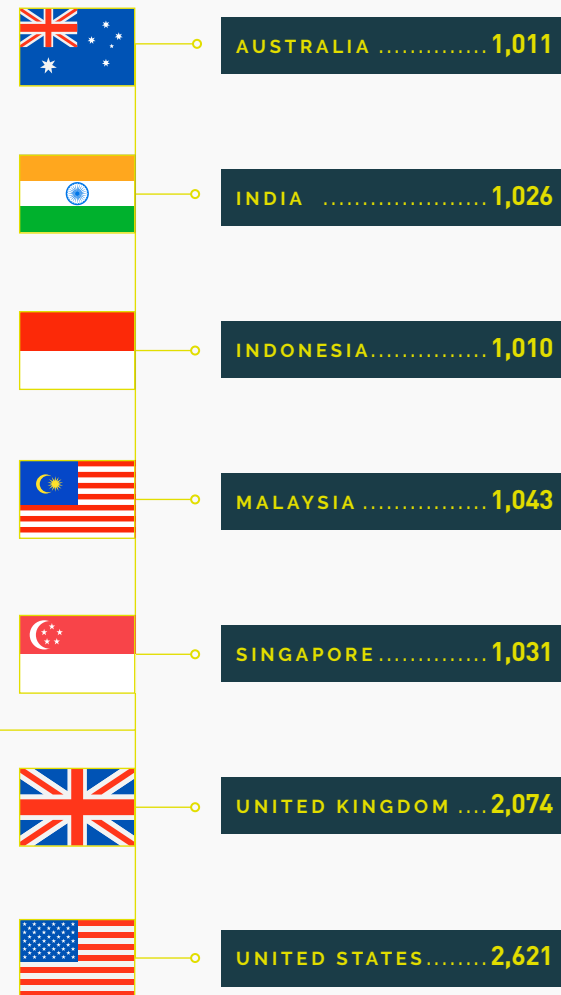


2020

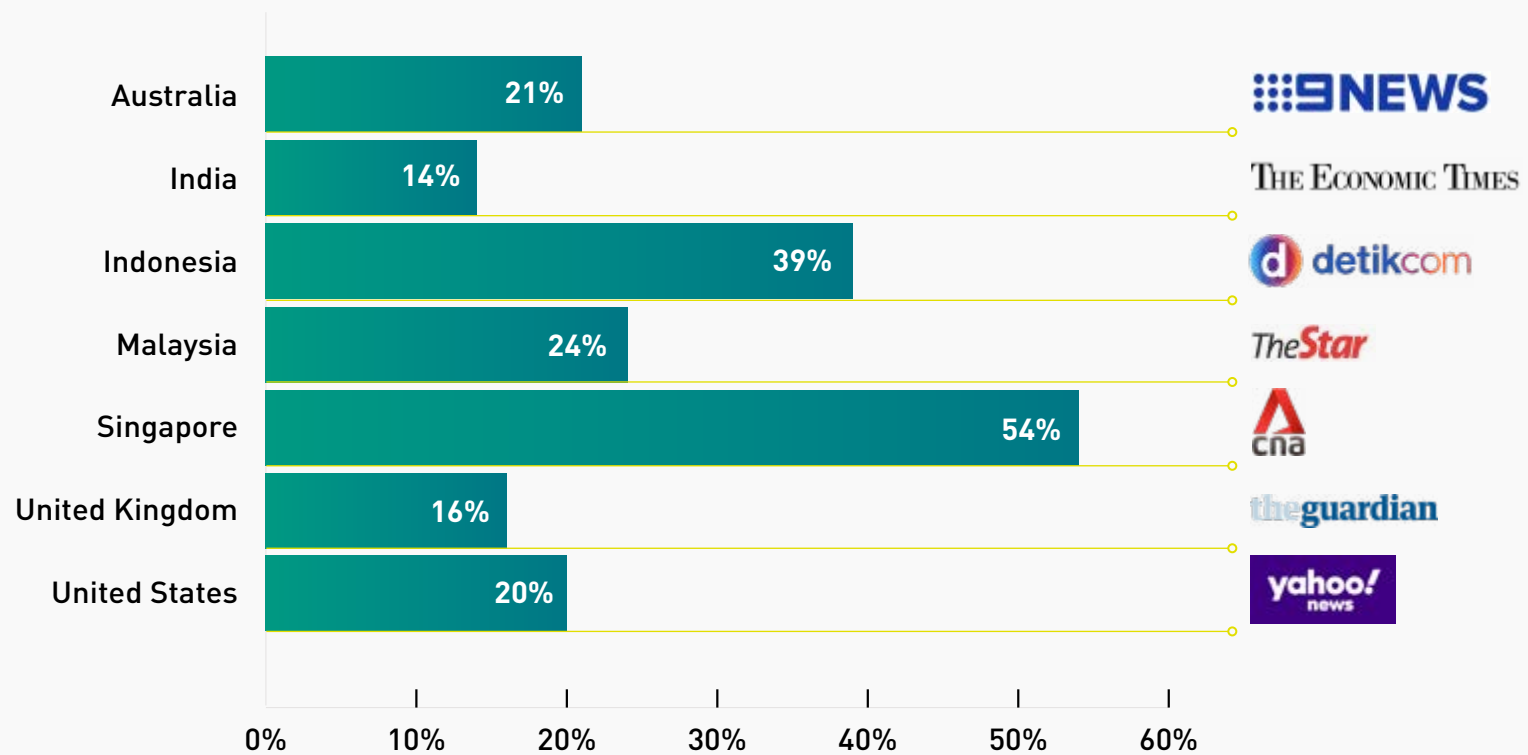
Coronavirus anxiety level dynamics in January and February

About this study

The data was collected with Toluna's DigitalTracking technology by tracking online behaviour (search engines and e-commerce platforms) of 9,816 consumers across seven different countries (Australia, India, Indonesia, Malaysia, Singapore, the United Kingdom, and the United States) during the period of December 2019 to February 2020.



Most popular media to search for the news on Coronavirus



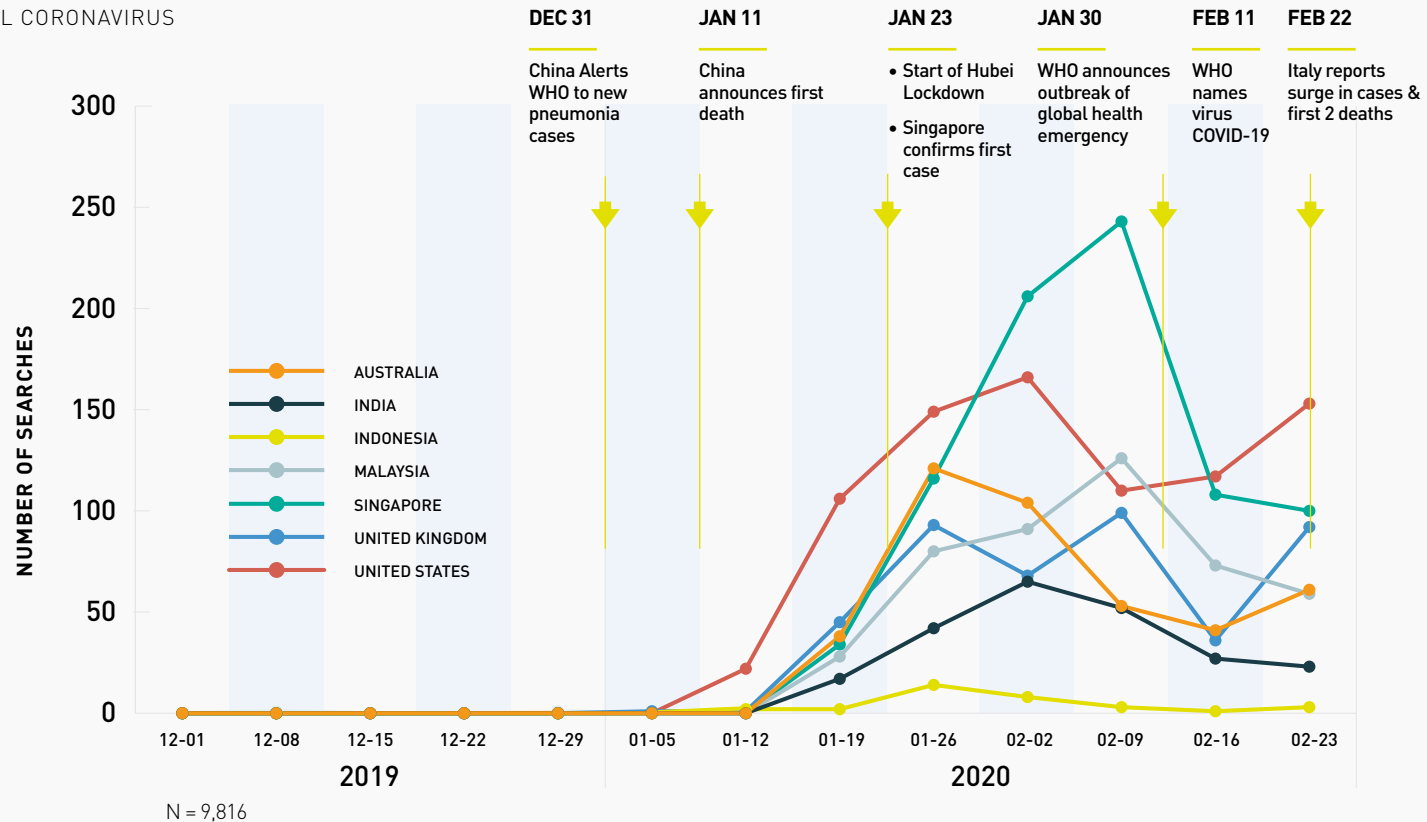
N = 9,816

Outbreak timeline and change in search interest for Coronavirus news

The anxiety level is propelled by the news. We evaluated behavioural tracking data provided by our panellists and found that in searches amongst the countries, Singaporeans were the most concerned about the virus outbreak, which peaked on 9th Feb shortly after DORSCON level was raised to Orange on 7th Feb.

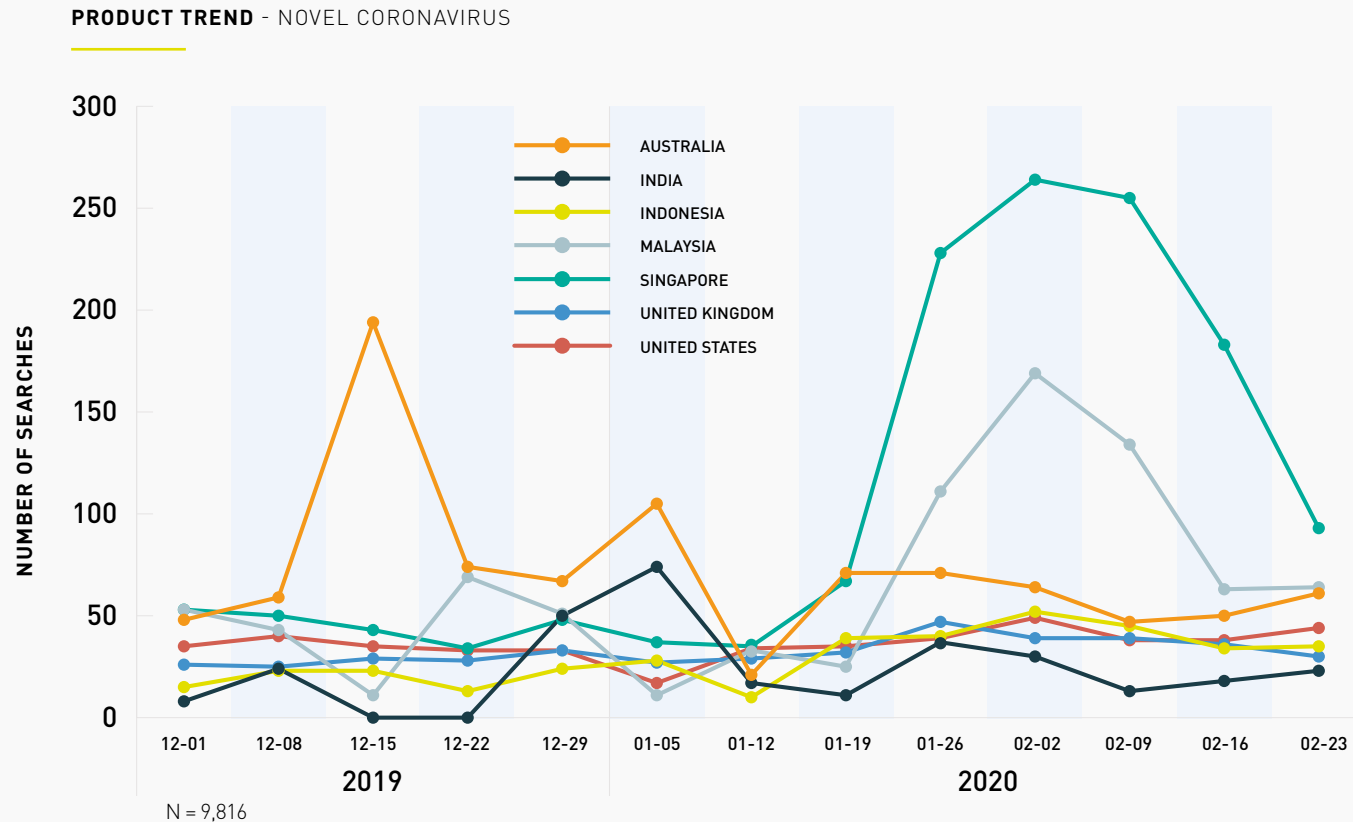
With the surge in cases globally, especially across Europe and the US since Feb 22nd, anxiety levels are increasing among Western countries, (i.e. Australia, UK and US).

SEARCH TERMS - NOVEL CORONAVIRUS



Change in search interest for masks

- The first week of February marked the peak of the social concern about the virus spreading across most of the countries with Singapore being the highest.
- The anxiety level seems to be increasing among Western countries (USA, UK and Australia) from late February, while those in Asia are becoming less concerned.
- Masks seem to be in constant demand in all countries with Singapore and Malaysia showing a significant spike in online searches for masks in the last week of January and the first week of February.



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