31	25	15
Wave 1	73	73	54	29	28	23	12
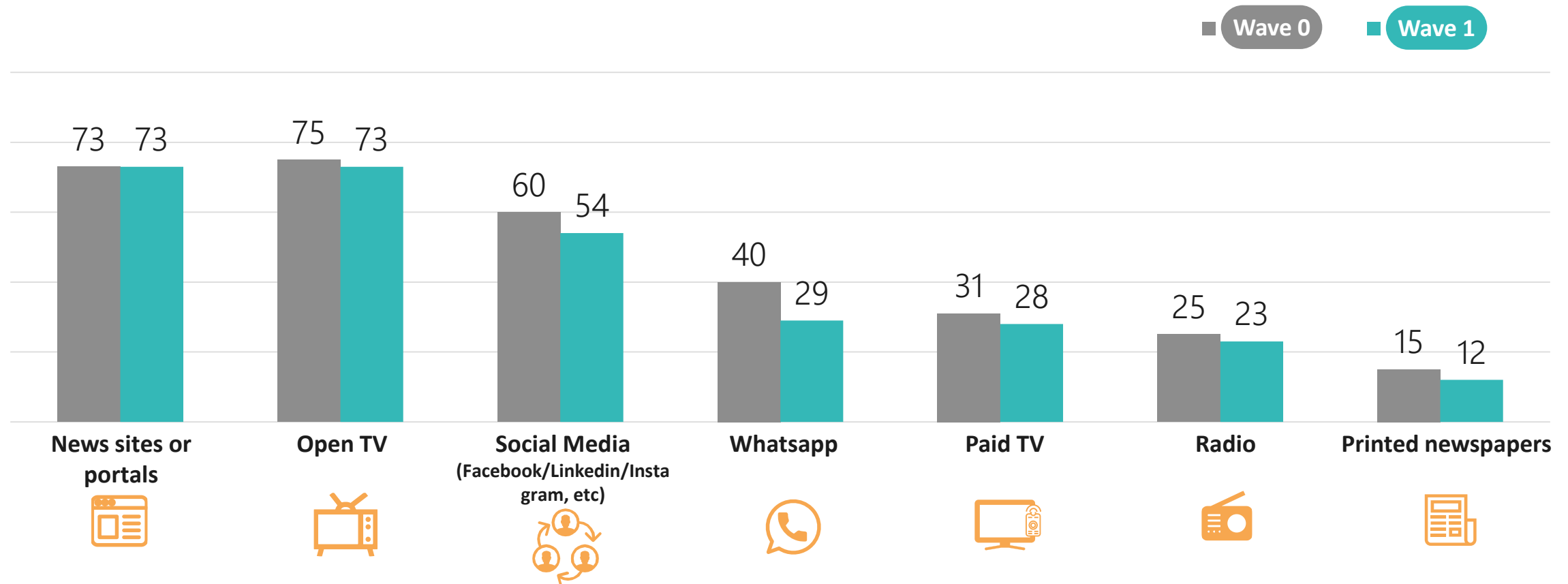
Sample size: 1500

7. Now we would like to know which of the following means you use to know about COVID-19 / CORONAVÍRUS

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News sites / portals along with open TV are the most reliable means of covering the virus

(%)

News site and portals

Wave 0: 86
Wave 1: 82

Open TV

88
79

Radio

83
78

Paid TV

80
76

Printed Newspapers

Wave 0: 78
Wave 1: 73

Social Media (Facebook/Linkedin/ Instagram, etc)

42
36

Whatsapp

27
21

■ % Yes
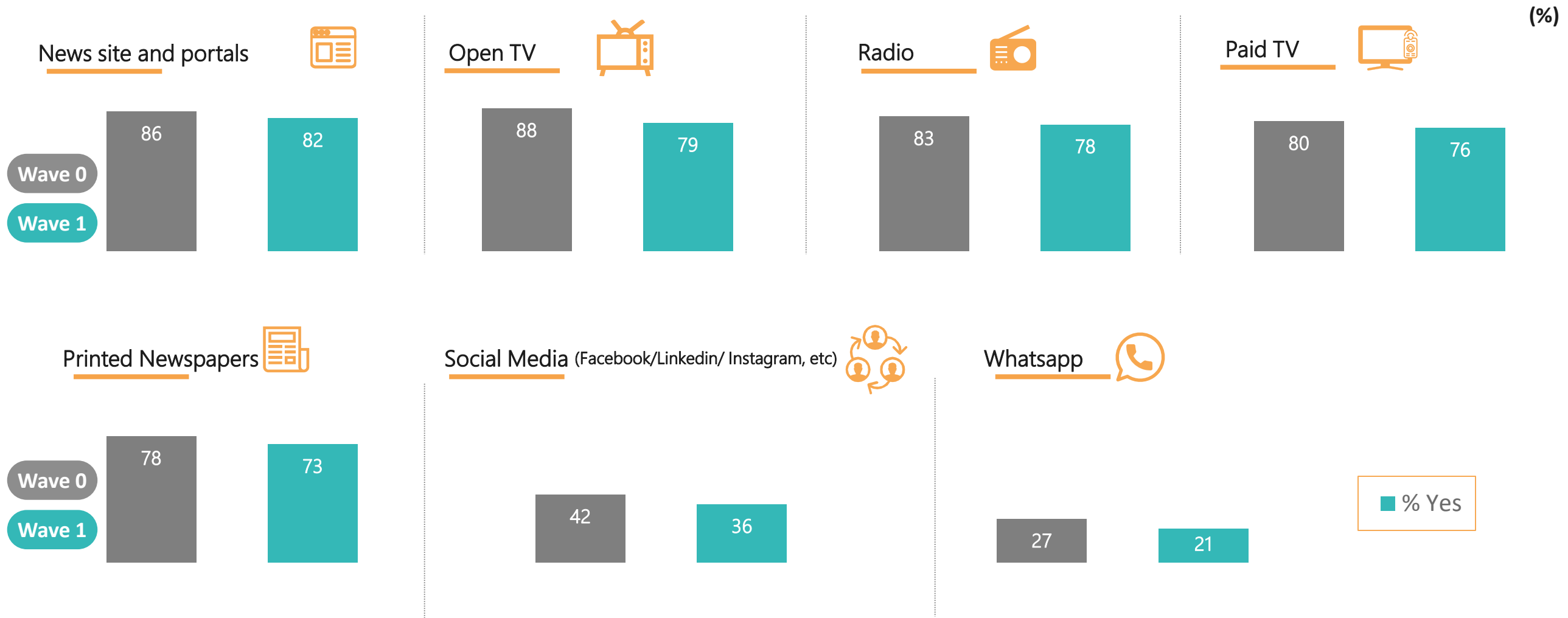
Sample size: 1500

8. Regardless of whether you use it or not, we would like to know if you trust or do not trust in information about COVID-19 / CORONAVÍRUS through:

About 6 out of 10 Brazilians have already suffered some economic loss due to the pandemic

TOP2 BOXES

(%)

Wave 0
Wave 1

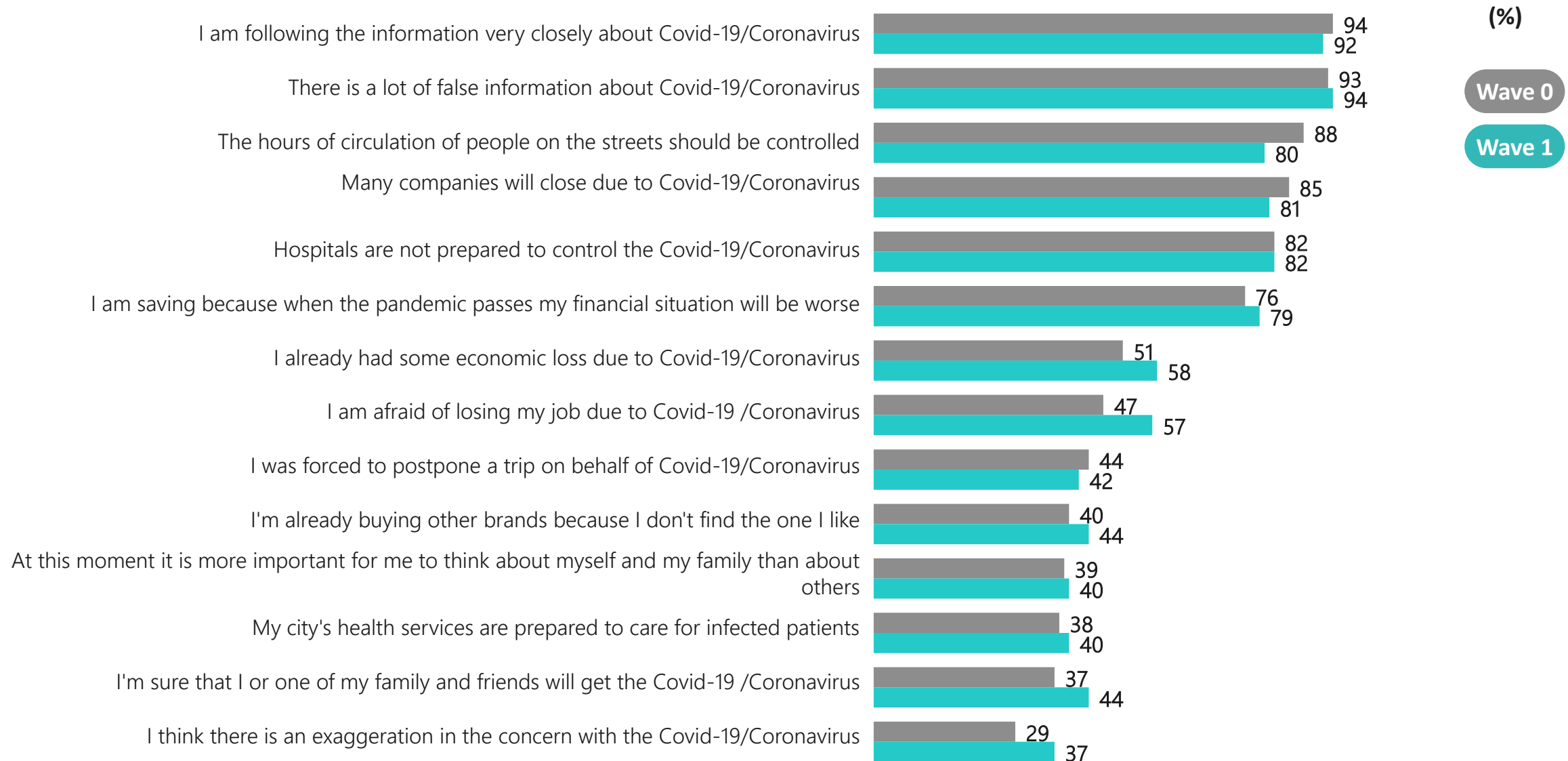| Statement	Wave 0	Wave 1
I am following the information very closely about Covid-19/Coronavirus	94	92
There is a lot of false information about Covid-19/Coronavirus	93	94
The hours of circulation of people on the streets should be controlled	88	80
Many companies will close due to Covid-19/Coronavirus	85	81
Hospitals are not prepared to control the Covid-19/Coronavirus	82	82
I am saving because when the pandemic passes my financial situation will be worse	76	79
I already had some economic loss due to Covid-19/Coronavirus	51	58
I am afraid of losing my job due to Covid-19 /Coronavirus	47	57
I was forced to postpone a trip on behalf of Covid-19/Coronavirus	44	42
I'm already buying other brands because I don't find the one I like	40	44
At this moment it is more important for me to think about myself and my family than about others	39	40
My city's health services are prepared to care for infected patients	38	40
I'm sure that I or one of my family and friends will get the Covid-19 /Coronavirus	37	44
I think there is an exaggeration in the concern with the Covid-19/Coronavirus	29	37

Sample size: 1500

9. Below you will find some phrases related to COVID-19 / CORONAVÍRUS, and we would like to know if you totally agree, agree in part, if you disagree in part or totally disagree with each one of them:

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10