

Full Breakdown

**INDIA AND JAPAN
COVID-19 AND IMPACTS**

July 23, 2020

BESPOKE MARKET INTELLIGENCE

COVID CONCERNS: STILL CONCERNED, BUT IMPROVED Q/Q

Consumers are still concerned, but less so compared to our April survey. In India, consumers are increasingly likely to believe they will get Covid in the next 3-6 months. Consumers in Japan became less likely to believe they will get Covid in the next 3-6 months.

IMPACT OUTLOOK: EXTENDED

Consumers have extended their view of how long they think Covid is going to be an issue (especially in Japan).

ACTIVITY HEADWINDS AND TAILWINDS: INDIA

In India, activities that are likely to see tailwinds from Covid/social distancing include social media, cooking at home, video calls, streaming video services, online shopping, streaming music, and grocery delivery. The activities likely to see continued headwinds include going to a gym, going to live events, using ride sharing apps, and shopping in-stores for non-essentials.

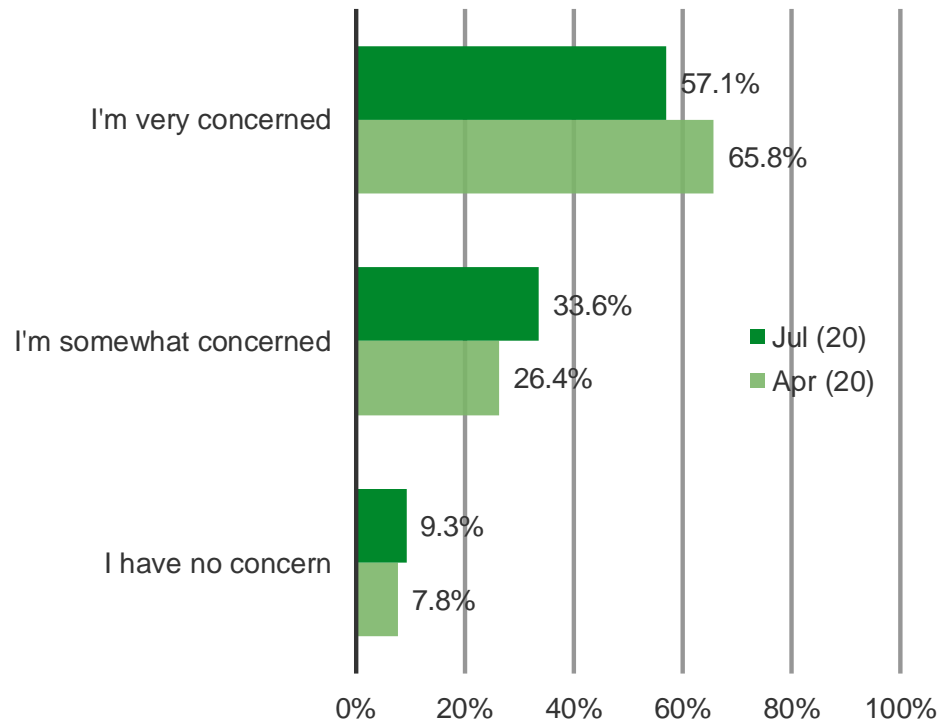
COVID-19 INTERNATIONAL



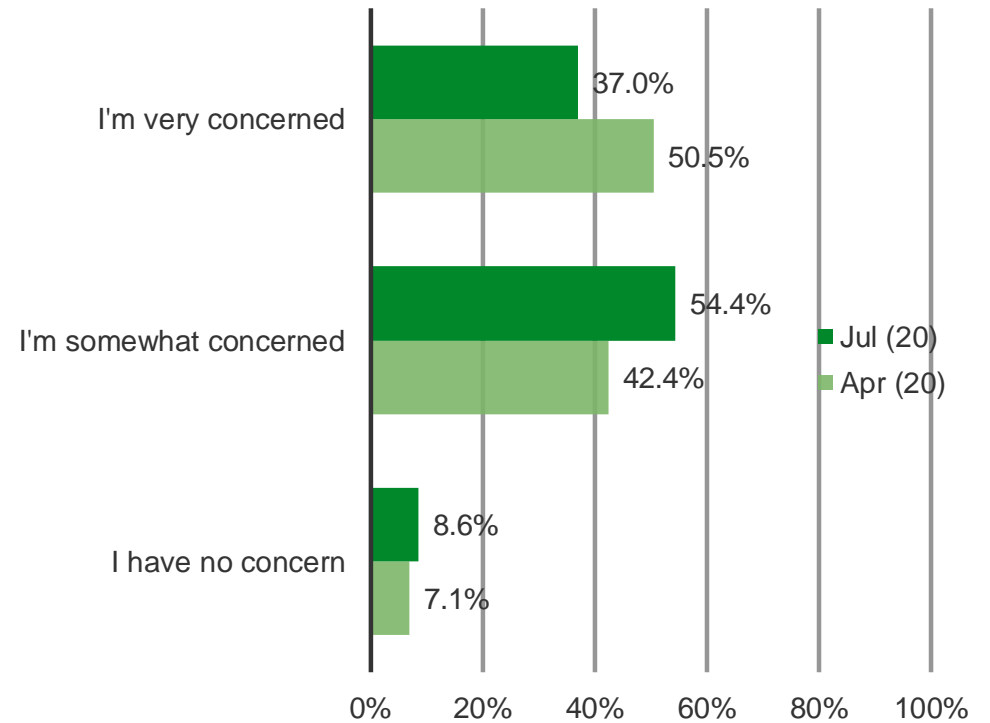
Please rate your level of concern with the coronavirus.

Posed to all respondents

India



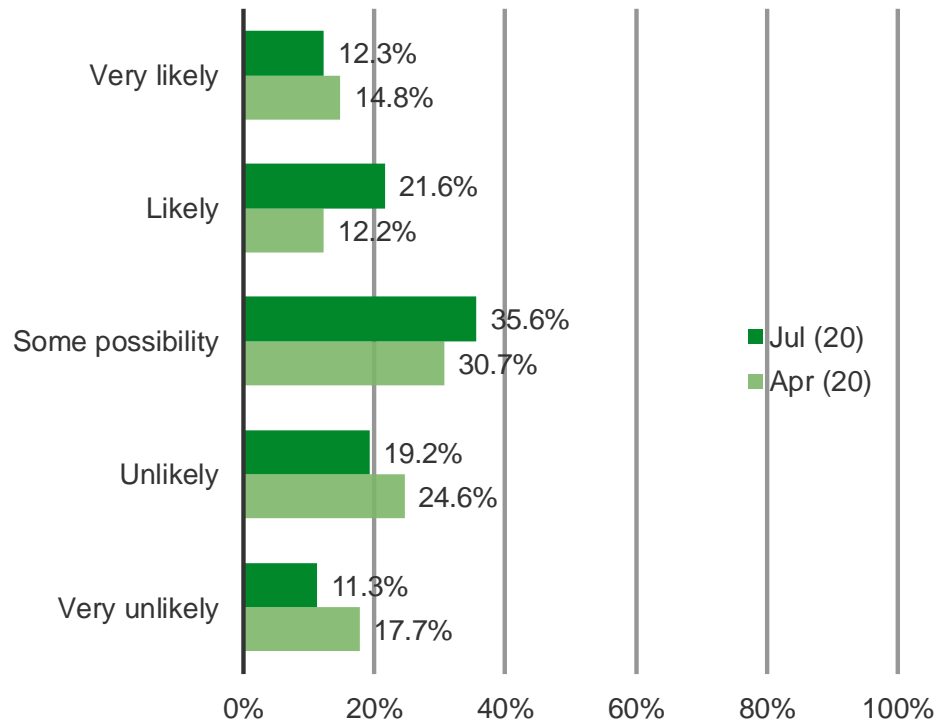
Japan



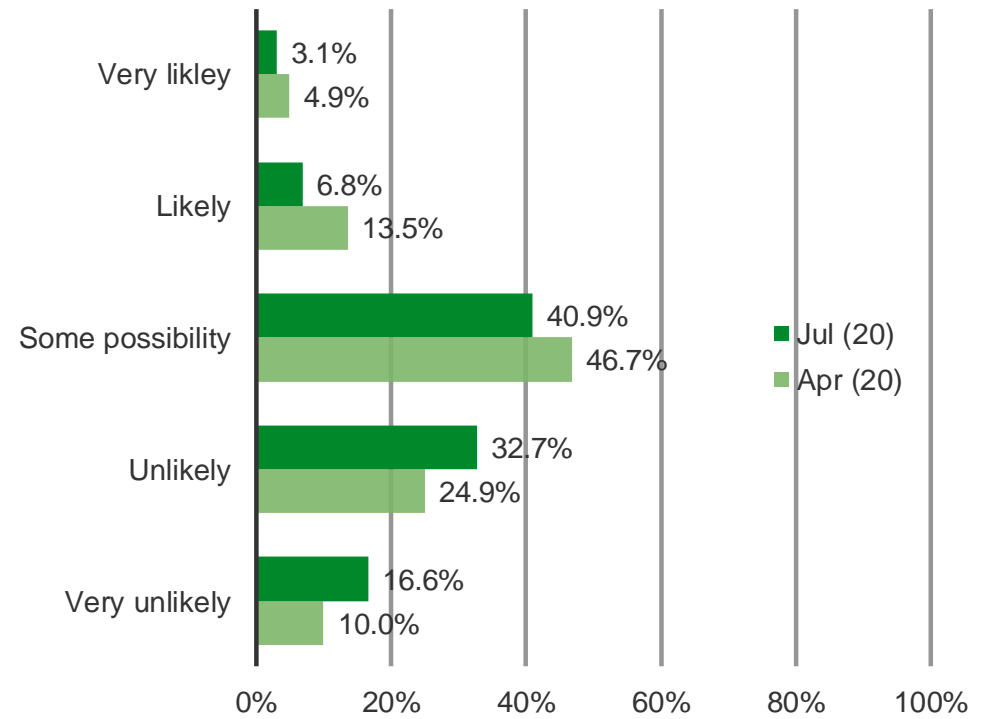
How likely do you think it is that you will get coronavirus/COVID-19 in the next 3-6 months?

Posed to all respondents

India



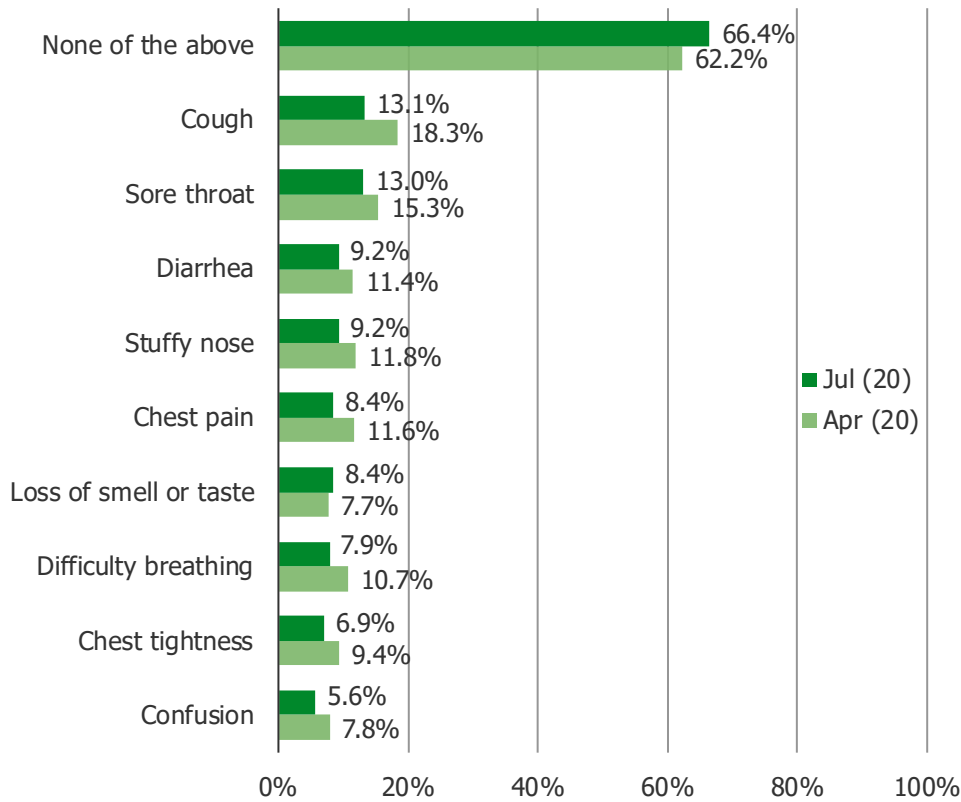
Japan



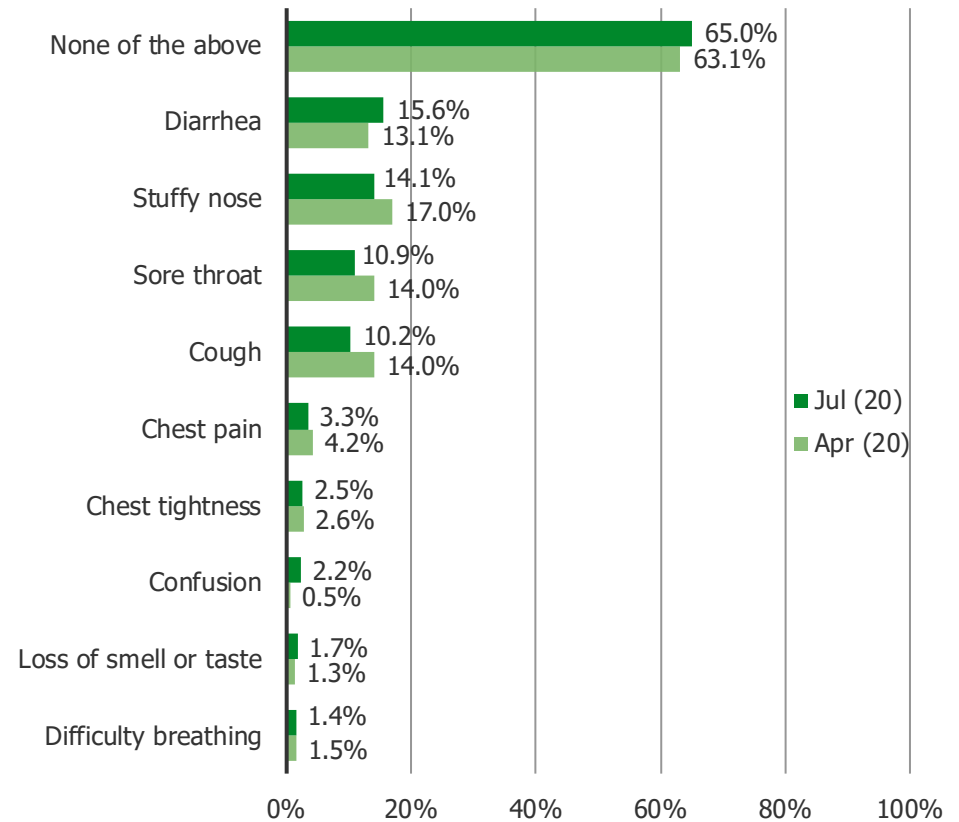
Have you experienced any of the following conditions in the past 3 months?

Posed to all respondents

India



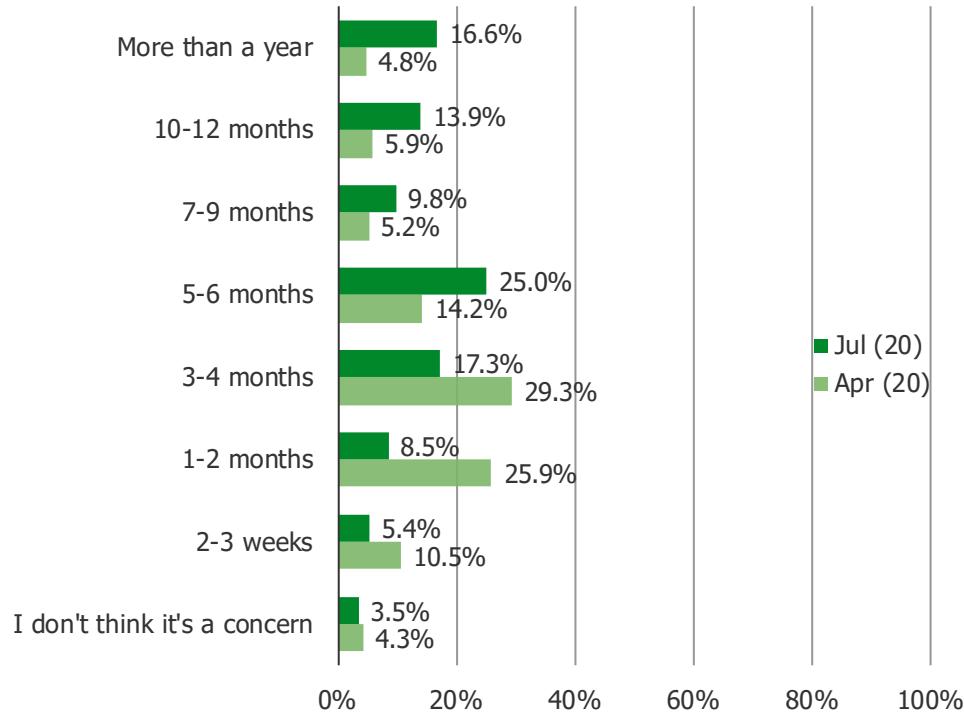
Japan



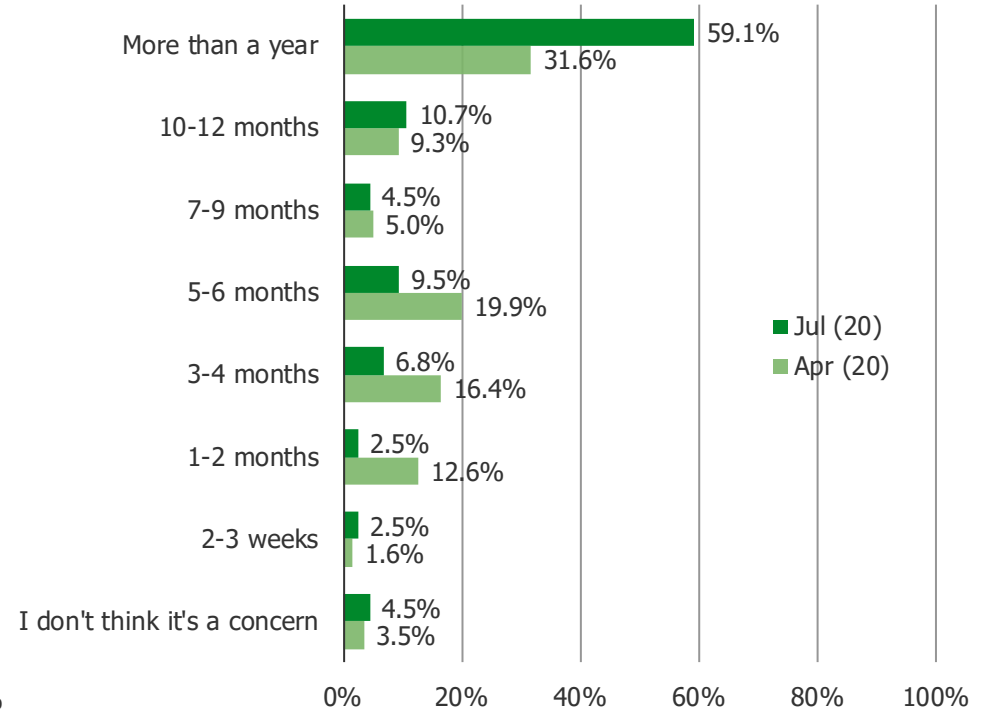
For how much longer do you think coronavirus will be a threat/concern?

Posed to all respondents

India



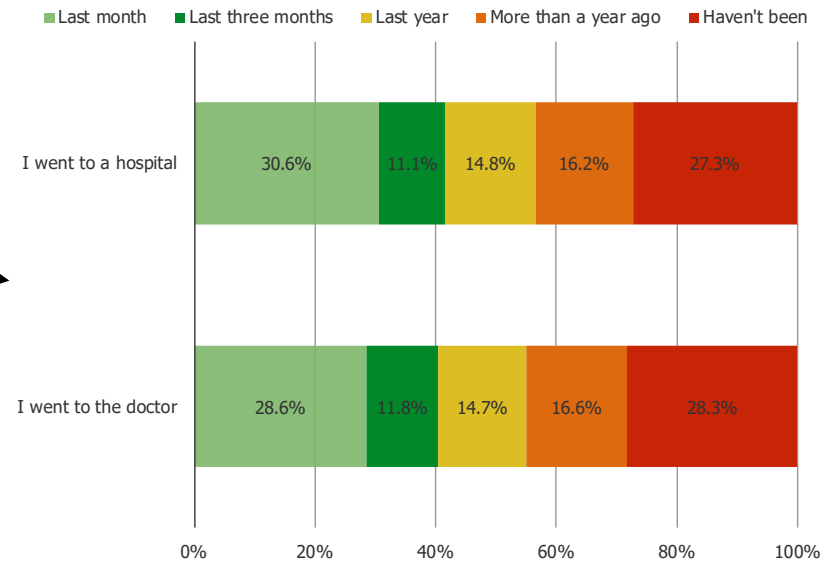
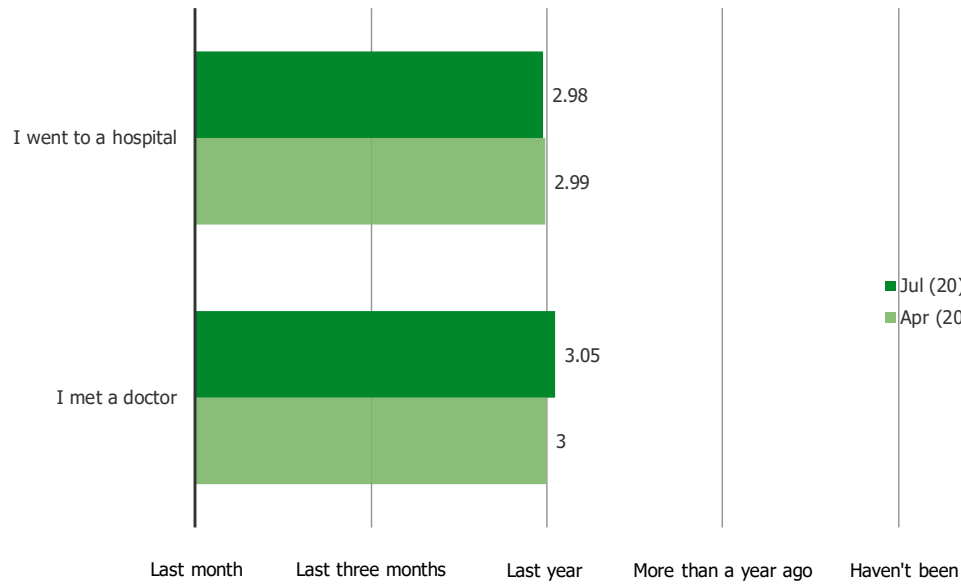
Japan



When is the last time you...

Posed to all respondents

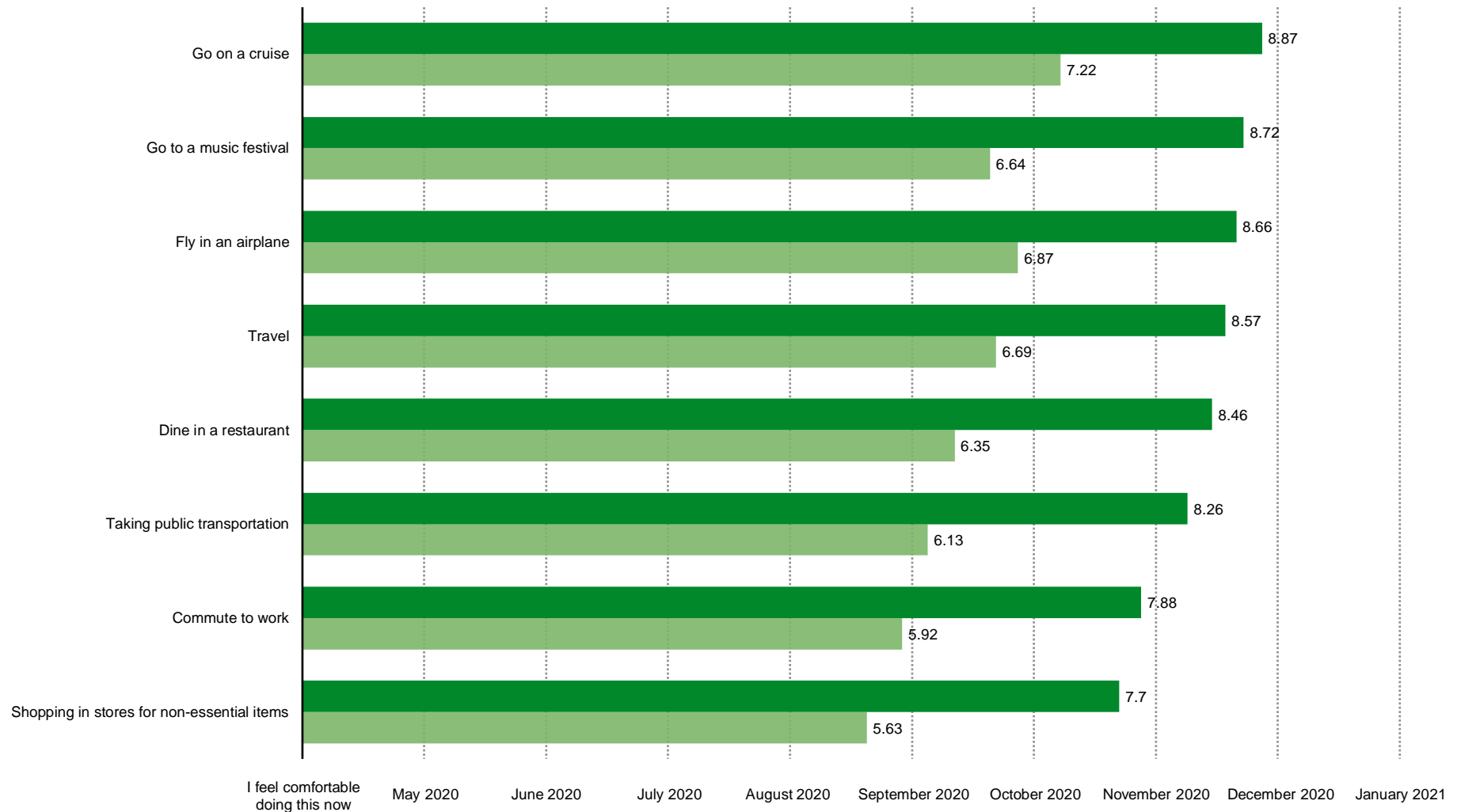
Japan



When will you feel comfortable doing the following activities again?

Posed to all respondents

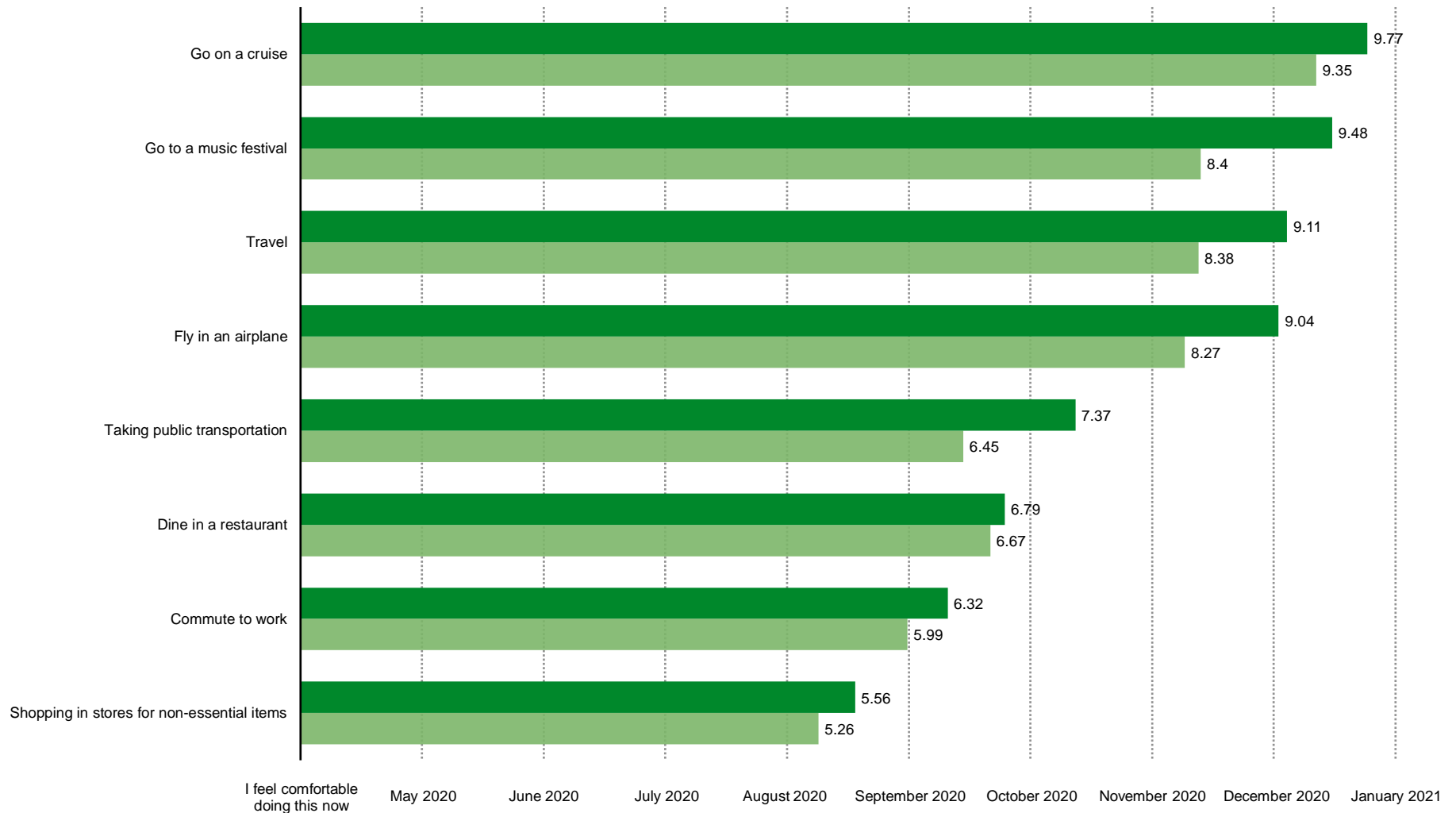
India



When will you feel comfortable doing the following activities again?

Posed to all respondents

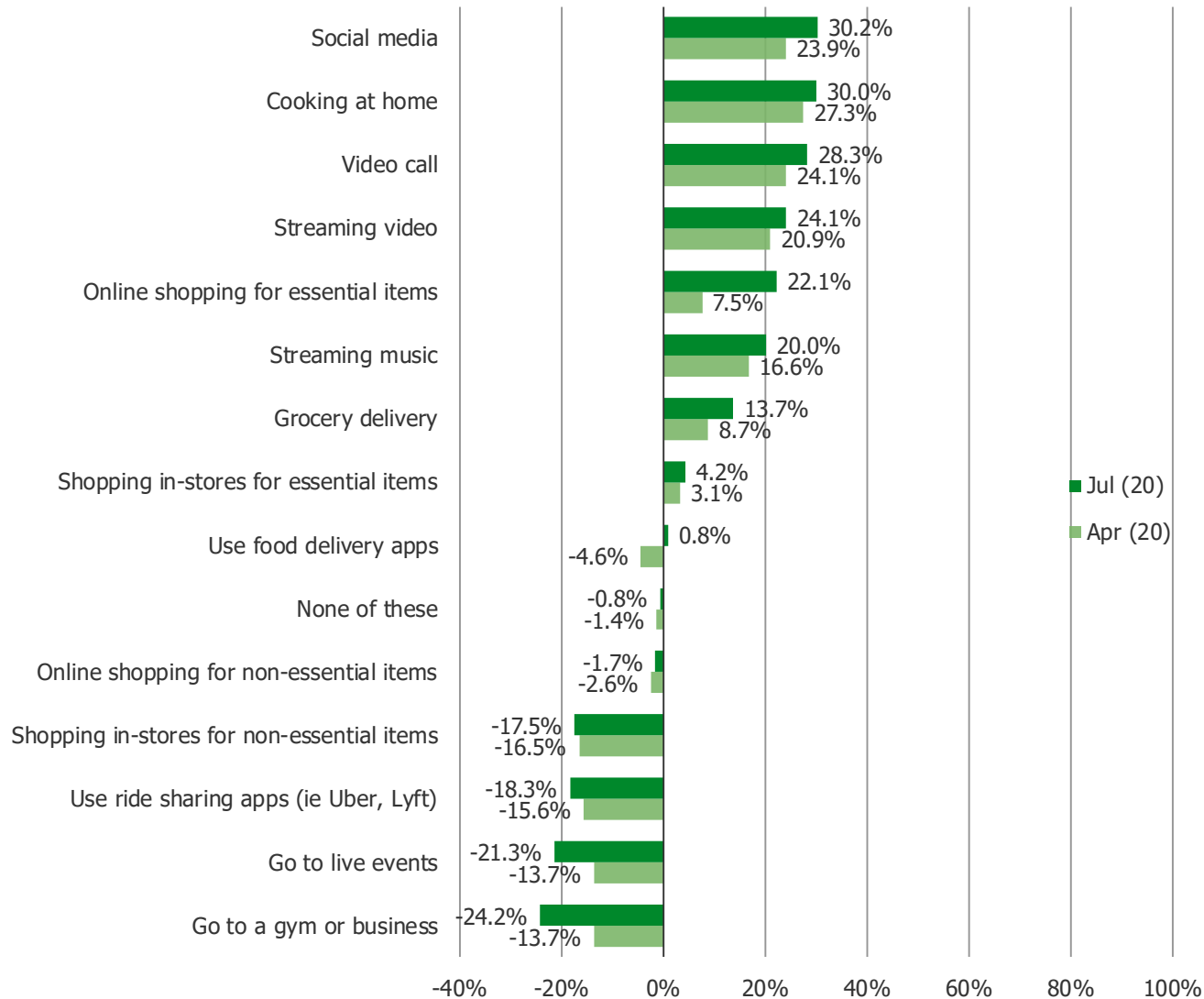
Japan



Going forward, will you do any of the following more or less because of the coronavirus and social distancing?

Posed to all respondents

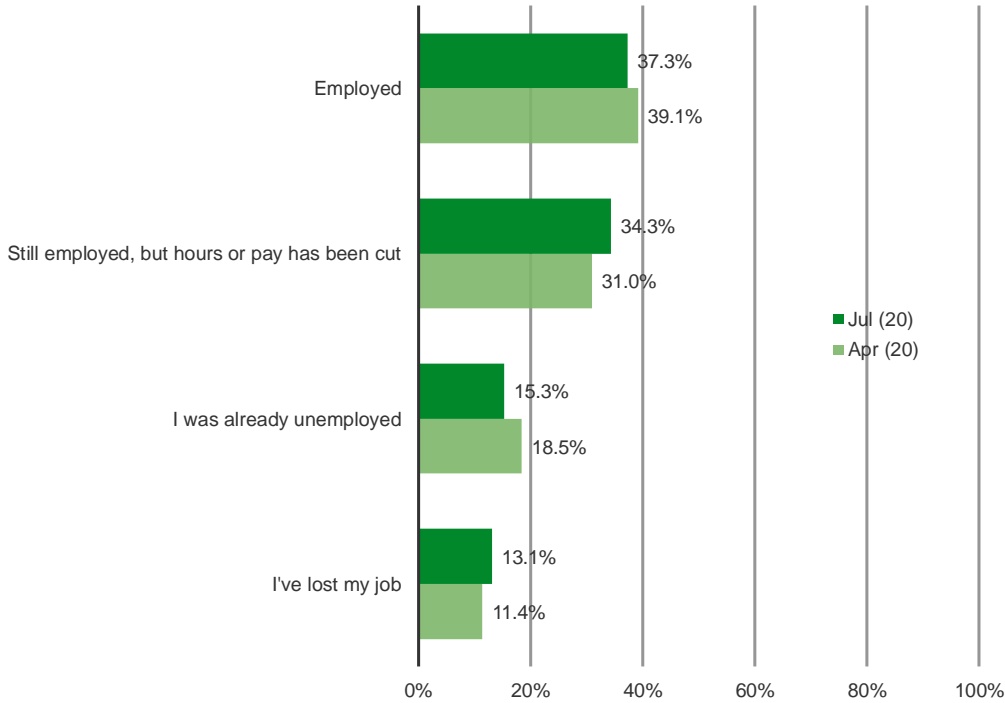
India



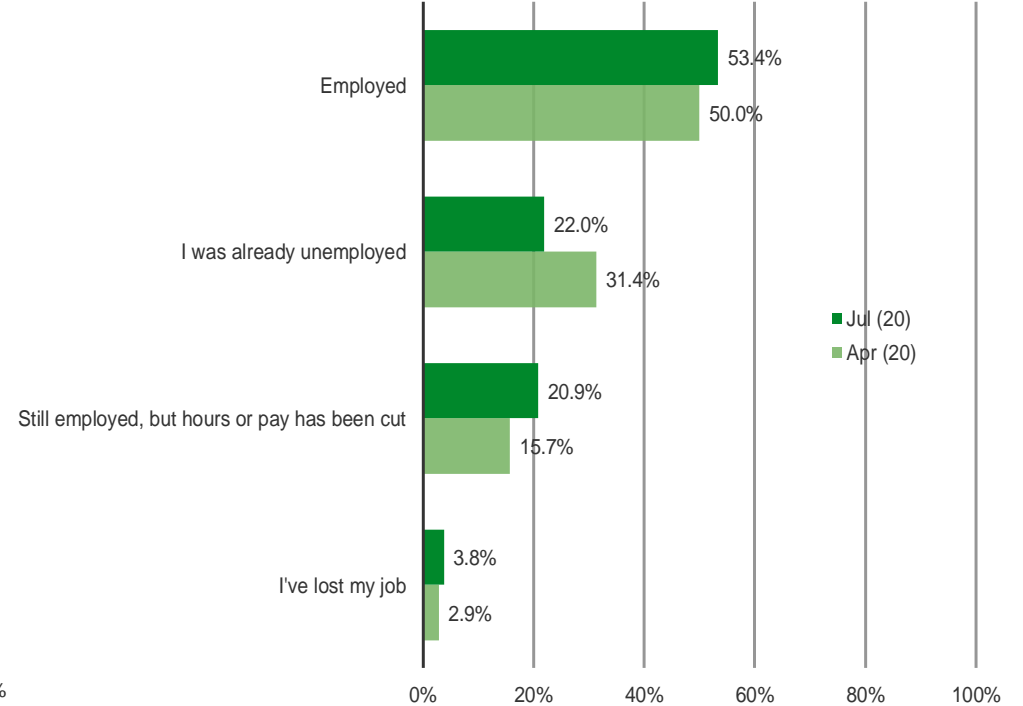
In the past 3 months, have you lost your job or had your hours or pay reduced because of the coronavirus and stay-at-home orders?

Posed to all respondents

India



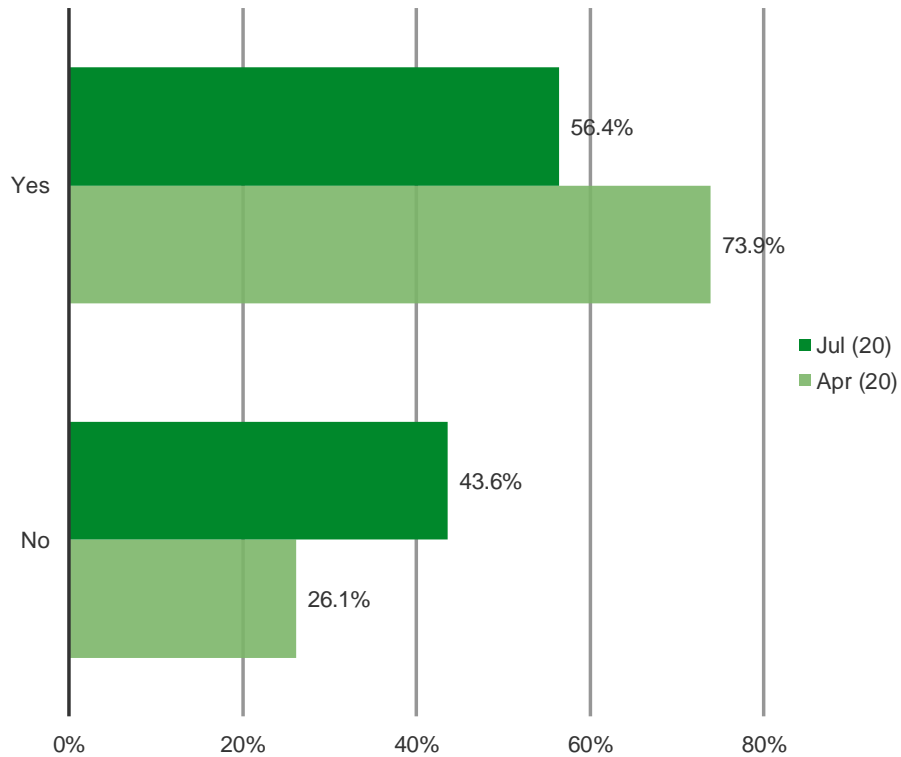
Japan



Are you currently living in an area with orders to stay at home?

Posed to all respondents

India



Japan

