



Canada China Business Council
Conseil d'affaires Canada-Chine
加中贸易理事会

The Economic Impact of COVID-19

Signal vs. Noise Amid the Outbreak

February 25, 2020
Toronto, Ontario

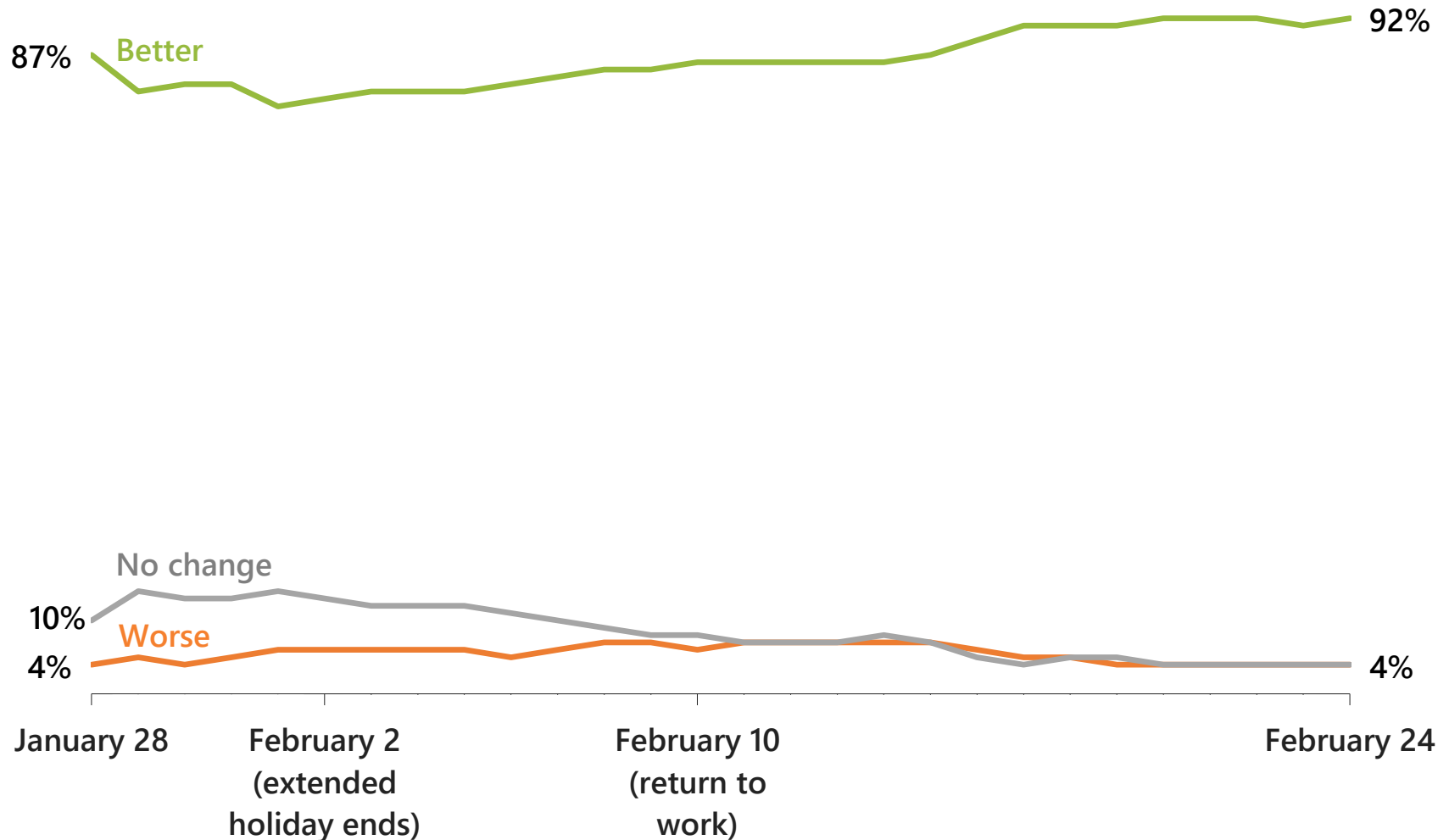
Signal or noise during the COVID-19 outbreak?

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February 25, 2020



Do you think the situation will get better or worse in the next week?



Source: RIWI data, nCoV-19 tracking in China, 3 day rolling average, January 27-February 24, 2020, 13,602 unique, anonymous, unincentivized respondents, representative of the online population.



RIWI technology

- Randomized recruitment and response
- Anyone online has an equal chance of exposure
- Anonymous
- No personally identifiable information ever captured
- 24/7, any device
- Any country
- Continuous data feed

When RIWI China respondents last answered a survey

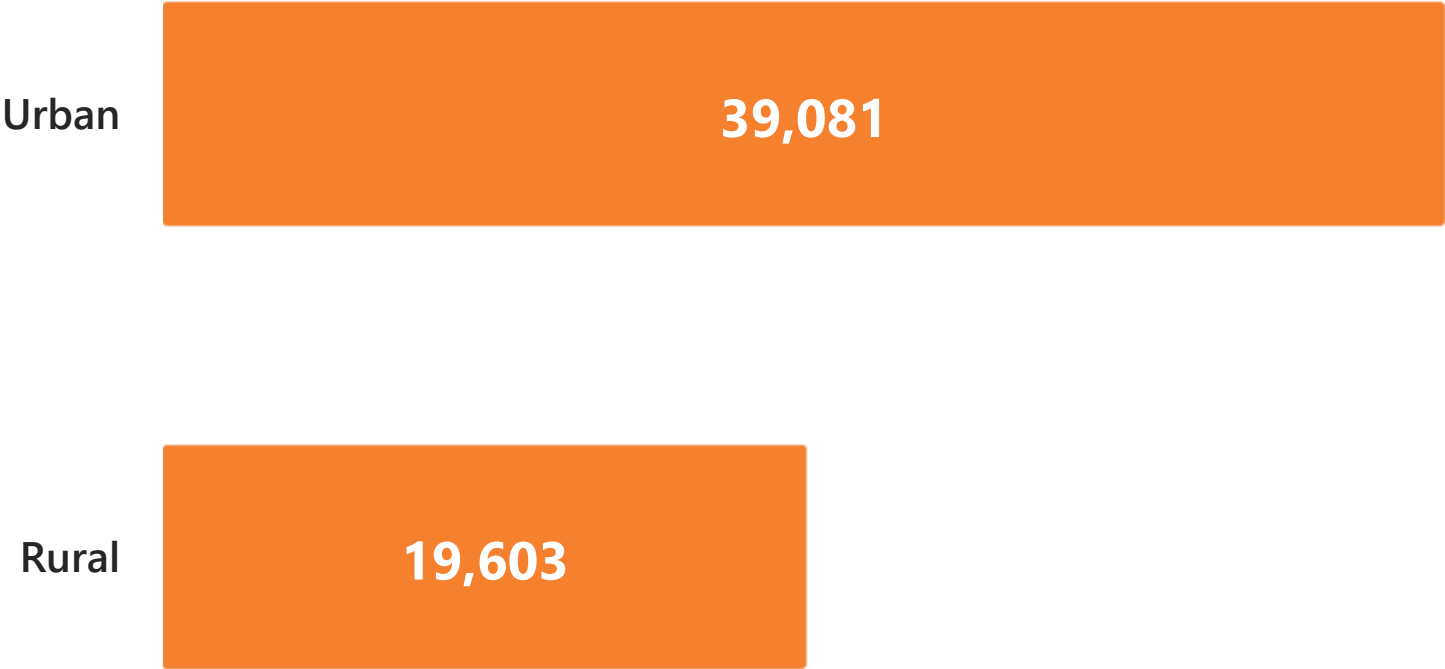
Within the last week | Over a week ago | Never



Source: RIWI data, continuous China tracking, March 1 -August 30, 2019, 41,036 unique, anonymous, unincitvized respondents, representative of the online population.



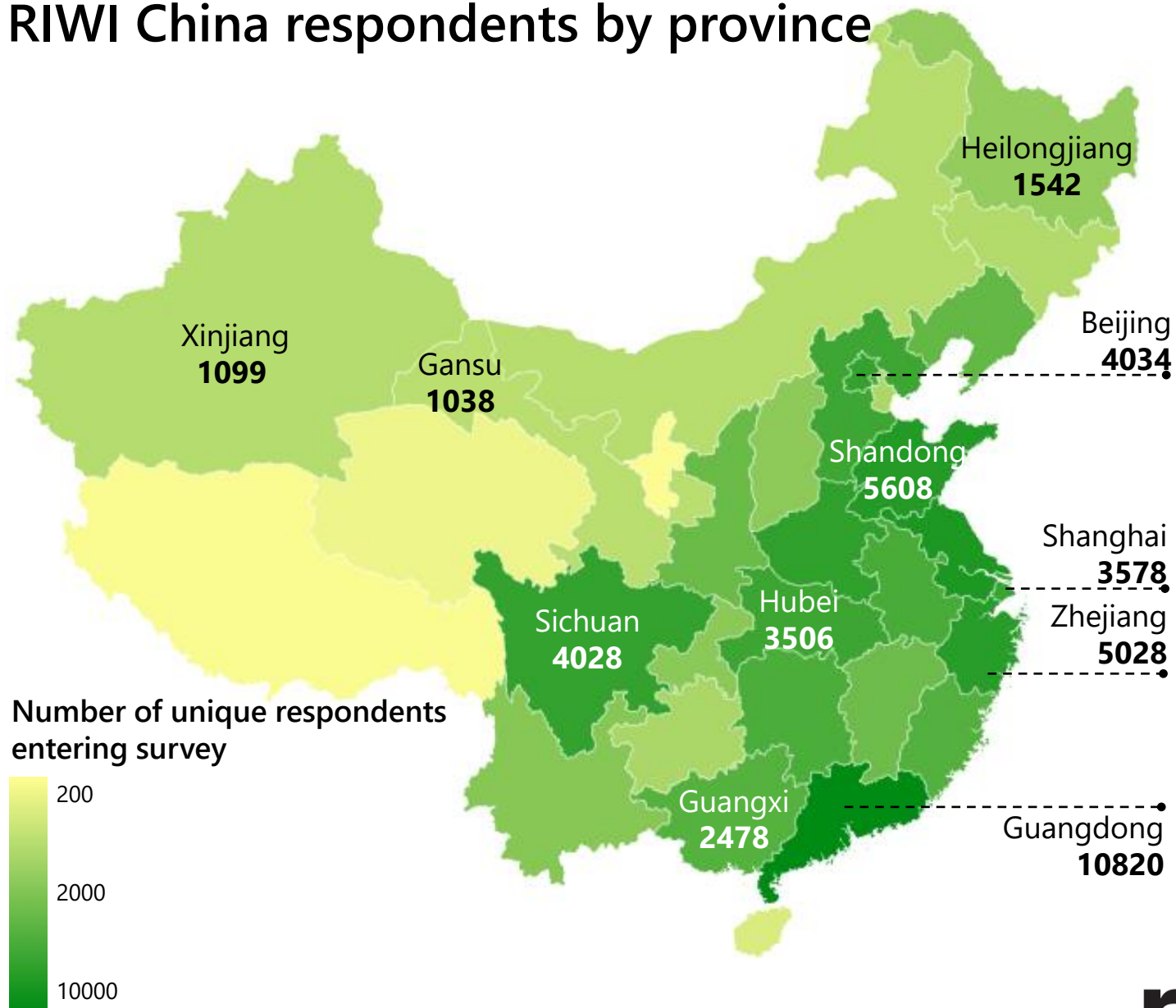
RIWI China respondents, urban vs. rural count



Source: RIWI data, continuous China tracking, June 6, 2018-January 7, 2020, 58,684 unique, anonymous, unincitvized respondents, representative of the online population.



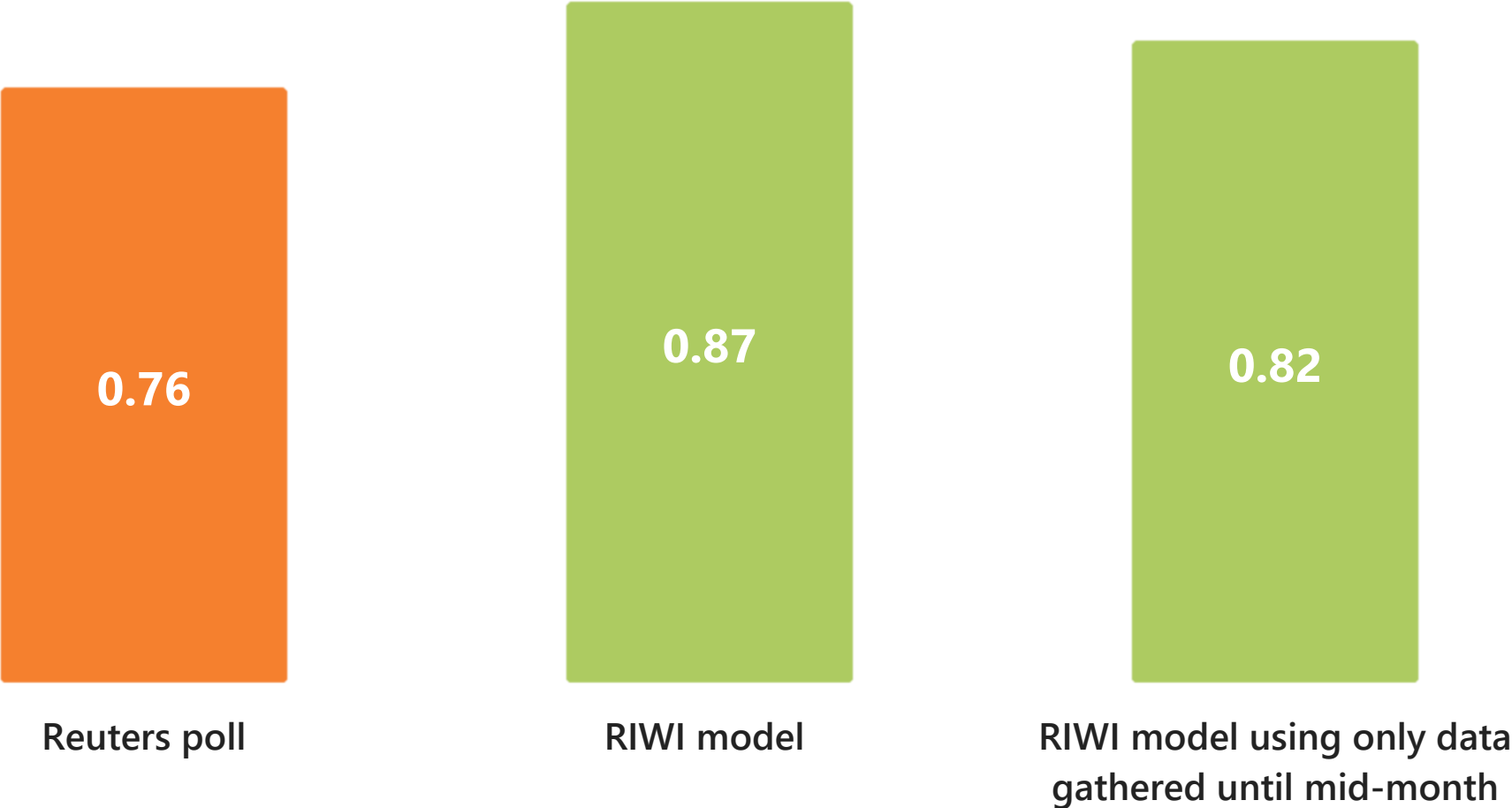
RIWI China respondents by province



Source: RIWI data, continuous China tracking, June 2018-June 2019, 81,283 unique, anonymous, unincetivized respondents, representative of the online population. Created with Datawrapper.

Can RIWI beat experts in predicting Chinese headline data?

Correlations between monthly manufacturing purchasing managers index and...

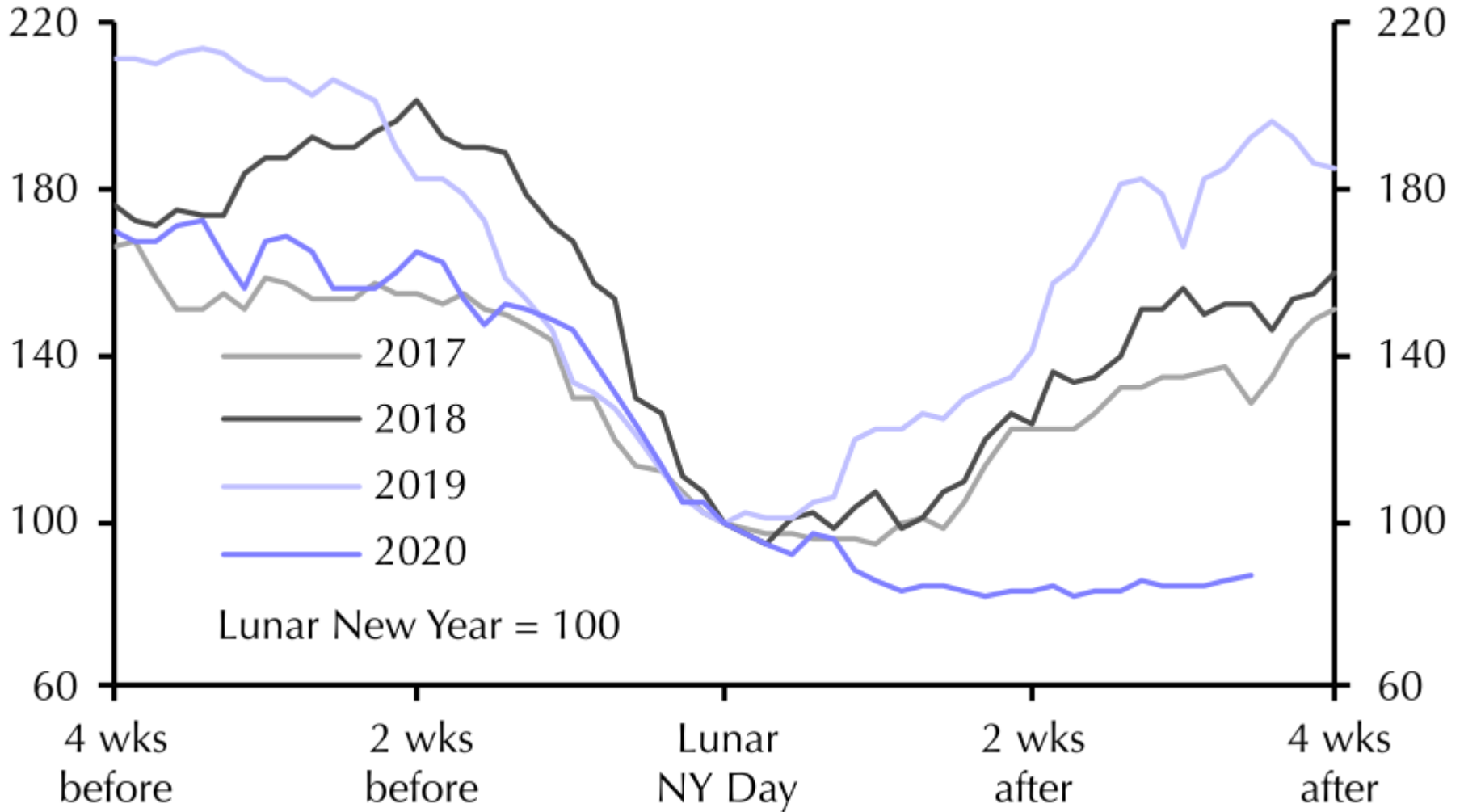


Sources: Chinese National Bureau of Statistics, Reuters and RIWI data, China tracking, July 1, 2018-December 31, 2019. Analysis by Mark Kruger. RIWI model draws on RIWI manufacturing employment and wage data.



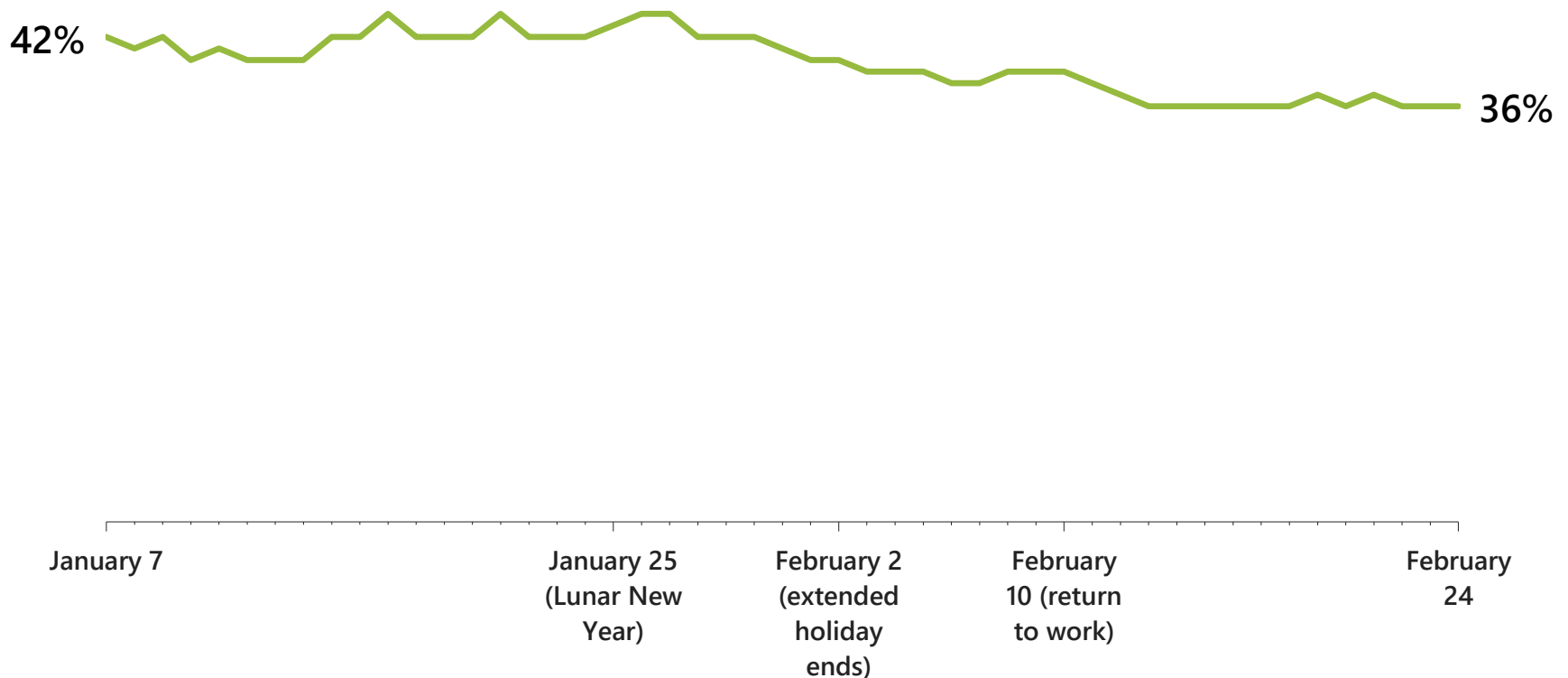
**How deep,
long-lasting,
and widespread will
the impact be?**

Coal consumption at power plants in China



Source: Wind, Capital Economics.

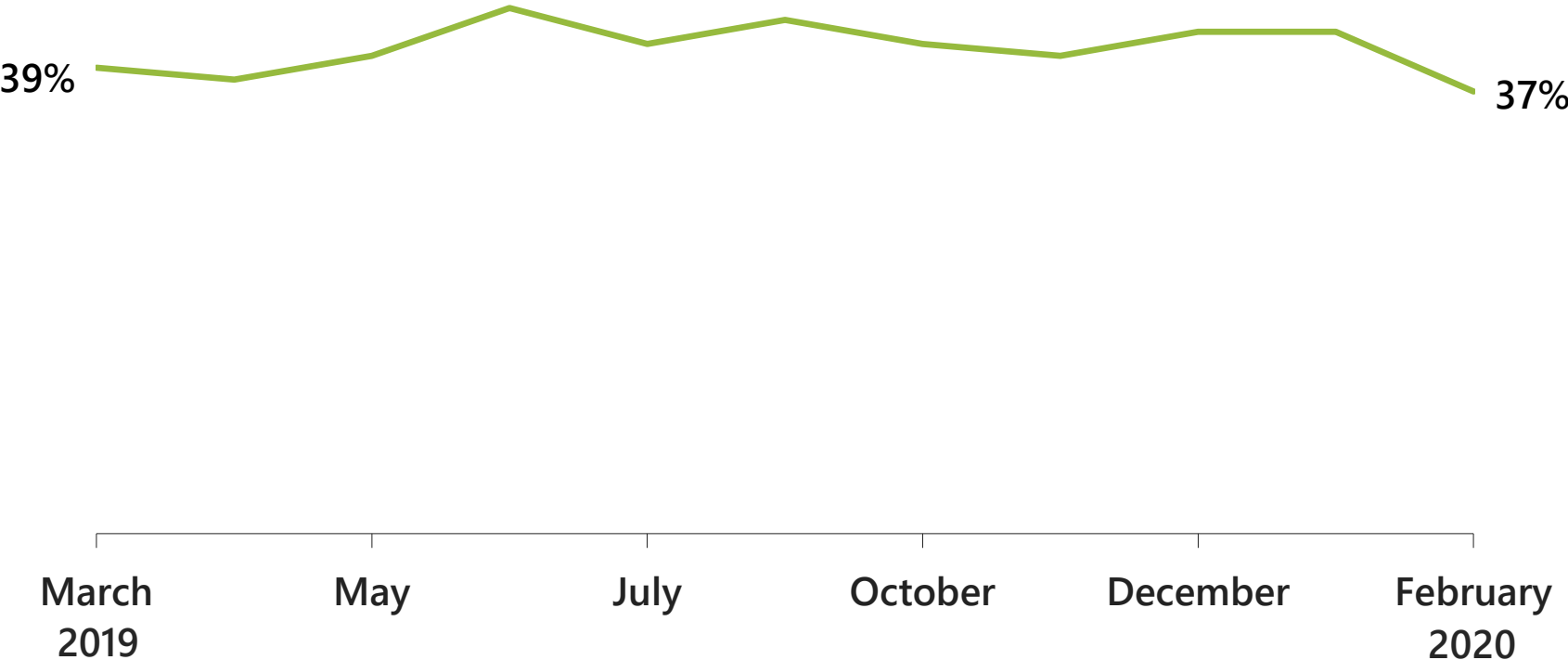
Share reporting it is a good time financially to make a major purchase



Source: RIWI data, China tracking, January 1-February 24, 2020, 14,327 unique, anonymous, unincitvized respondents, representative of the online population. Other answer options include *wrong time* and *don't know*. The share above does not include *don't know* responses.



Share reporting it is a good time financially to make a major purchase

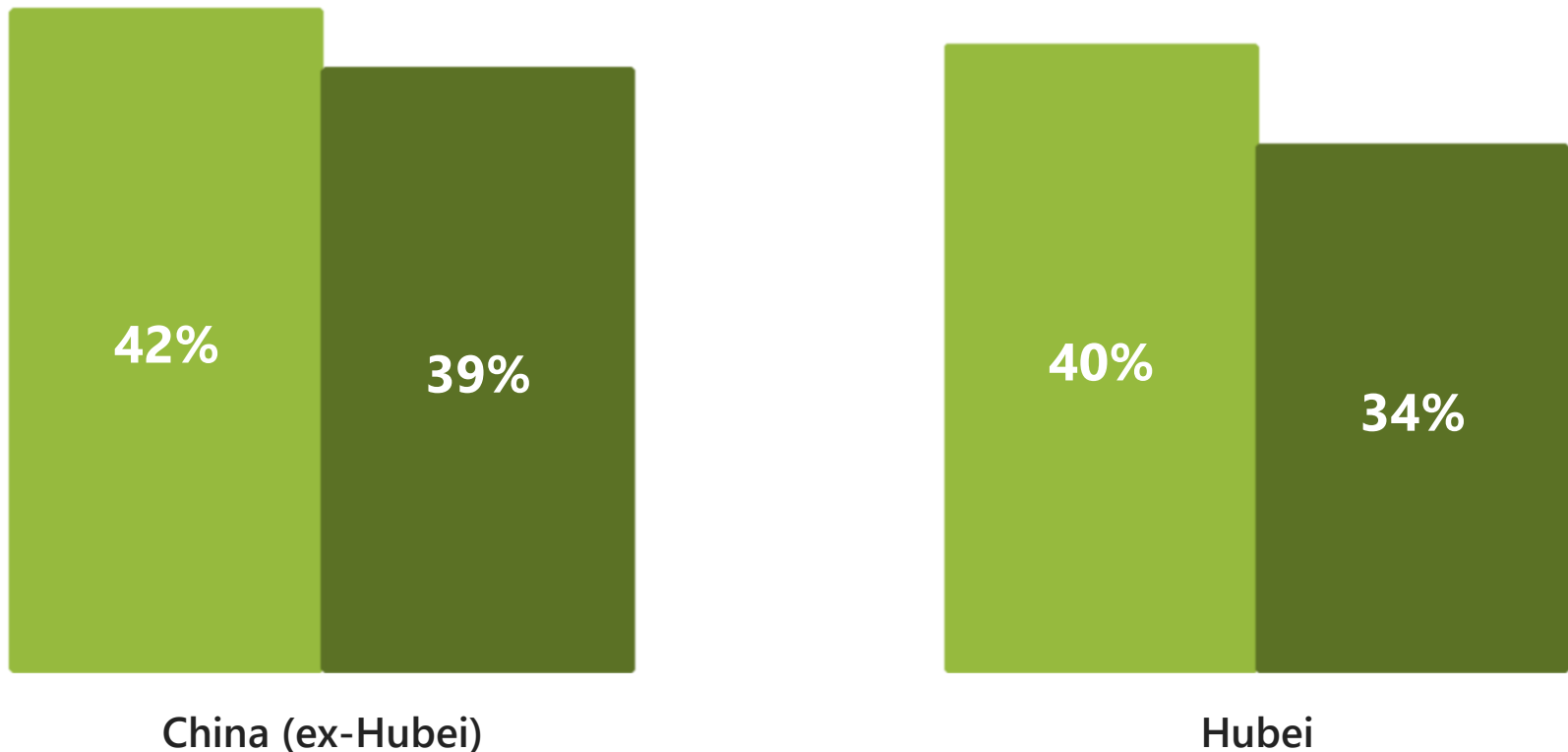


Source: RIWI data, China tracking, March 1, 2019–February 24, 2020 (excluding August), 72,161 unique, anonymous, unincentivized respondents, representative of the online population. Other answer options include *wrong time* and *don't know*. The share above does not include *don't know* responses.



It is a good time financially to make a major purchase

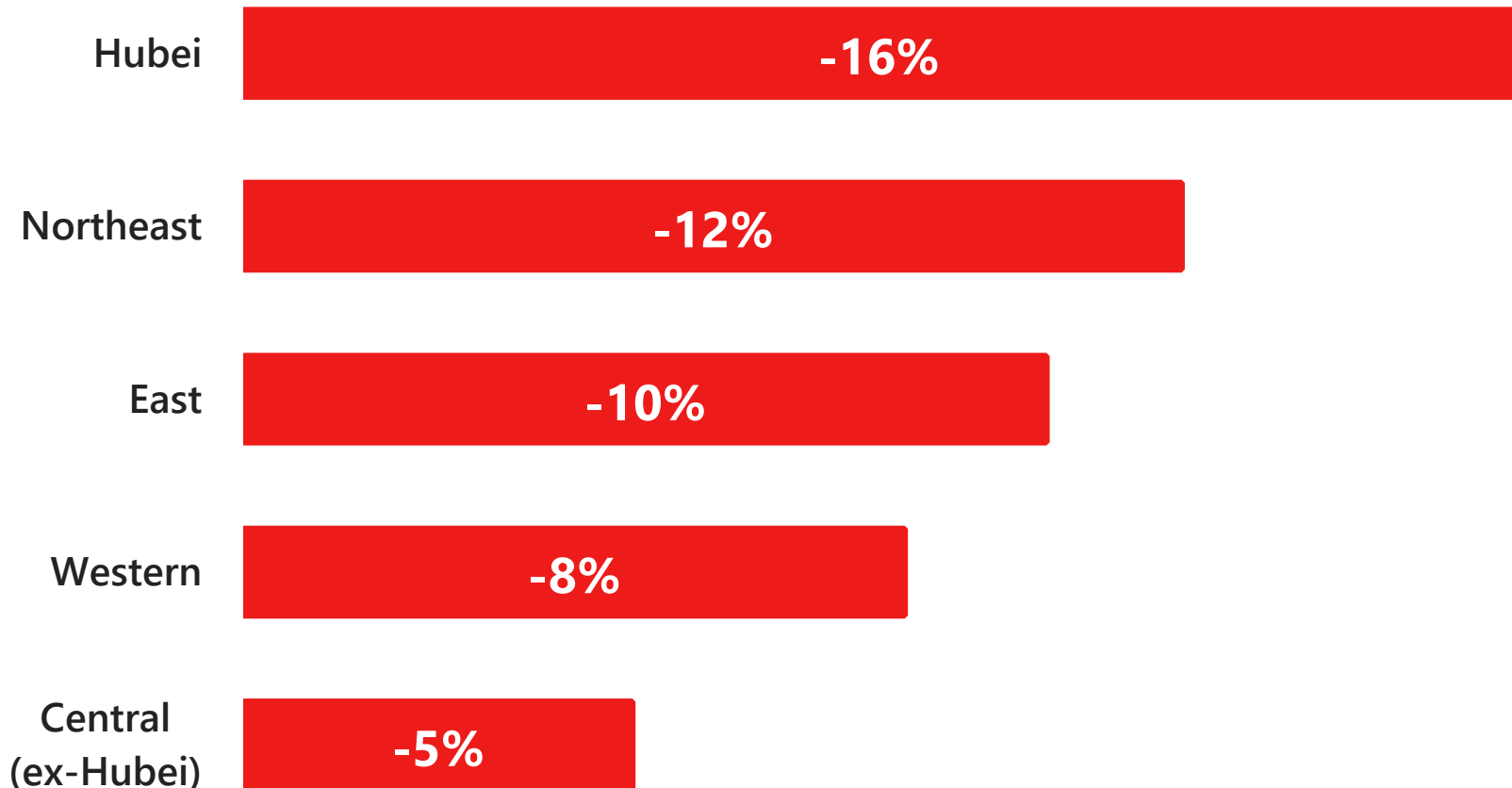
Pre outbreak (Dec 21, 2019-Jan 22, 2020) vs post outbreak (Jan 23-Feb 24, 2020)



Source: RIWI data, continuous China tracking, December 21, 2019-February 24, 2020, 1,505 (Hubei) +16,790 (rest of China) respondents. Respondents are unique, anonymous, and unincentivized.

Percent change: It is a good time financially to make a major purchase

Pre outbreak (Dec 21, 2019-Jan 22, 2020) vs post outbreak (Jan 23-Feb 24, 2020)

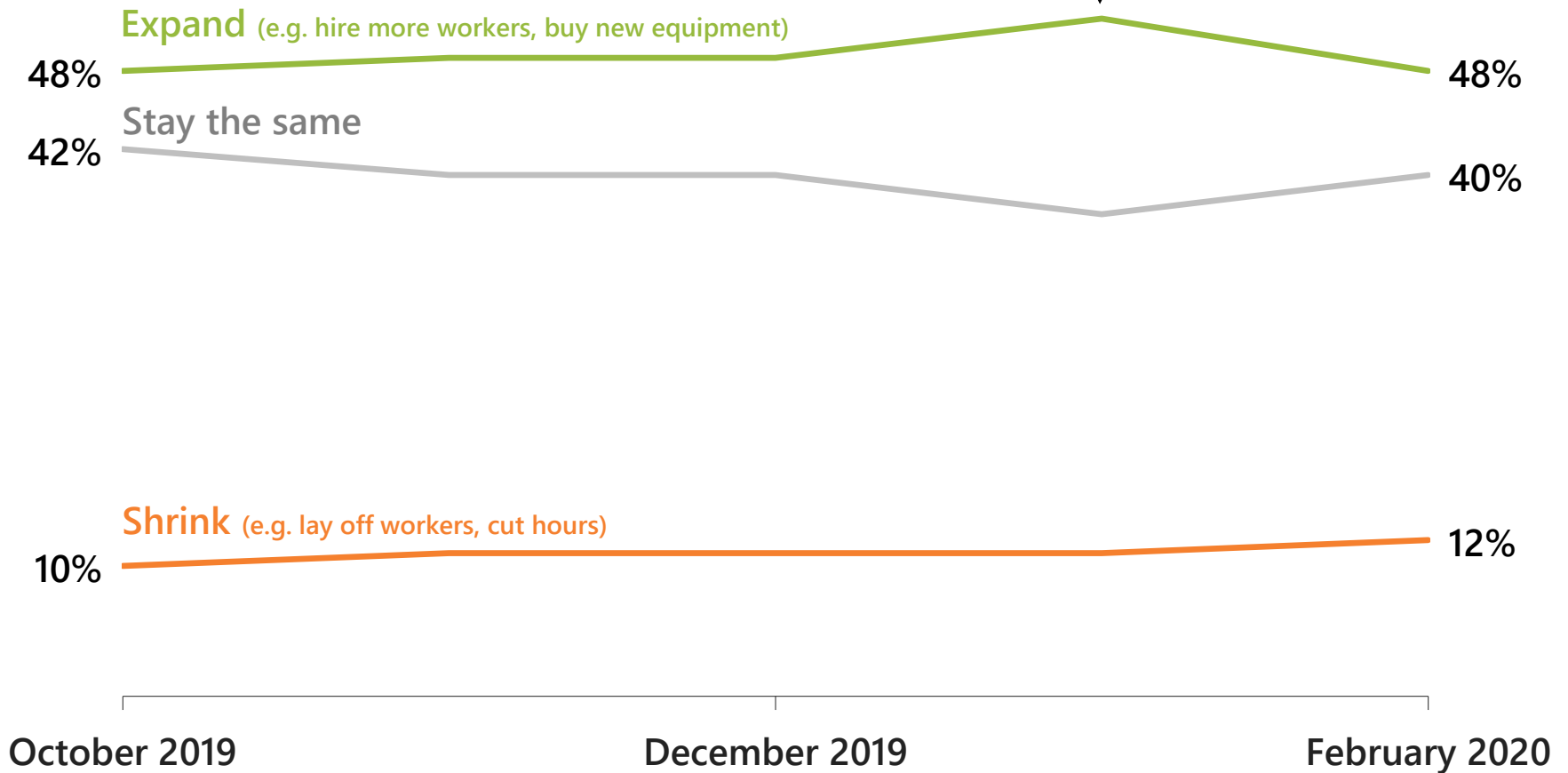


Source: RIWI data, continuous China tracking, December 21, 2019-February 24, 2020, 1,505 (Hubei) +16,790 (rest of China) respondents. Respondents are unique, anonymous, and unincentivized.



In the next 6 months, do you think your business will expand or shrink?

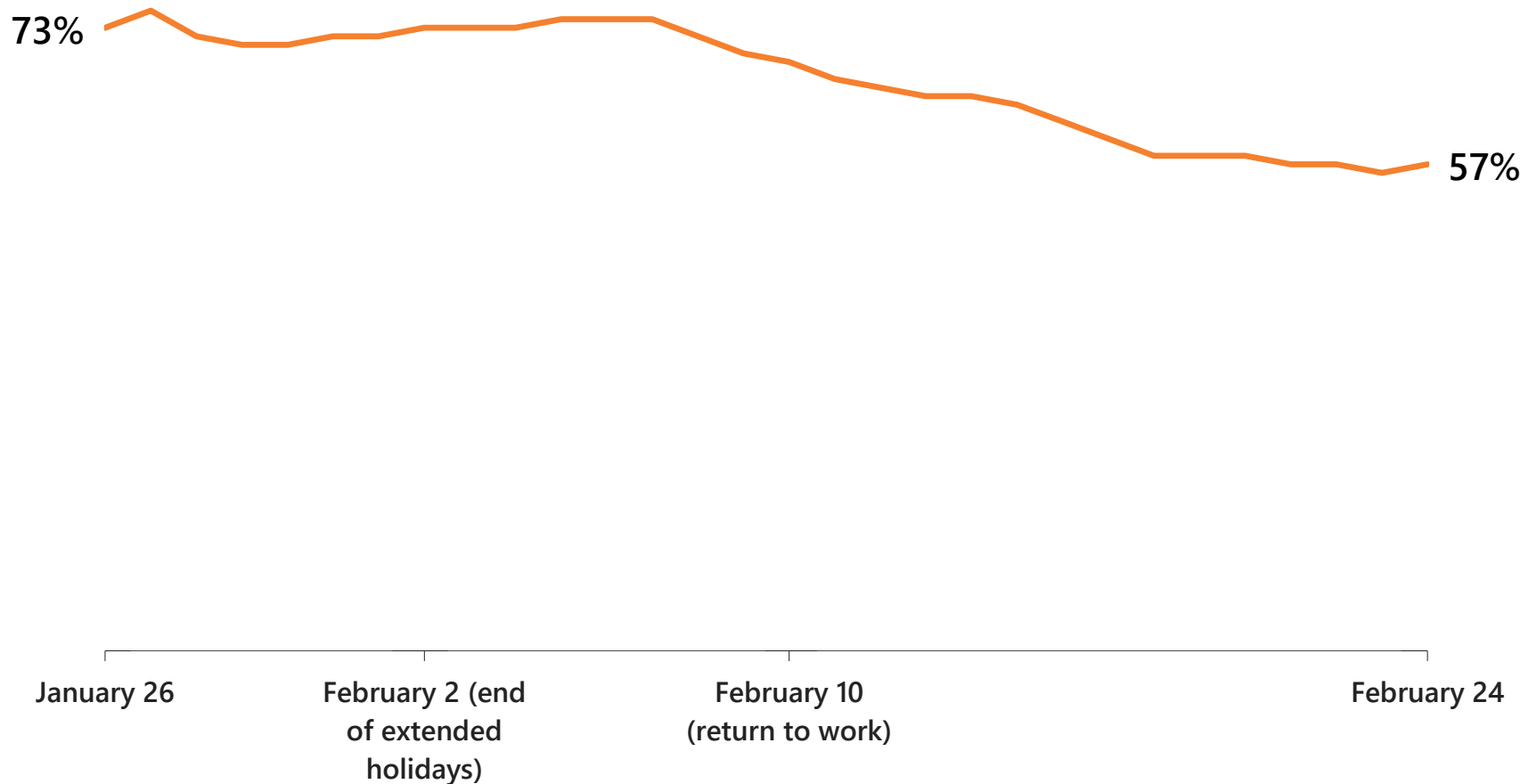
WHO announces
new coronavirus



Source: RIWI data, continuous China tracking, two week rolling average, June 17, 2019-February 24, 2020, 2,377 business owners. Respondents are unique, anonymous, and unincentivized.



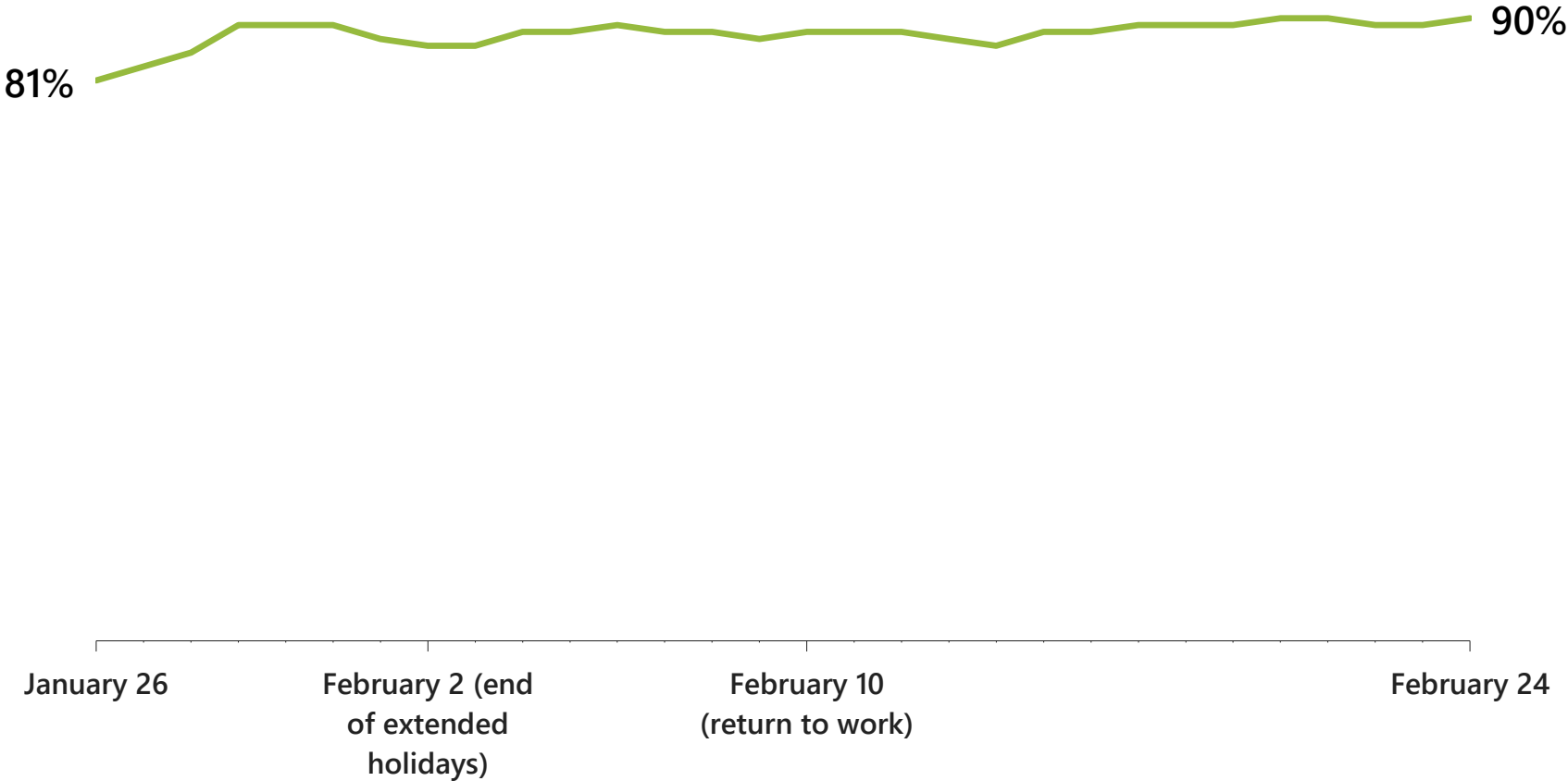
Share who are worried about the new coronavirus outbreak



Source: RIWI data, China tracking, January 24-February 24, 2020, 14,834 unique, anonymous, unincentivized respondents, representative of the online population.



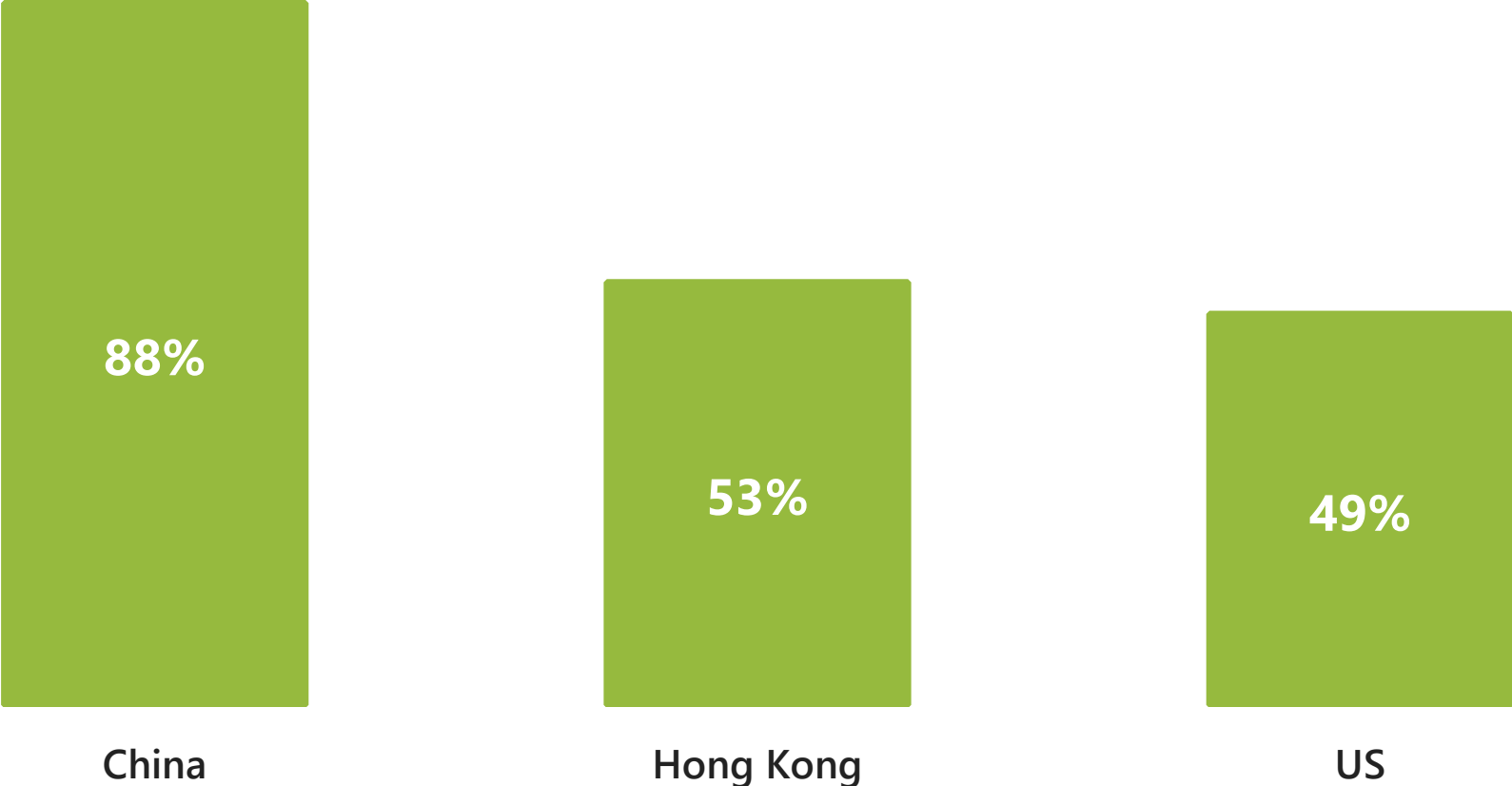
Share who are confident in health officials' ability to educate the public on avoiding or treating the new coronavirus



Source: RIWI data, China tracking, January 24-February 24, 2020, 16,624 unique, anonymous, unincentivized respondents, representative of the online population.



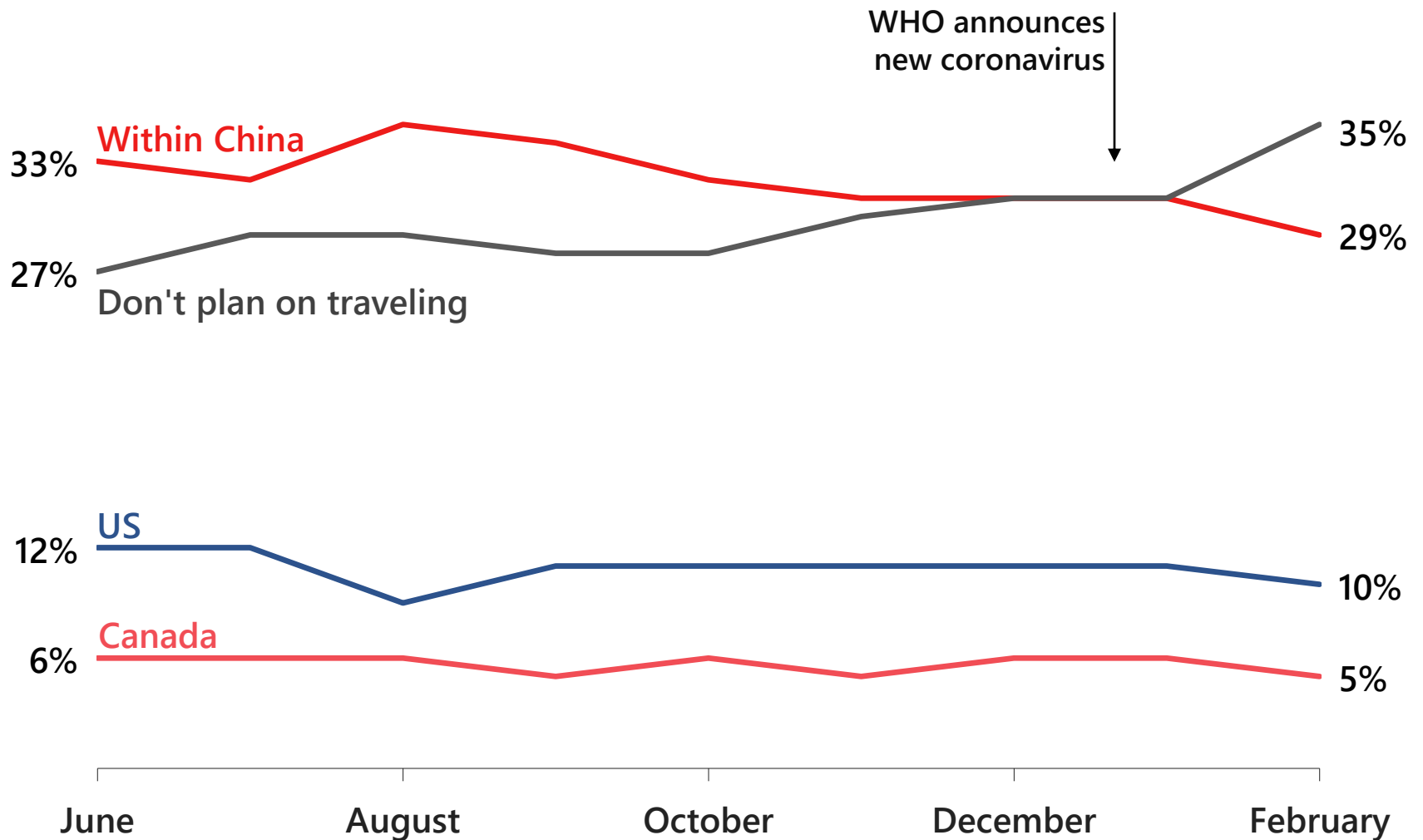
Share who are confident in health officials' ability to educate the public on avoiding or treating the new coronavirus



Source: RIWI data, China, Hong Kong and US tracking, January 24-February 24, 2020, 16, (CN) +1,384 (HK) +1,424 (US) unique, anonymous, unincentivized respondents, representative of the online population.



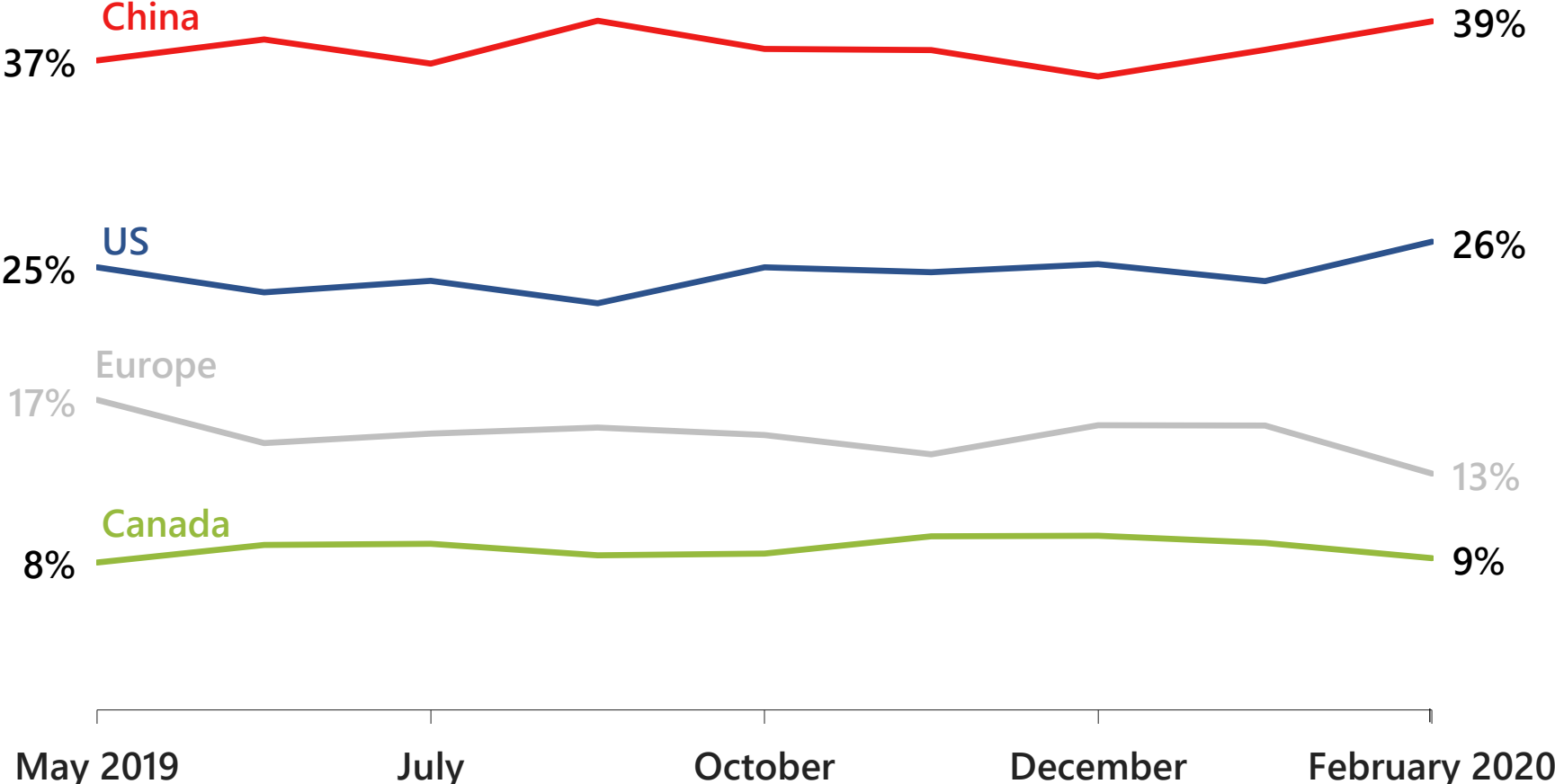
Where do you plan to travel next for vacation?



Source: RIWI data, continuous China tracking, two week rolling average, June 17, 2019-February 24, 2020, 57,080 unique, anonymous, unincentivized respondents, representative of the online population. Other answer options *Europe*, *other Asian country*, and *other country* have all remained stable over this time period.



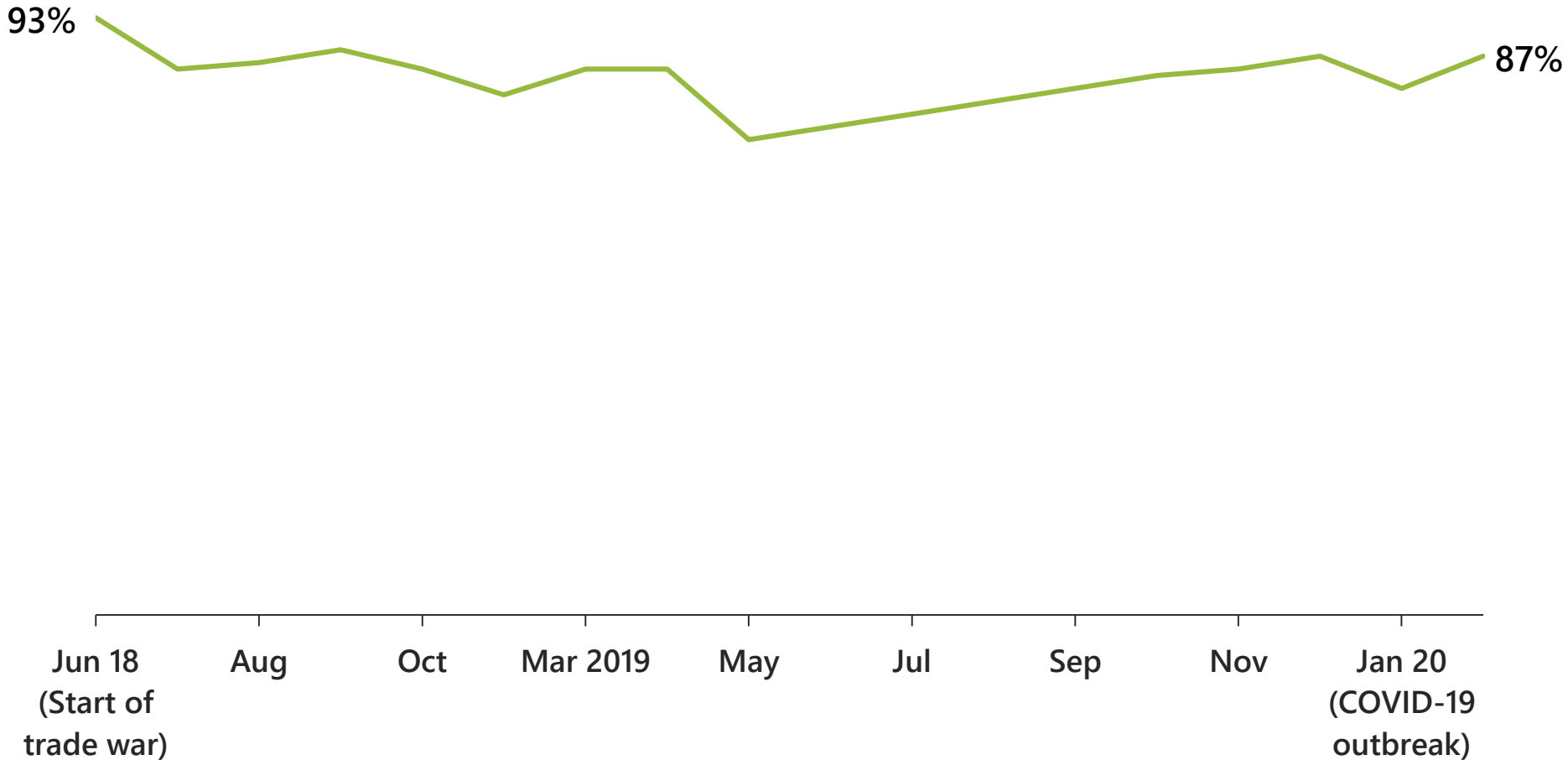
Where should young people go for post-secondary studies in order to have the best career prospects?



Source: RIWI data, continuous China tracking, May 29, 2019-February 24, 2020 (excluding August). 35,885 unique anonymous, unincentivized respondents, representative of the online population (those who don't have an opinion on best study location excluded from share calculation above).



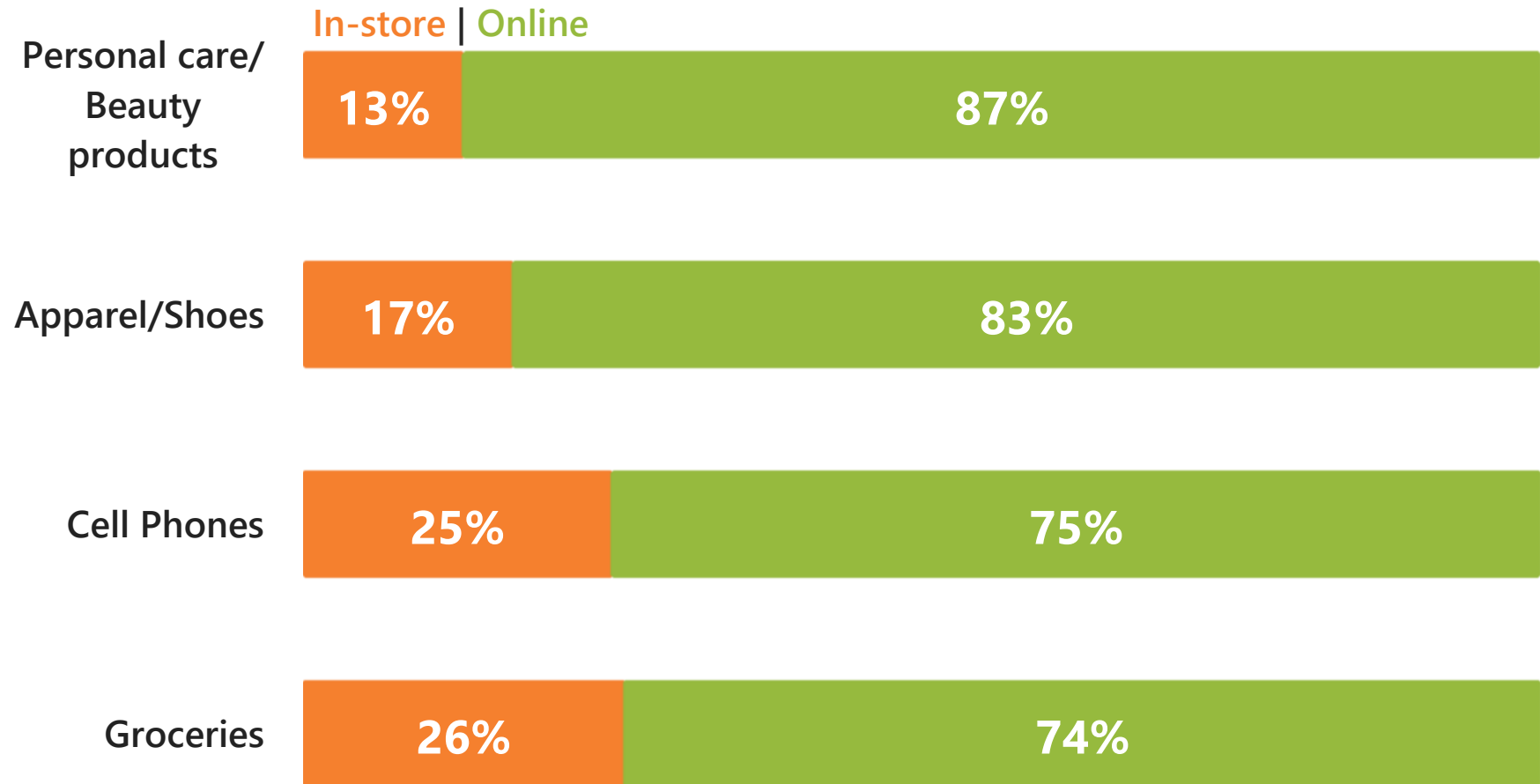
Share of manufacturing employment that is full time



Source: RIWI data, China tracking, monthly average, June 1, 2018 – February 24, 2020, 56,789 unique, anonymous, unincentivized respondents, representative of the online population.

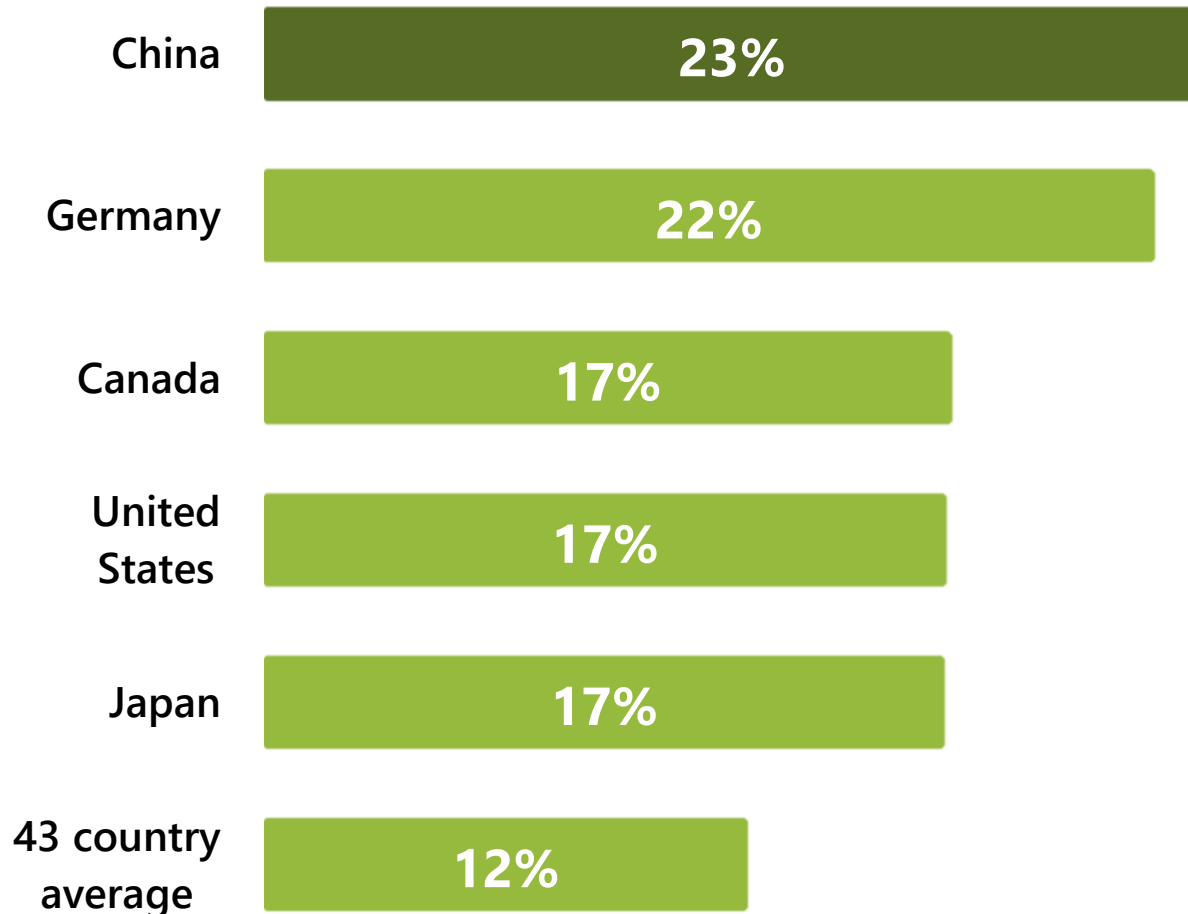


Where do you typically shop?



Source: RIWI data, China tracking, June 21-July 5, 2019, 2,6791 unique, anonymous, unincentivized respondents, representative of the online population.

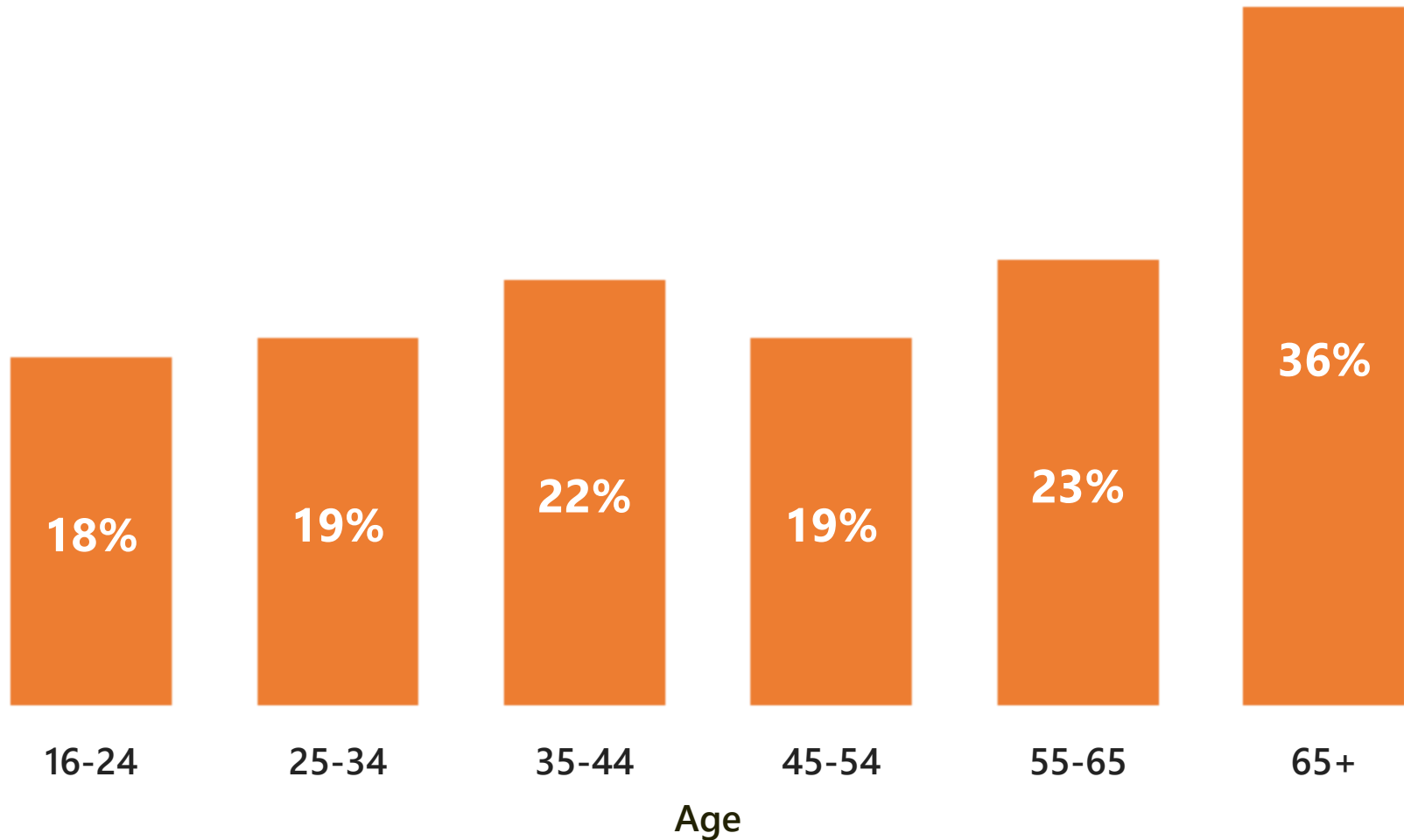
Share who make most of their money from online 'gig' work



Source: RIWI data, global tracking, November 1, 2018-September 30, 2019. 49,917 respondents representative of the online population in 43 countries in all global regions. Selected countries with highest adoption rates. *Most of income* includes 75% or more of income.



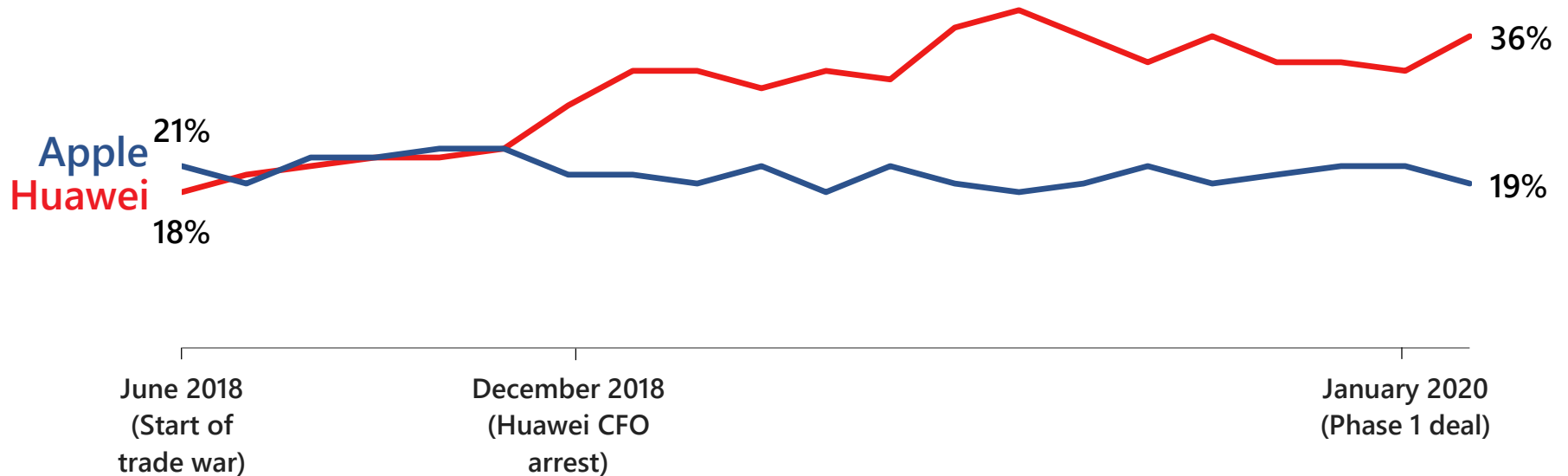
Share of Chinese who consulted a doctor online



Source: RIWI data, China tracking, May 6-November 22, 2018, 22,589 unique, anonymous, unincentivized respondents, representative of the online population.

Note: Frequently includes consulting a doctor or health professional on the Internet 2-5 times and more than 5 times in the last six months.

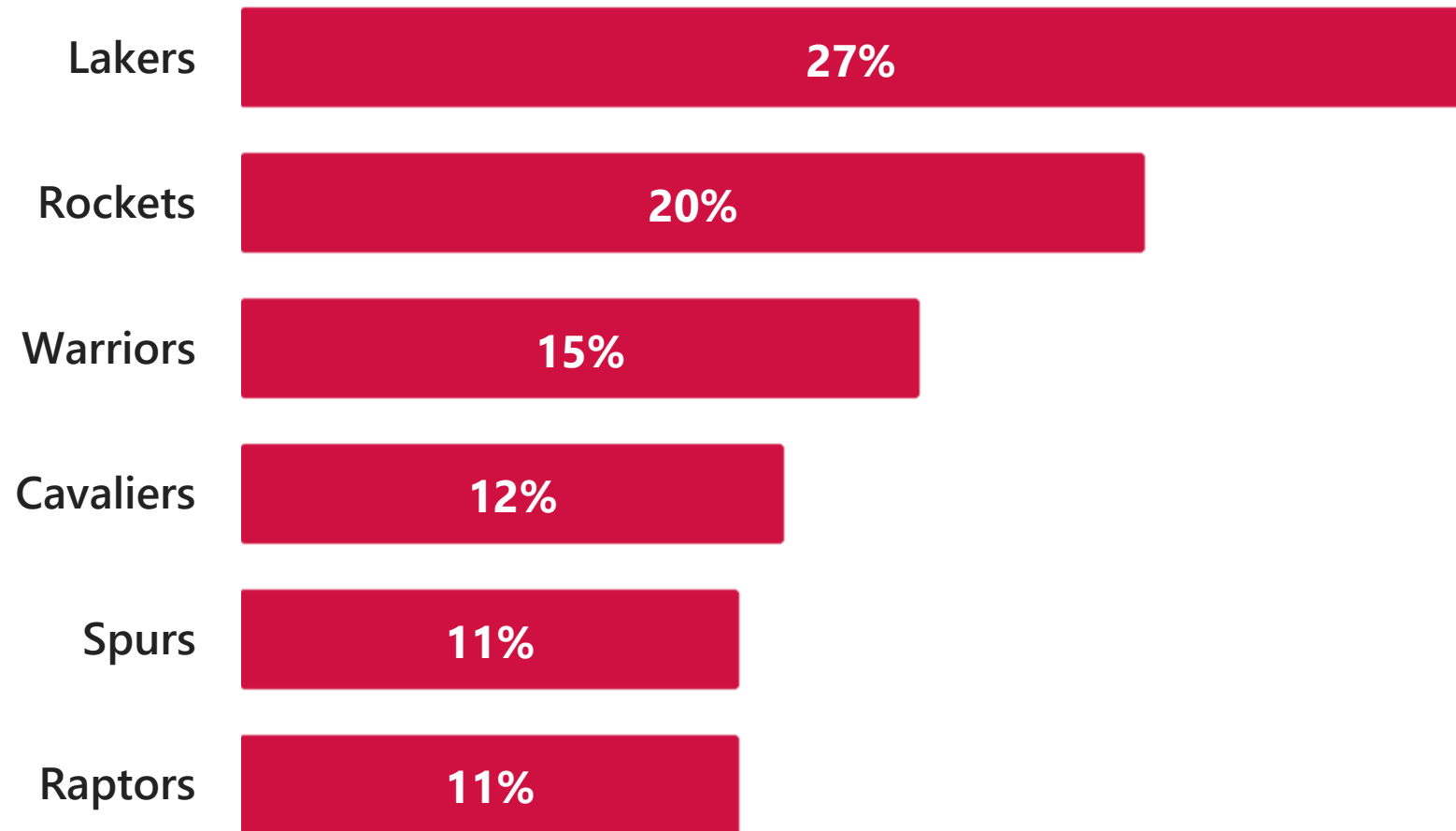
Which smartphone brand will you get next?



Source: RIWI data, China tracking, monthly average, June 1, 2018-February 24, 2020, 34,611 non-iPhone smartphone users. Respondents are unique, anonymous, and unincentivized.



China: Most popular NBA team among my friends/ family:



Source: RIWI data, China tracking, October 9, 2019-February 24, 2020, 7,412 respondents who follow the NBA, *another team* share not shown above, *don't know* responses not included in share above.



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Q & A

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Thank you

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