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PULSO CIUDADANO SPECIAL

CORONAVIRUS IN CHILE

Perception, concerns, evaluation of governmental measures, evaluation of political figures, evaluation of institutions, evaluation of quarantine.

March 30, 2020

AENOR
Servicio Certificado
ISO 20252

ISO 20,252 Standard

This study was conducted in accordance with the **ISO 20,252 standard**, an international standard that establishes terms and definitions as well as service requirements for organizations and professionals who undertake market, social, and opinion research.

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Background

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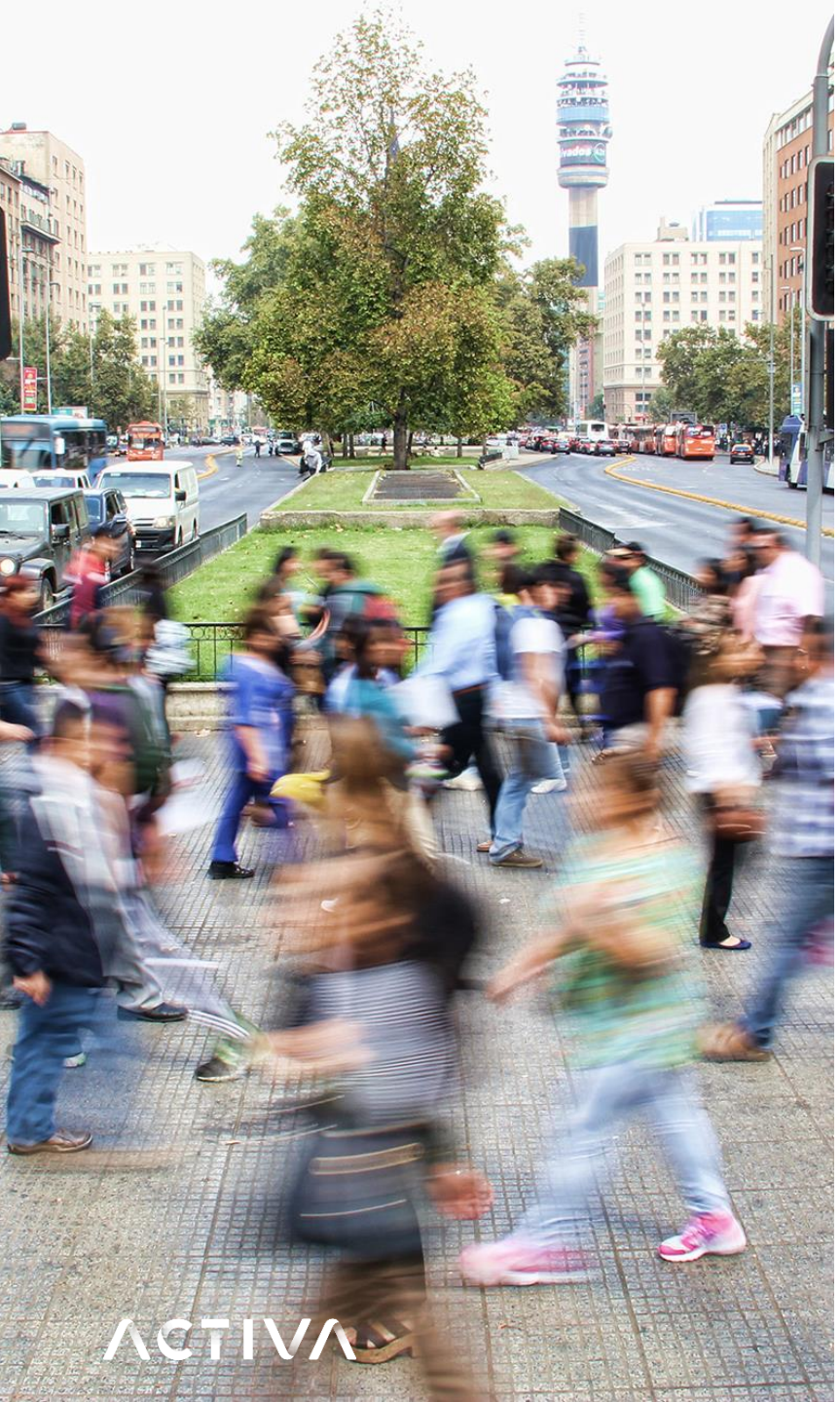

Background

The outbreak of **coronavirus disease (COVID-19)** was first reported in Wuhan (China) on December 31, 2019.

The first case was detected in Chile on March 03, 2020.

To date, March 30, more than 2,200 have already been detected in Chile and the government has imposed a suite of measures to control the spread of COVID-19.

Core measures include declaring a state of catastrophe in the country, a curfew between 10pm and 5am, suspension of classes, and quarantine for 8 of the country's districts.

Activa conducted its first measurement of population perceptions between March 05 and March 12, and now presents its second special report on its public opinion study **Pulso Ciudadano,** based on fieldwork conducted on **March 26 and 27, 2020.**

The results of this study are shown below.

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Methodology

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Methodology

Research Design	Quantitative study based on online interviews using a representative sample with nationwide coverage.
Study group	General public, men and women aged over 18, belonging to socio-economic groups ABC1, C2, C3, and DE. Residents of Santiago and the country's other regions, with coverage in 245 districts nationwide.
Sample design	Non-probabilistic design. A total of 1,851 interviews were conducted, aproportionally stratified by the variables of Gender, Age, Socio-Economic Group, and Zone. The sample was weighted in accordance with the actual percentage of each population segment to project population results: Gender, Age, Zone, and Socio-Economic Group projected from the 2017 Census, and Socio-Economic Group data from AIM (the Chilean association of market research companies) The sample error margin is +/-2.3% for the sample, assuming simple randomness, a 95% confidence level, and maximum variance of estimation factors.
Sample selection	Selection based on an online panel with a 12% response rate. The panel used is operated by the company OpinandoOnline www.opinandoonline.com. Panel currently undergoing certification under the ISO 26,362
Measurement instrument	Questionnaire with average duration 12 minutes.
Fieldwork date	Conducted on March 26 and 27, 2020.
Performed by	This study was wholly conducted by Activa.
Funding	Study 100% funded by Activa.

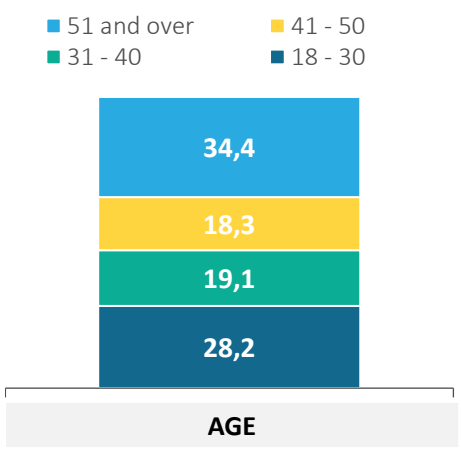
Sample **size and segmentation**

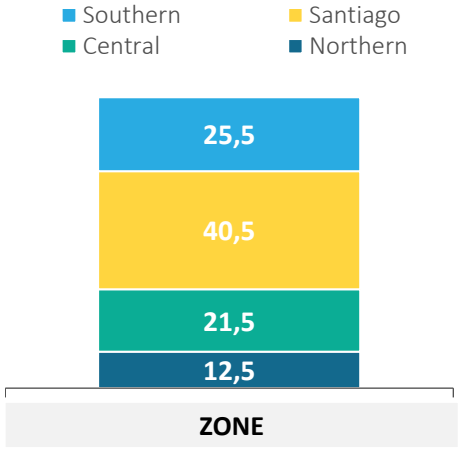
Population results were projected by weighting each segment in line with its percentage in the population, according to projections based on the 2017 Census and 2008 AIM socio-economic group projections.
Weighting was conducted for the variables of age, gender, zone, and socio-economic group.

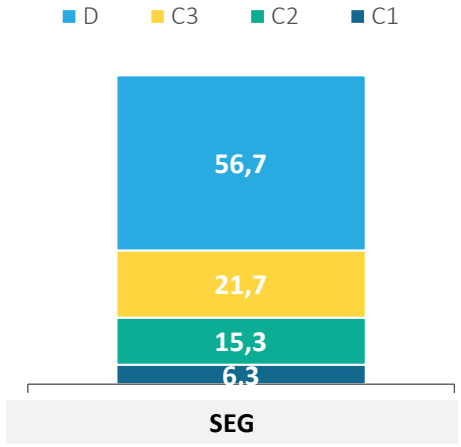
Variable	Segments	Sample Size	Max. Sample Error(*)
SEG	ABC1	297	5.6%
	C2	746	3.6%
	C3	472	4.5%
	DE	336	5.3%
AGE	18 - 30	382	5.0%
	31 - 40	412	5.0%
	41 - 50	501	4.4%
	51 - ++	556	4.2%
GENDER	Male	711	3.7%
	Female	1,140	2.9%
ZONE	Santiago	765	3.6%
	Northern	359	5.1%
	Central	373	5.0%
	Southern	354	5.2%
Total		1,851	2.3%

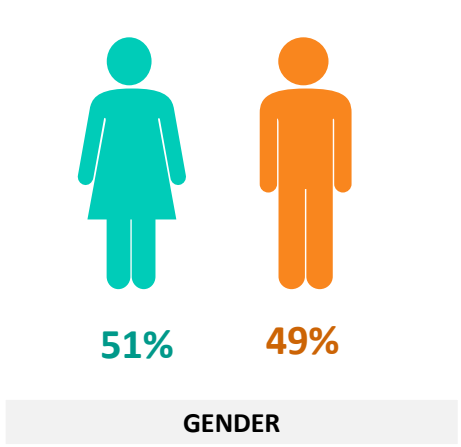
(*) Sampling error calculated based on an assumption of simple randomness, 95% confidence level, and maximum variance of estimation factors.

Weighting profile









Information expressed in percentages (%). Based on Total interviews (N: 1,030 ME: +/-3.1%)
Northern Zone: Regions XV, I, II, III, IV; Central: Regions V, VI, VII; Southern: Regions VIII, IX, XIV, XVI, X, XI, XII.

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Concern and awareness about COVID-19

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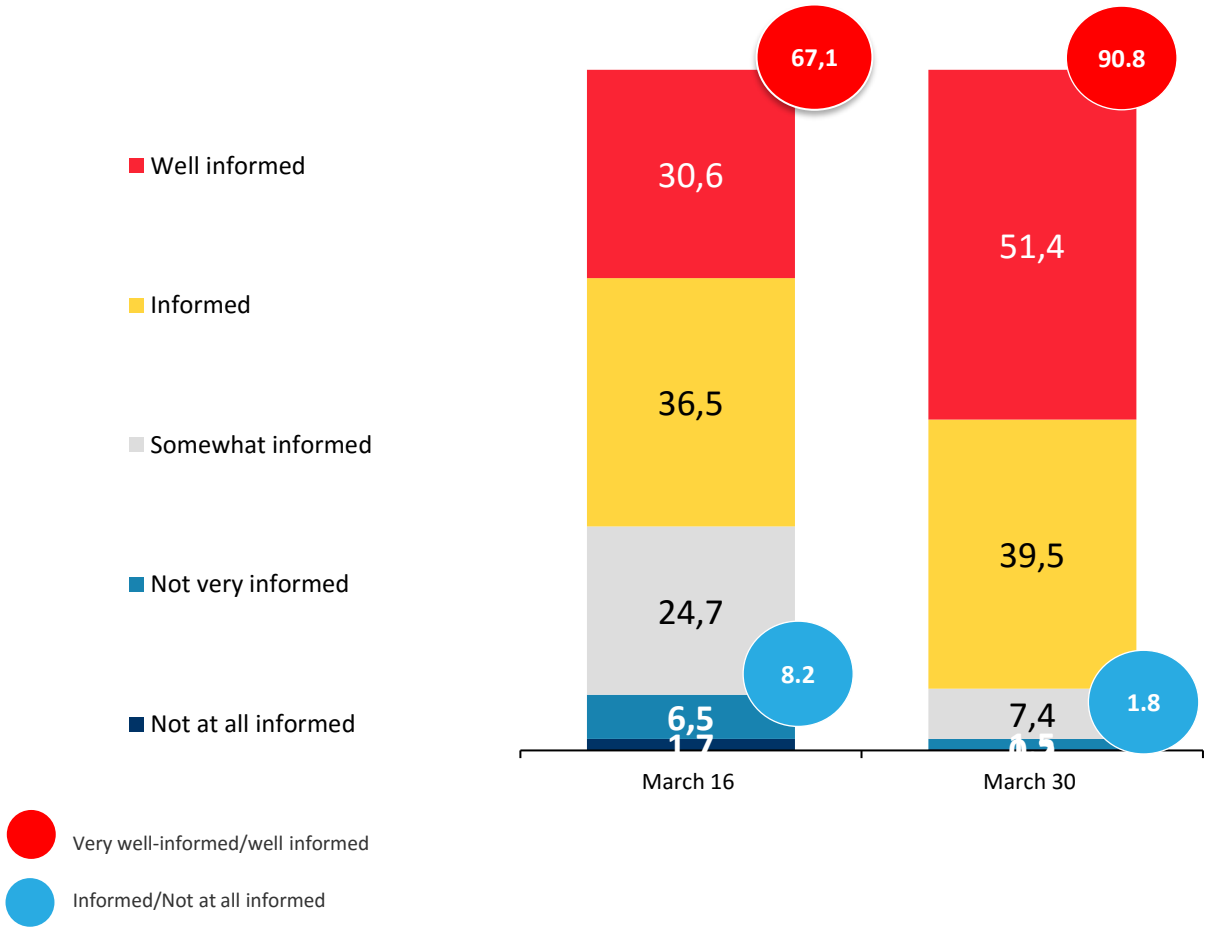
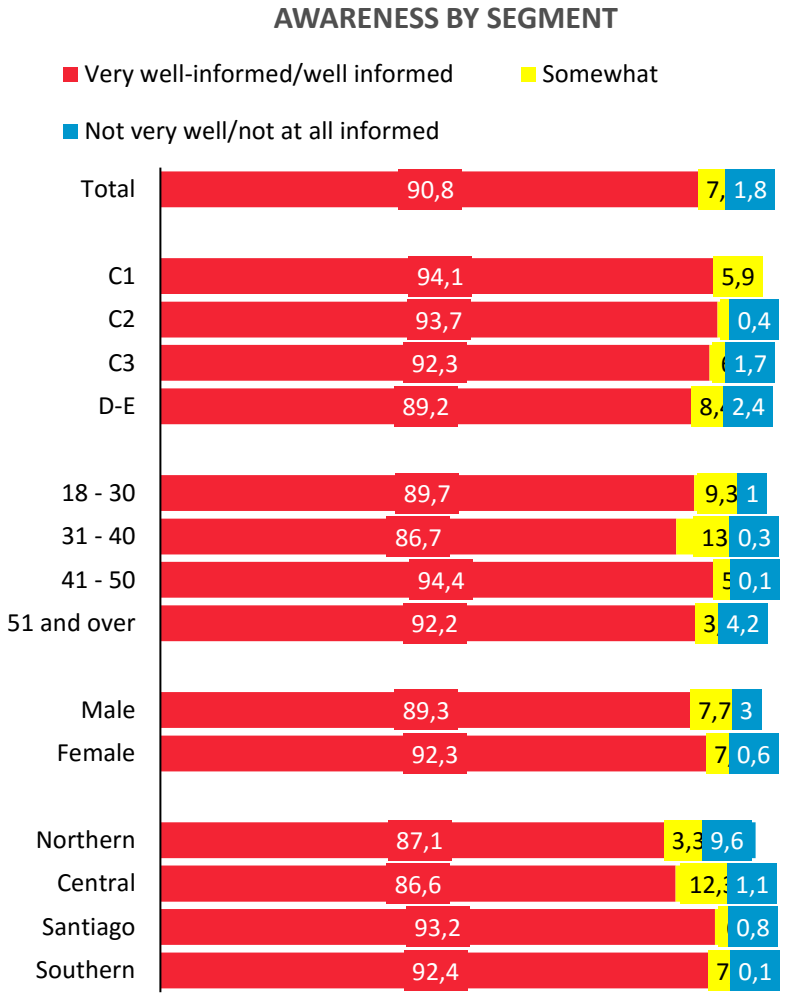
Level of awareness about how to prevent coronavirus

How well-informed are you about how to prevent infection with coronavirus?

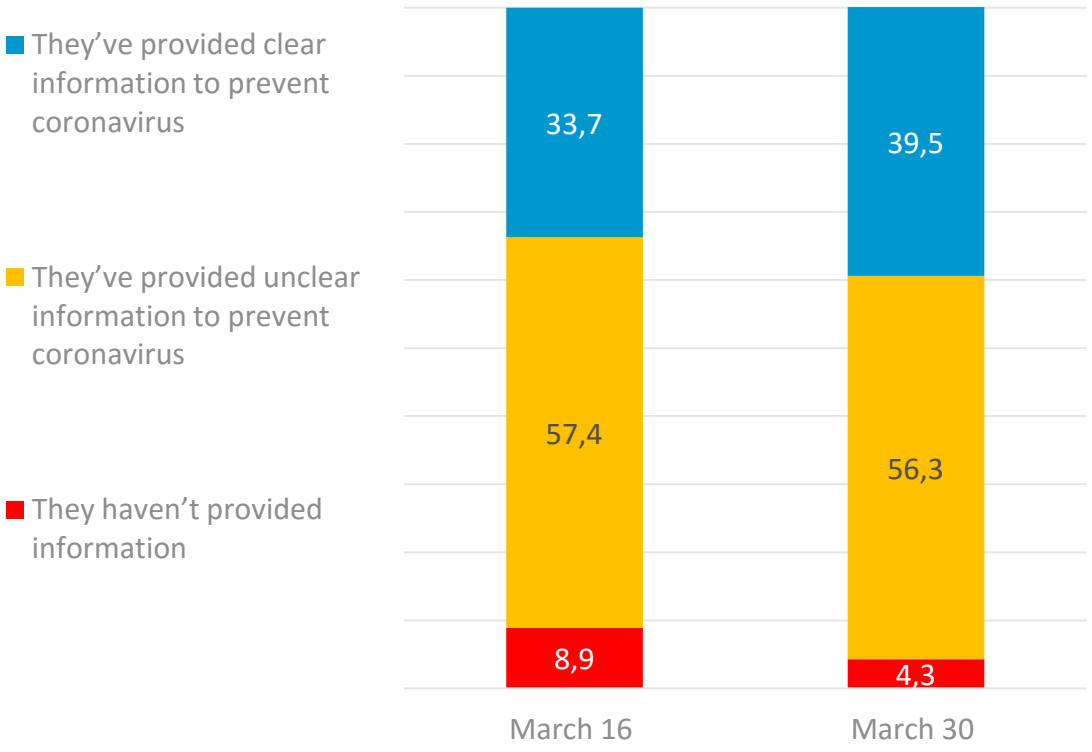




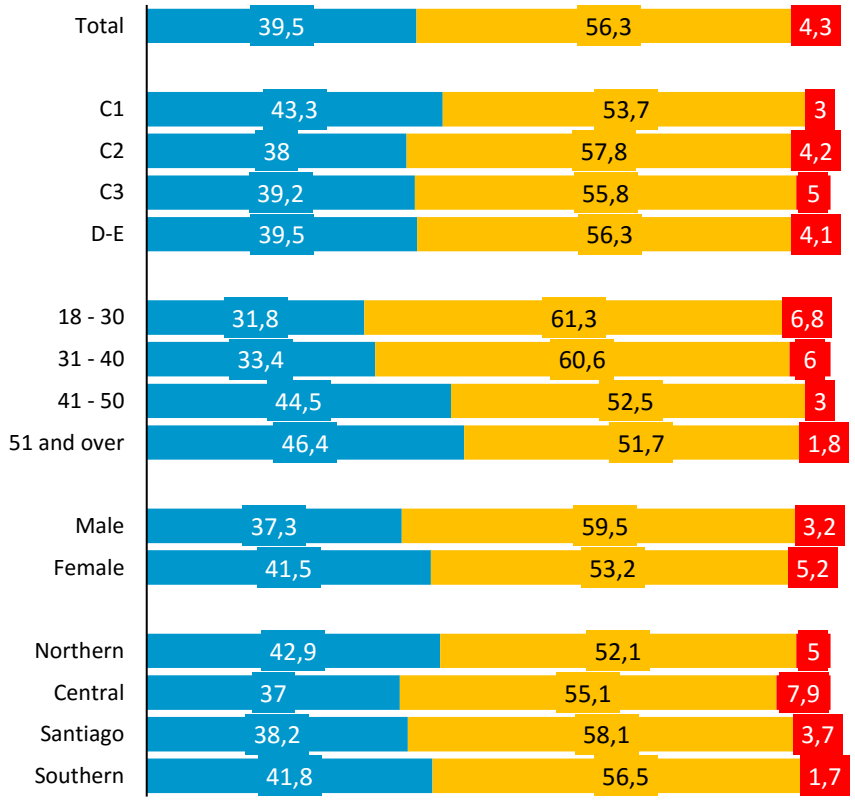
Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Perception of information provided by the Government

What do you think of the information from the government and health authorities about preventing infection with coronavirus?



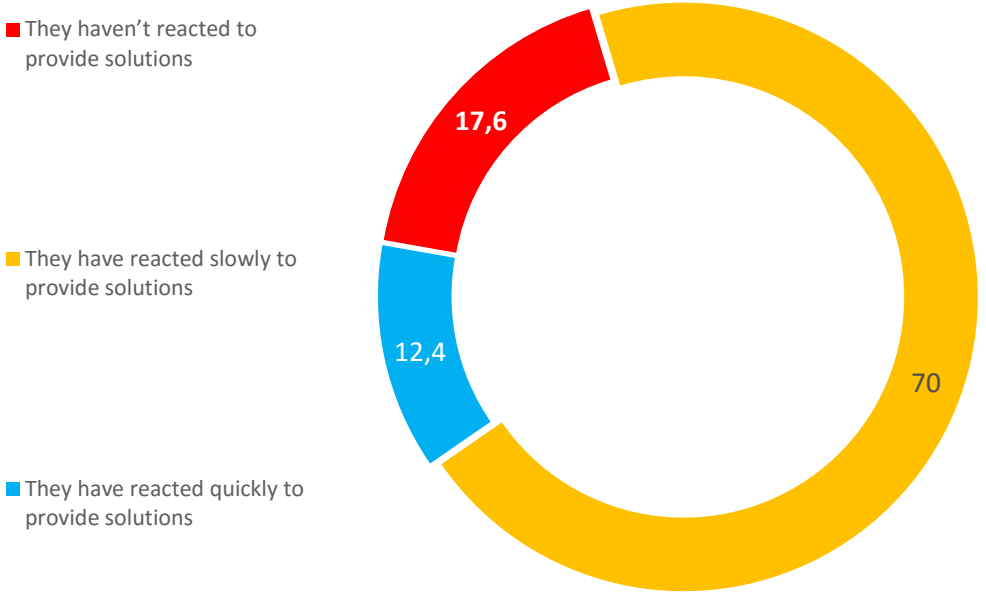
AWARENESS BY SEGMENT

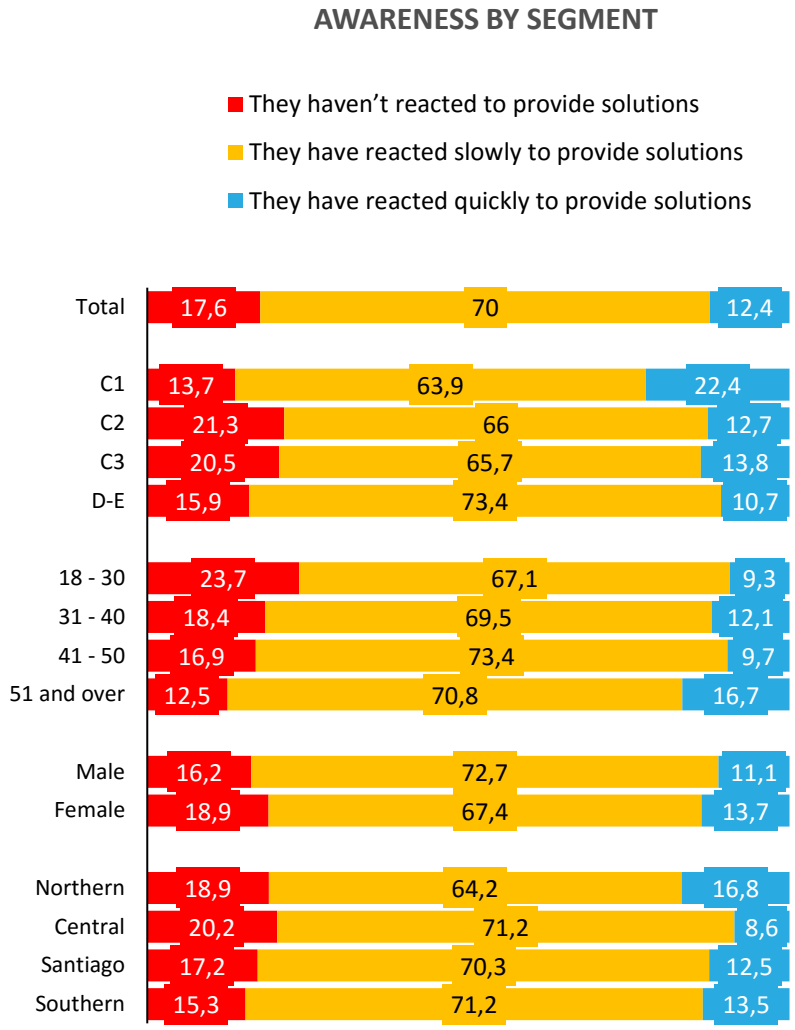


Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Perception of how the Government has reacted to the pandemic

How do you think the government has done in response to the coronavirus pandemic in Chile?





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Chileans' fears and problems with COVID-19

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Measures taken to prevent infection - coronavirus

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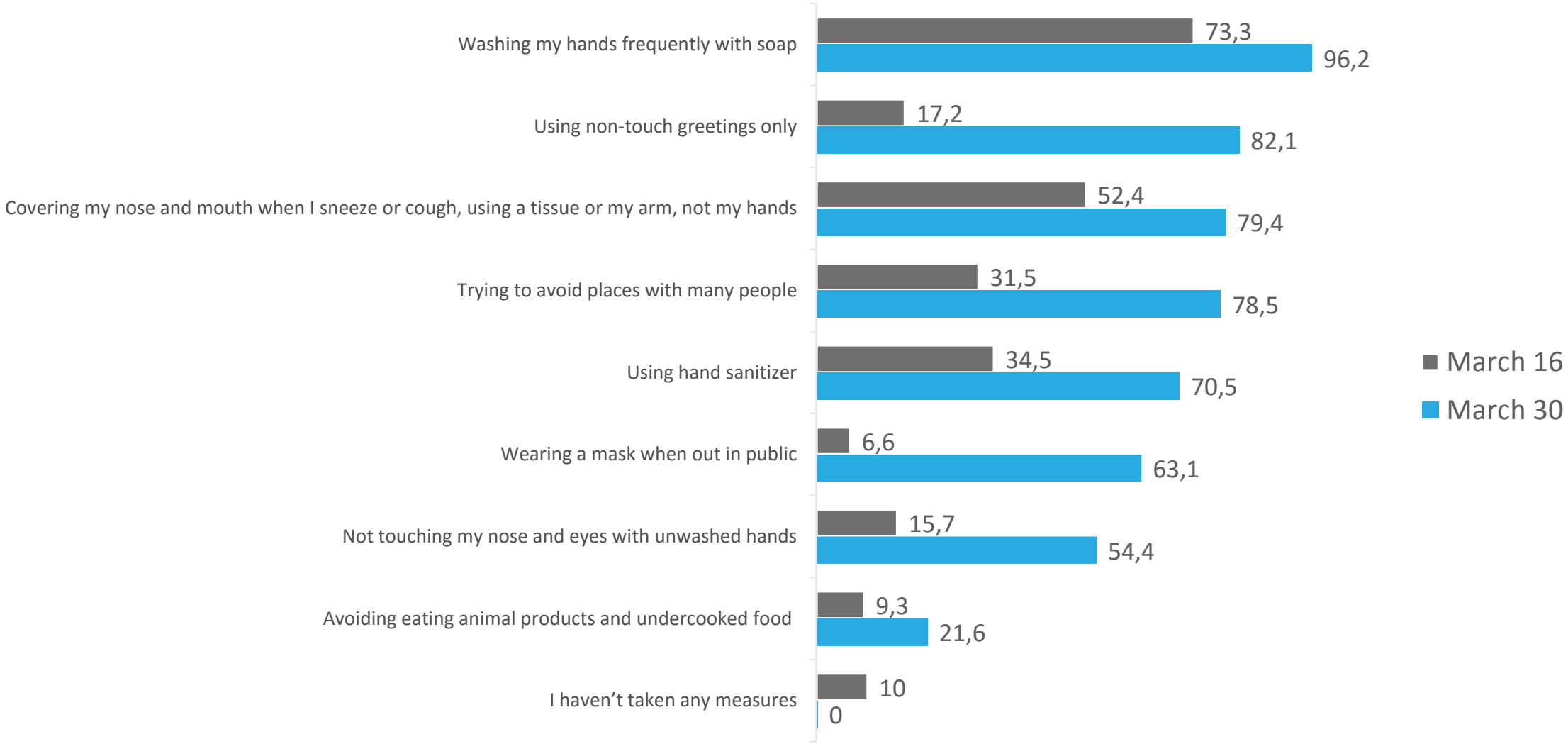
What measures have you taken to prevent infection with coronavirus?



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Chileans' fears about the pandemic - coronavirus

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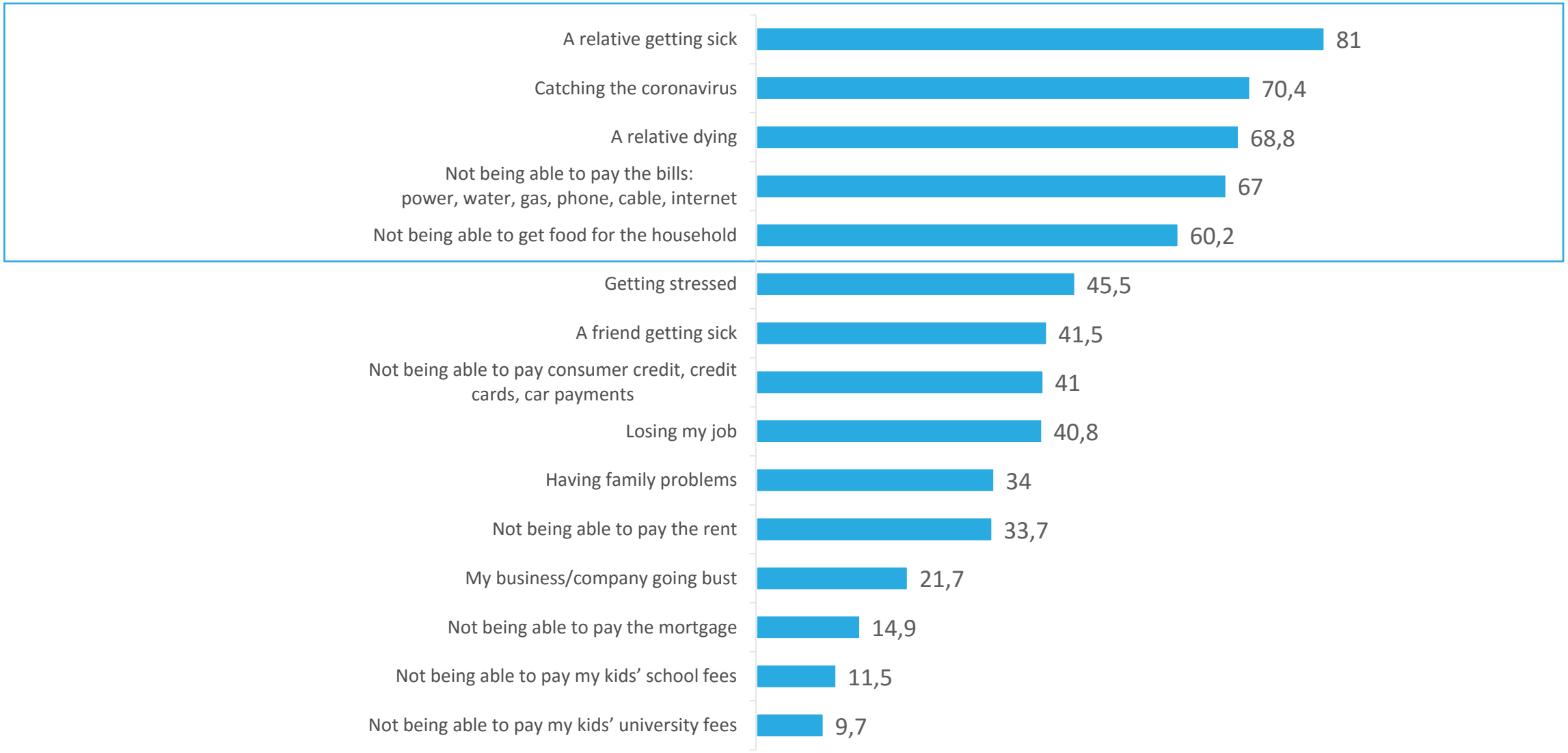
What are you afraid of now, in view of the coronavirus situation?



Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Chileans' key problems surrounding the pandemic - coronavirus

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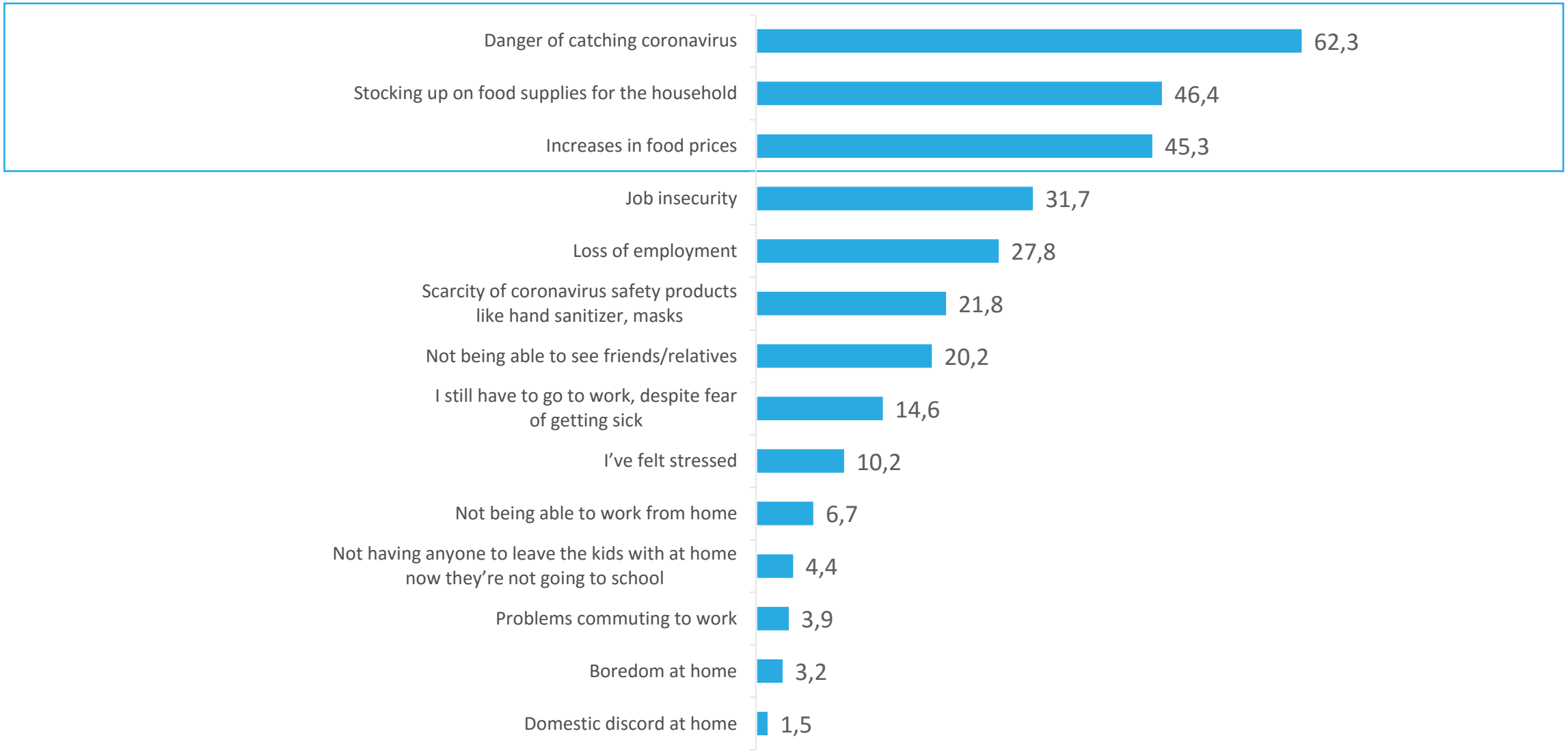
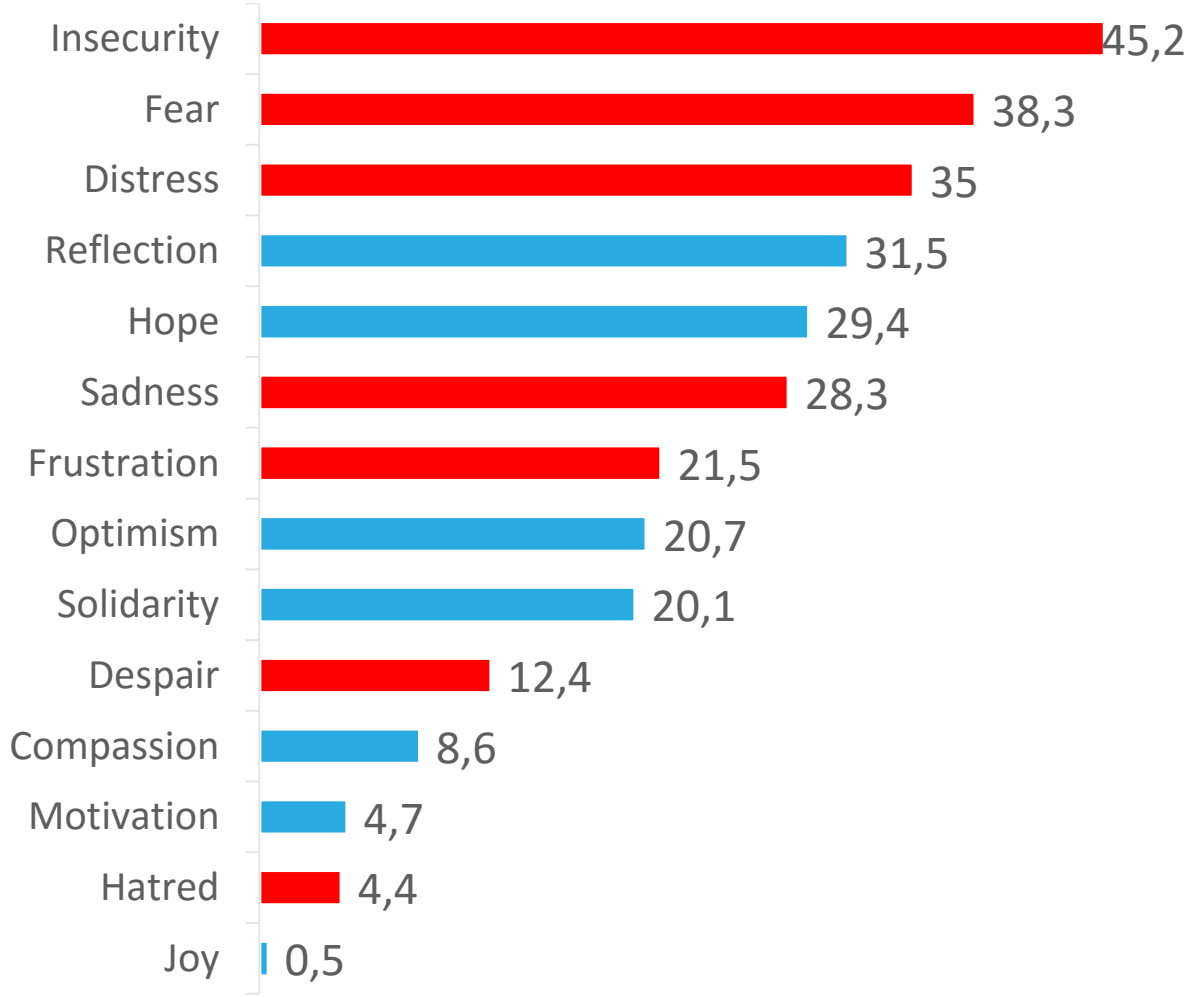
What are your 3 biggest problems right now, arising from the pandemic and state of catastrophe due to coronavirus?



Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Feelings and emotions about the pandemic - coronavirus

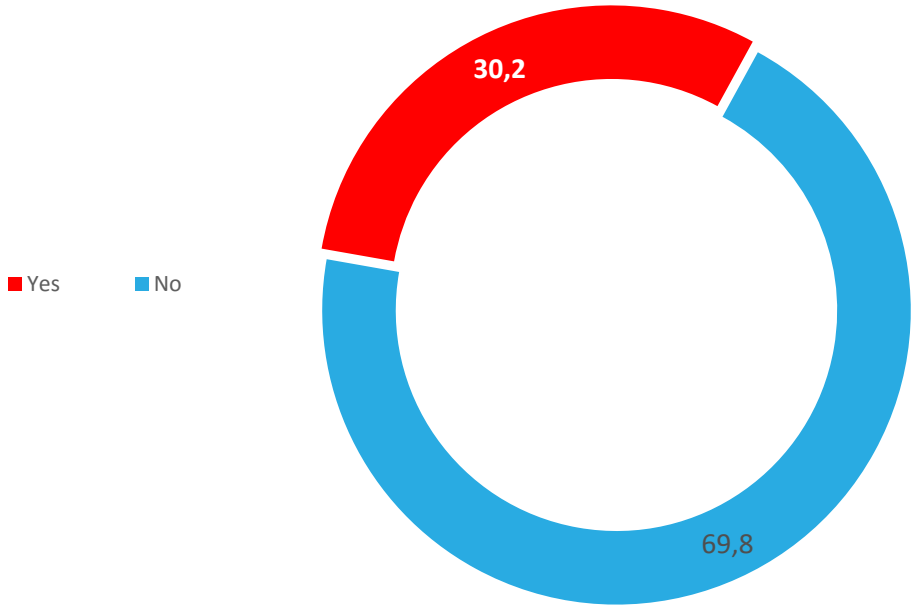
How do you feel about the coronavirus situation?

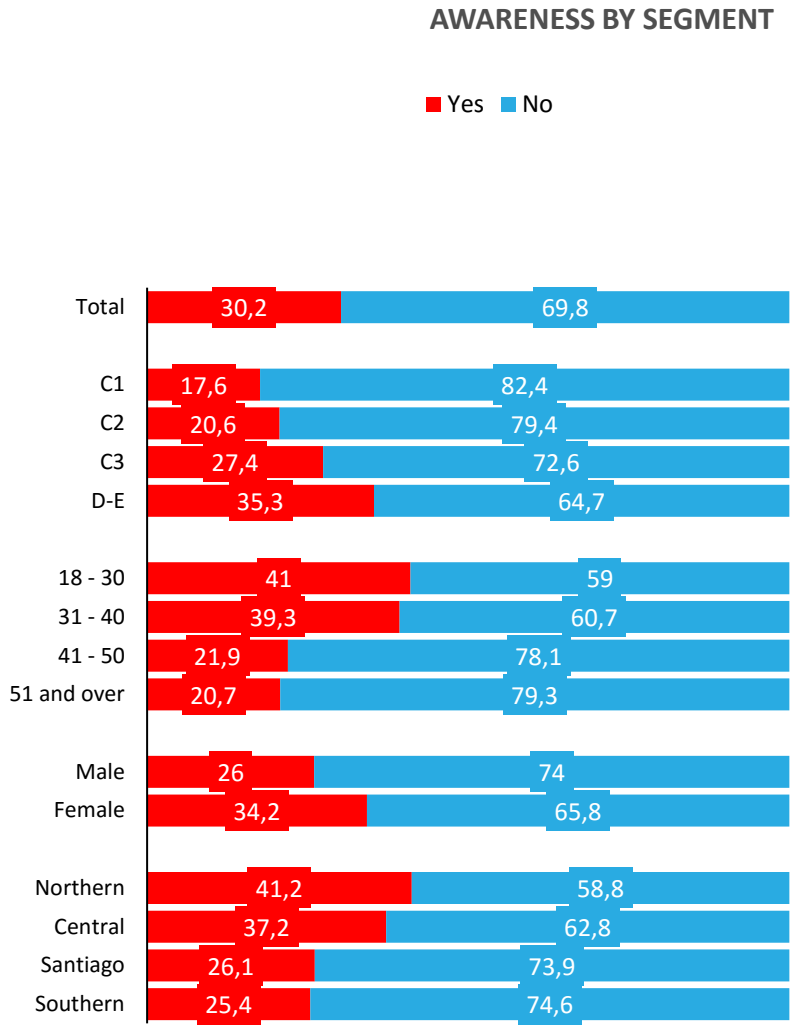


Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Problems with household food supply

Considering what is going on, have you had problems with getting food supplies for your household?

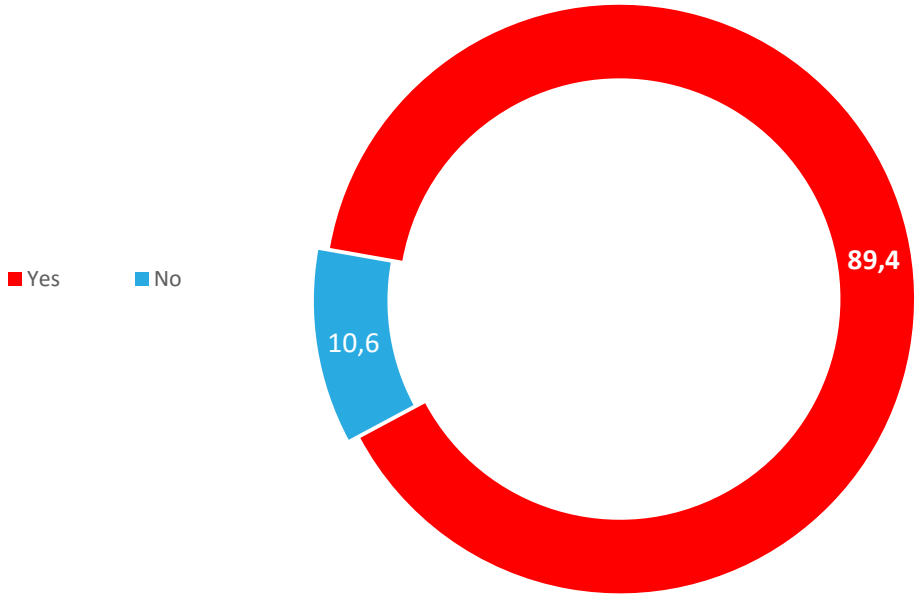


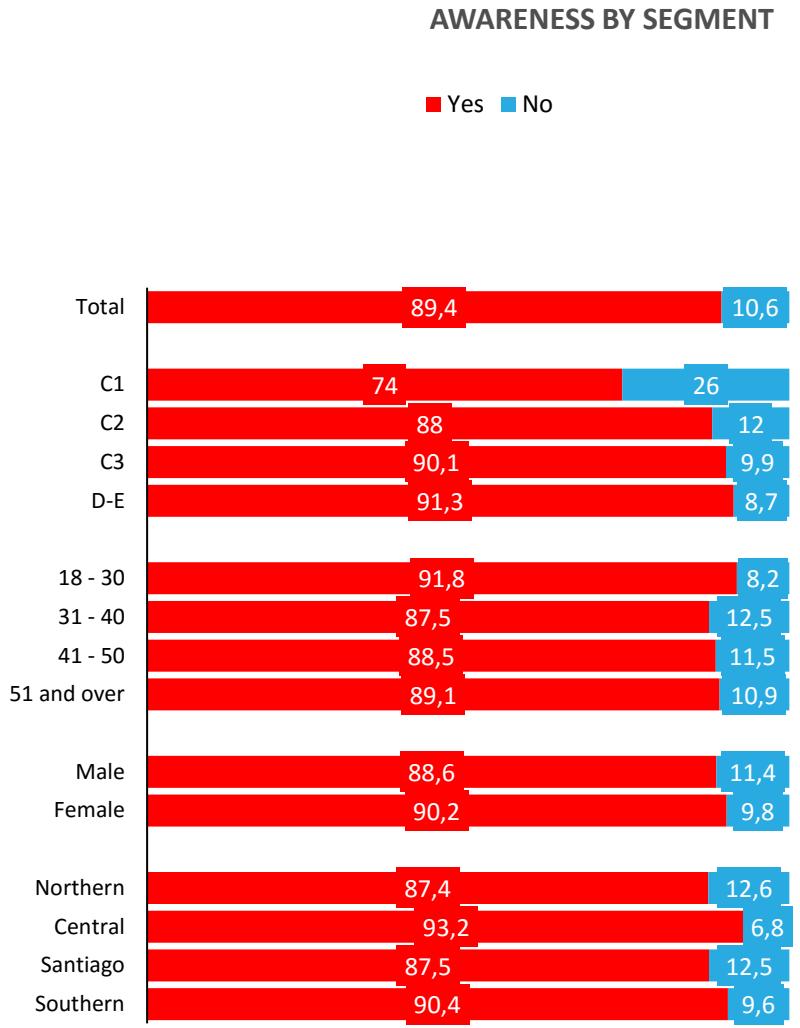


Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Perception of increases in food prices

Do you think food prices have risen in this period?

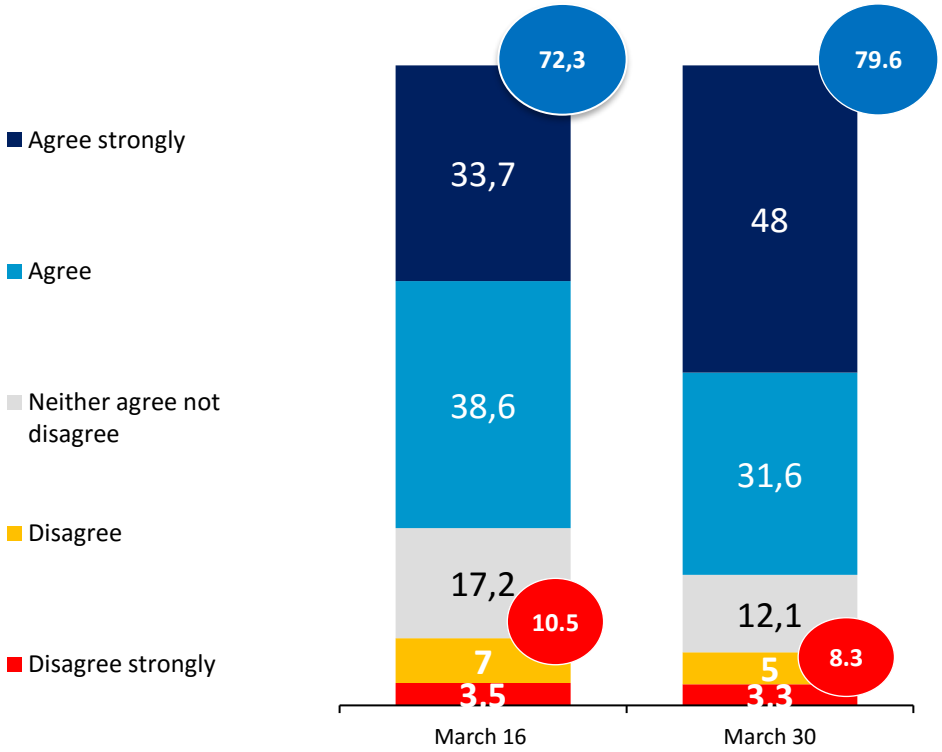




Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Perception of negative impact on Chile's economy due to coronavirus

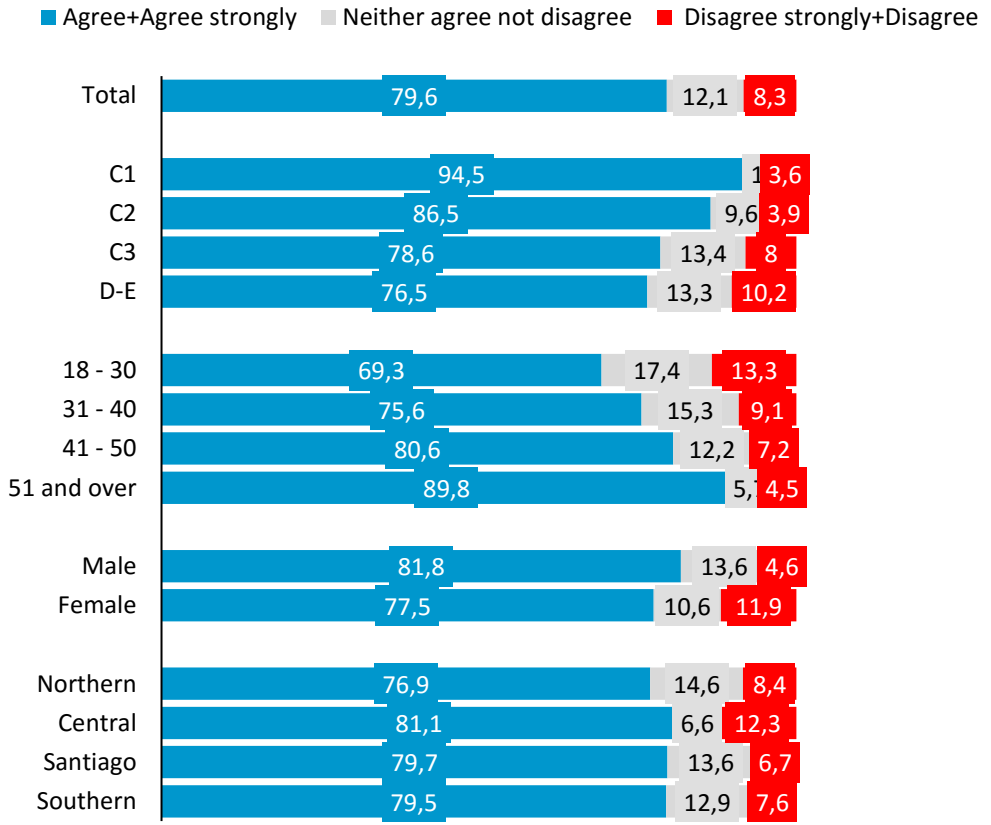
Thinking about the economy, how much do you agree that the coronavirus will have a negative impact on the country's economy?



Agree Strongly/Agree

Disagree/Disagree Strongly

AWARENESS BY SEGMENT



Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Calls on major companies in view of the coronavirus pandemic

Thinking about big corporations, what would you call on companies to do now to contribute to handling the coronavirus crisis?

Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

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Chileans' communication and behavior

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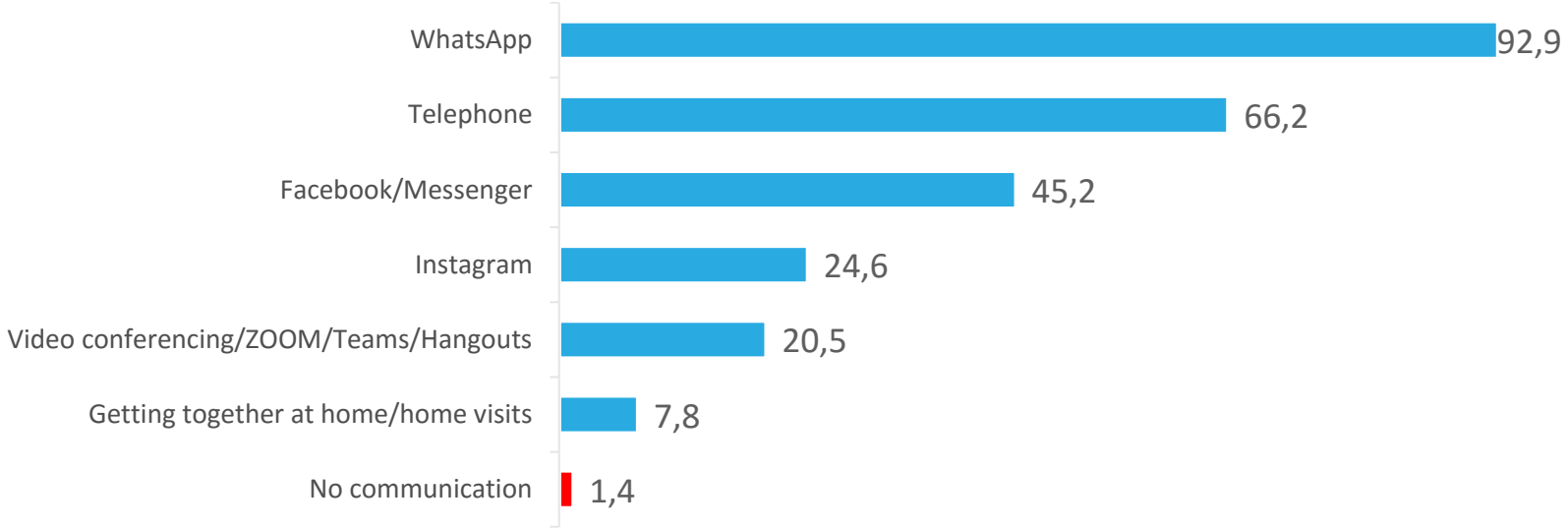
Chileans' communication with friends/relatives during the coronavirus pandemic

How are you communicating/how have you been interacting with your relatives, loved ones, and friends at this time?

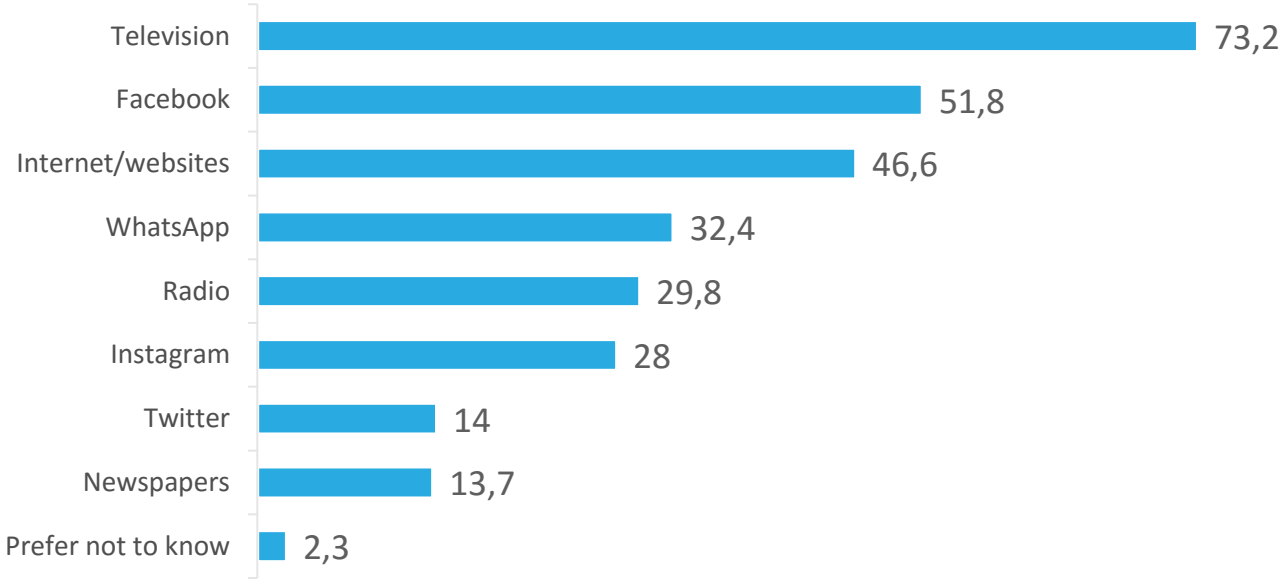


	Total	SEG				AGE				SEX		ZONE			
		C1	C2	C3	D+E	18-30	31-40	41-50	51-80	Male	Female	NORTHERN	CENTRAL	GREATER SANTIAGO	SOUTHERN
WhatsApp	**92.9**	98.6	94.9	91.9	92.1	89.2	93.1	90.9	96.9	91.4	94.4	88.4	95.2	93.8	91.9
Telephone	**66.2**	73.8	70.5	73.1	61.6	59.8	61	69.3	72.8	63.6	68.8	70.9	72.2	60.2	68.5
Facebook/Messenger	**45.2**	43.3	40.7	43.1	47.4	47.8	45	37.9	47	46.3	44.2	47.7	51	40.7	46.2
Instagram	**24.6**	36.6	31.8	22.5	22.1	40.6	25.9	15.9	15.3	24.7	24.5	19.4	25.8	23.9	27.1
Video conferencing/ ZOOM/Teams/Hangouts	**20.5**	44	28	23	15	19.6	15.6	22.1	23.3	17.3	23.7	16.3	23	23.8	15.5
Getting together at home/home visits	**7.8**	4.8	7	6.2	9	18.5	3.7	8	1.2	12.3	3.5	9.1	11.6	6.8	5.6
No communication	**1.4**	0.4	0.6	1.8	1.6	2.1	2.1	1.6	0.4	1.4	1.4	1.5	1	1.6	1.5

Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Preferred ways to learn about COVID-19

How do you prefer to find out about coronavirus news items?



	Total	SEG				AGE				SEX		ZONE			
		C1	C2	C3	D+E	18-30	31-40	41-50	51-80	Male	Female	NORTHERN	CENTRAL	GREATER SANTIAGO	SOUTHERN
Television	**73.2**	66.2	69.1	73.2	75.1	65.8	70	78.2	78.3	70	76.3	79	66.3	74.2	74.6
Facebook	**51.8**	29.8	40.1	51.6	57.5	57.8	56.5	45.6	47.6	45.3	58	46.4	56.4	44.7	61.9
Internet/websites	**46.6**	61.1	53	49.4	42.3	66.2	50.7	35.3	34.4	45	48.2	49.6	43.7	49.4	43.3
WhatsApp	**32.4**	22.4	27.6	31.5	35.2	34.5	33.3	25.4	34	33.7	31.2	32.5	28.4	33.2	34.4
Radio	**29.8**	33.5	31.5	35.2	27	22.1	32.3	31	34.2	35.1	24.8	45.3	36.2	24.8	25
Instagram	**28**	30.5	30.2	29.7	26.5	49.6	30.7	15.3	15.5	26	29.8	20	30.7	30.4	25.7
Twitter	**14**	26.9	18.7	13.9	11.4	15.9	13.9	11.5	13.9	16.6	11.5	19.8	9.4	16.8	10.5
Newspapers	**13.7**	22.8	17.9	16.2	10.6	14.3	12.8	7.4	17.1	17.7	9.9	23.3	8.2	13.1	14.6
Prefer not to know	**2.3**	0.5	1.7	2.8	2.4	1.9	1.8	1	3.5	3.3	1.3	1.2	5.8	1.7	0.7

Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Activities that Chileans do more often, the same, or less often in the COVID-19 pandemic

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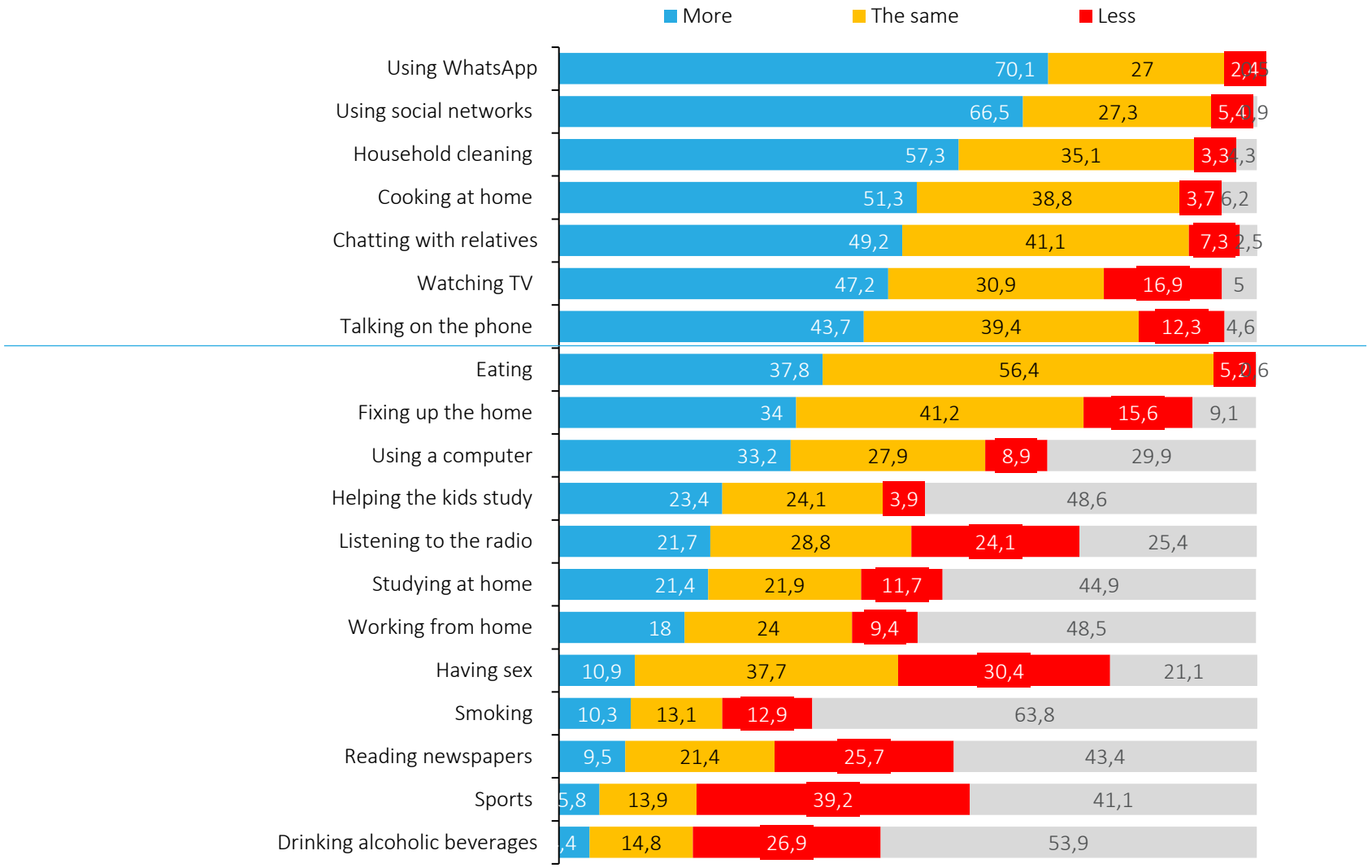
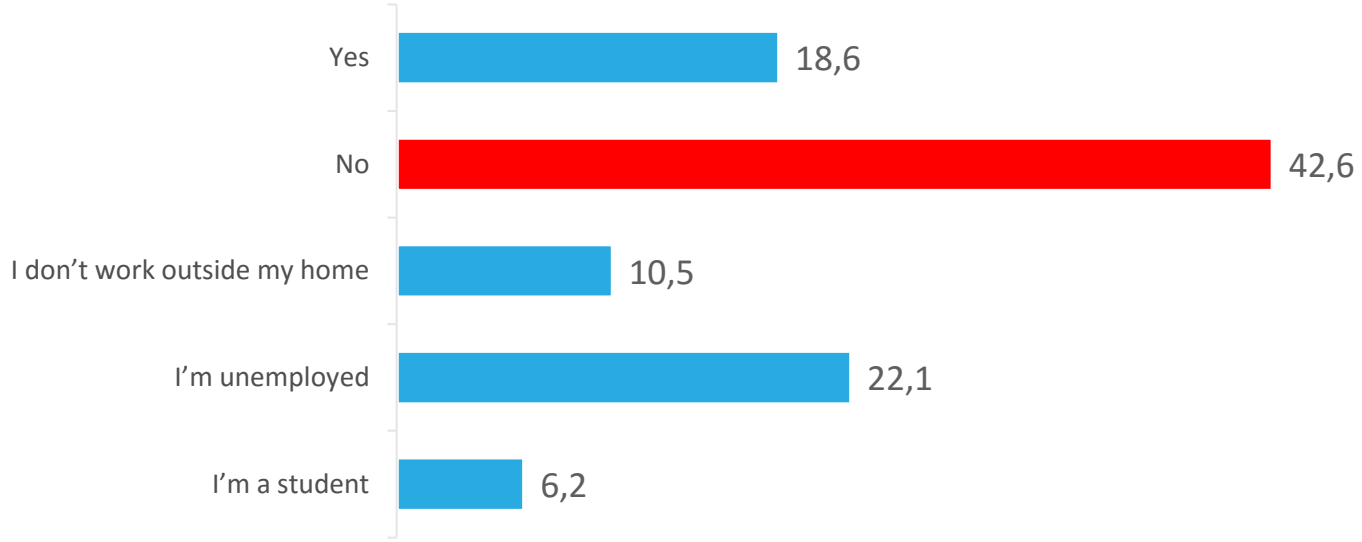
What activities do you do more often, less often, or the same these days?



Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Opportunity for working quarantine - working from home

Do you have the opportunity to do working quarantine, I mean, do you have the chance to work from home?



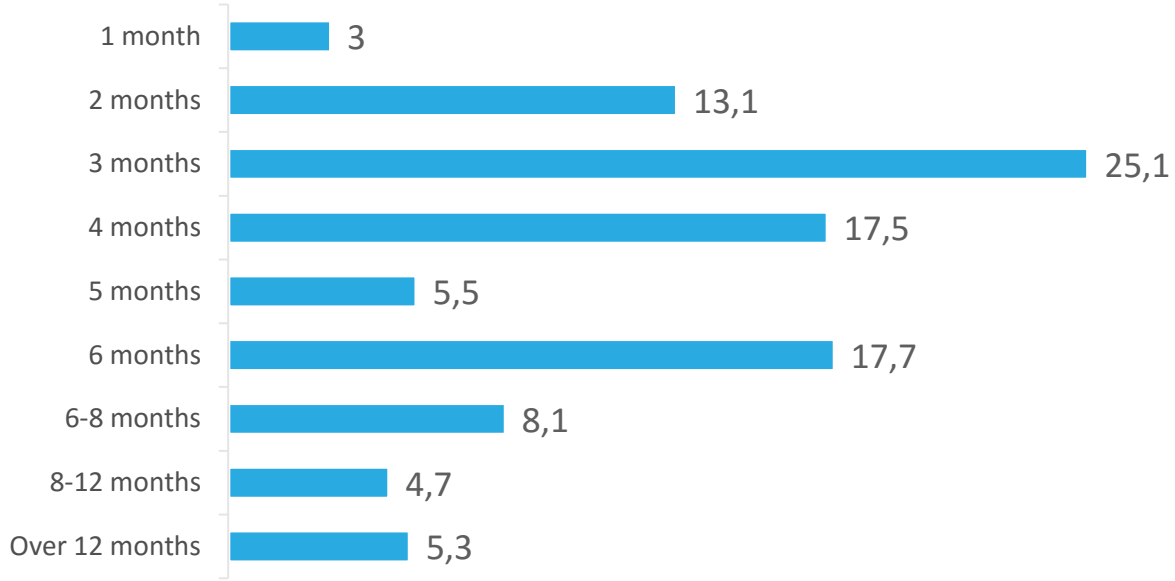
	Total	SEG				AGE				SEX		ZONE			
		C1	C2	C3	D+E	18-30	31-40	41-50	51-80	Male	Female	NORTHERN	CENTRAL	GREATER SANTIAGO	SOUTHERN
Yes	**18.6**	49.9	33.6	18.5	11.1	13.9	14	30.7	18.6	20.4	16.9	13.7	11.8	23	19.8
No	**42.6**	21.4	37.9	48.1	44.2	39.4	55.2	36.5	41.6	50.9	34.7	43.4	42	42.3	43.3
I don't work outside my home	**10.5**	9.3	8.8	7.6	12.1	5.1	8.5	6.1	18.3	6.6	14.2	12.4	19.3	6.9	7.8
I'm unemployed	**22.1**	11.7	12.9	20.2	26.5	22.6	18.1	26.6	21.5	16.8	27.2	23.7	21.5	23.7	19.3
I'm a student	**6.2**	7.7	6.7	5.6	6.1	18.9	4.1	0.1	0	5.3	7	6.7	5.5	4.1	9.9

Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

Estimated duration of the COVID-19 crisis in Chile

How long do you think the coronavirus crisis will last in the country?

On average, Chileans estimate that the COVID-19 crisis will last for **4.9 months**



	Total	SEG				AGE				SEX		ZONE			
		C1	C2	C3	D+E	18-30	31-40	41-50	51-80	Male	Female	NORTHERN	CENTRAL	GREATER SANTIAGO	SOUTHERN
1 month	**3**	1.2	1.5	1	4.5	2.5	3.4	7.5	0.9	4.5	1.7	1.9	0.8	3.6	4.6
2 months	**13.1**	9.5	13.5	12.7	13.5	13.9	16.1	11.9	11.3	12.1	14.1	12.4	9.5	12.9	16.8
3 months	**25.1**	30.5	32.3	24.1	22.9	21.6	26	30.3	24.6	25.5	24.7	20.2	31.4	26.9	19.2
4 months	**17.5**	17.1	16.8	17.3	17.8	12.2	18.5	13	23.7	20.8	14.3	12.7	11.9	18.3	23.2
5 months	**5.5**	7.6	5.2	7.5	4.5	5.1	4.1	7.1	5.7	5.2	5.7	7.8	7.3	5.1	3.3
6 months	**17.7**	15.6	13.8	17.1	19.2	22.6	16.8	14.6	15.9	14.5	20.8	17.3	23.1	15.9	16.2
6-8 months	**8.1**	10.2	7	7.6	8.3	8.1	7	7.8	8.8	9	7.3	20	7.6	6.9	4.6
8-12 months	**4.7**	4.5	4.5	7.2	3.8	5.2	3.1	5.4	4.8	3.2	6.1	4.8	3.7	4.6	5.6
Over 12 months	**5.3**	3.8	5.3	5.4	5.5	8.9	5	2.4	4.3	5.2	5.5	2.9	4.8	5.7	6.6

Information expressed in percentages (%). Based on Total interviews (N: 1,851 ME: +/- 2.3%)

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