



CIT GROUP

Tourism Australia

Sir Lynton Crosby AO

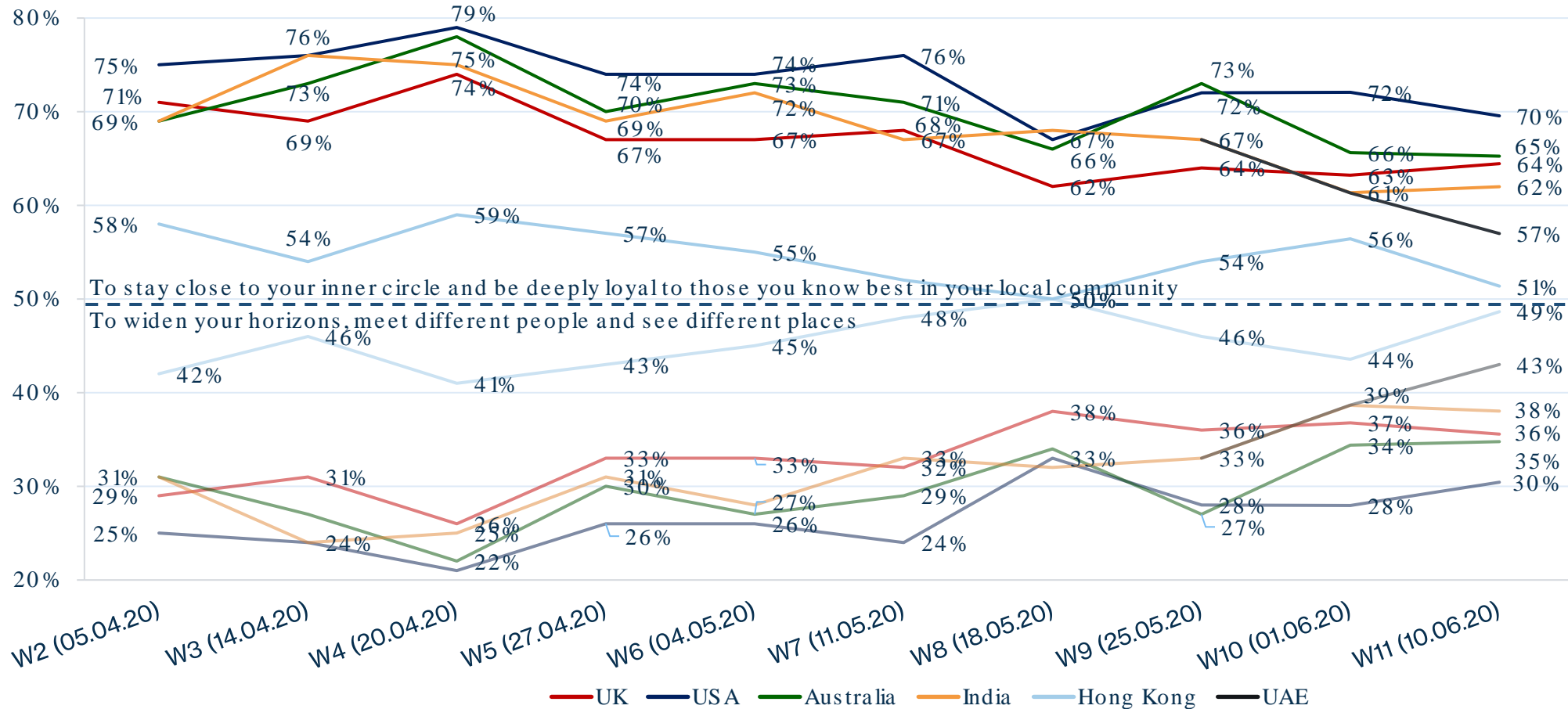
June 2020

Methodology

- ❖ A survey of n500 respondents was conducted in each of the UK, USA, Australia, India, Hong Kong and the UAE.
- ❖ A sample size of n500 corresponds to a maximum margin of error of +/-4.5% at a 95% confidence interval in each market.
- ❖ Hong Kong and the UAE age range is 18-54 because of online panel restrictions.
- ❖ Surveys fielded in English so can be considered representative only of the English diaspora in each market. English-speakers in India are more likely to be richer, more educated and upper caste. As the accepted language of business and law in India, surveys conducted exclusively in English are common practice, especially those conducted online.

How are aspirations Being Impacted?

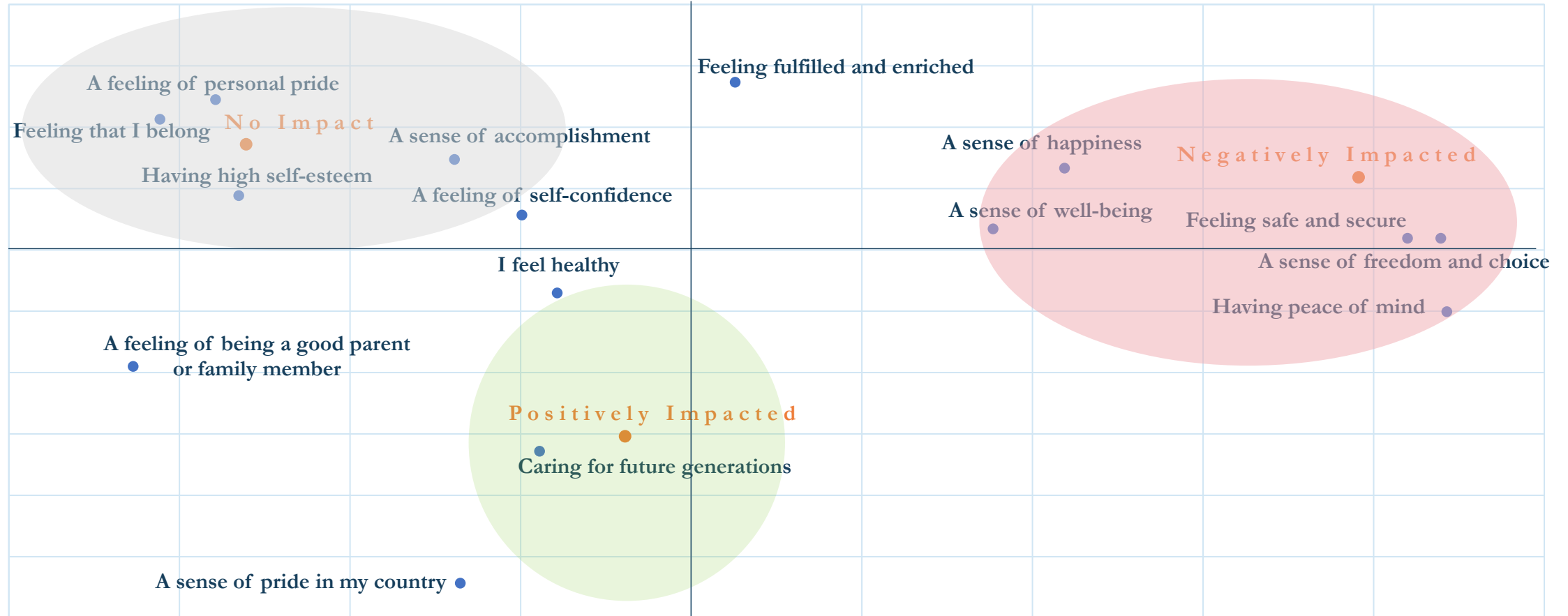
WAVE 11 (10.06.20)



Week-on-week trends see an increasing number of respondents globally shifting their priorities to widening their horizons and meeting new people.

How have values been affected?

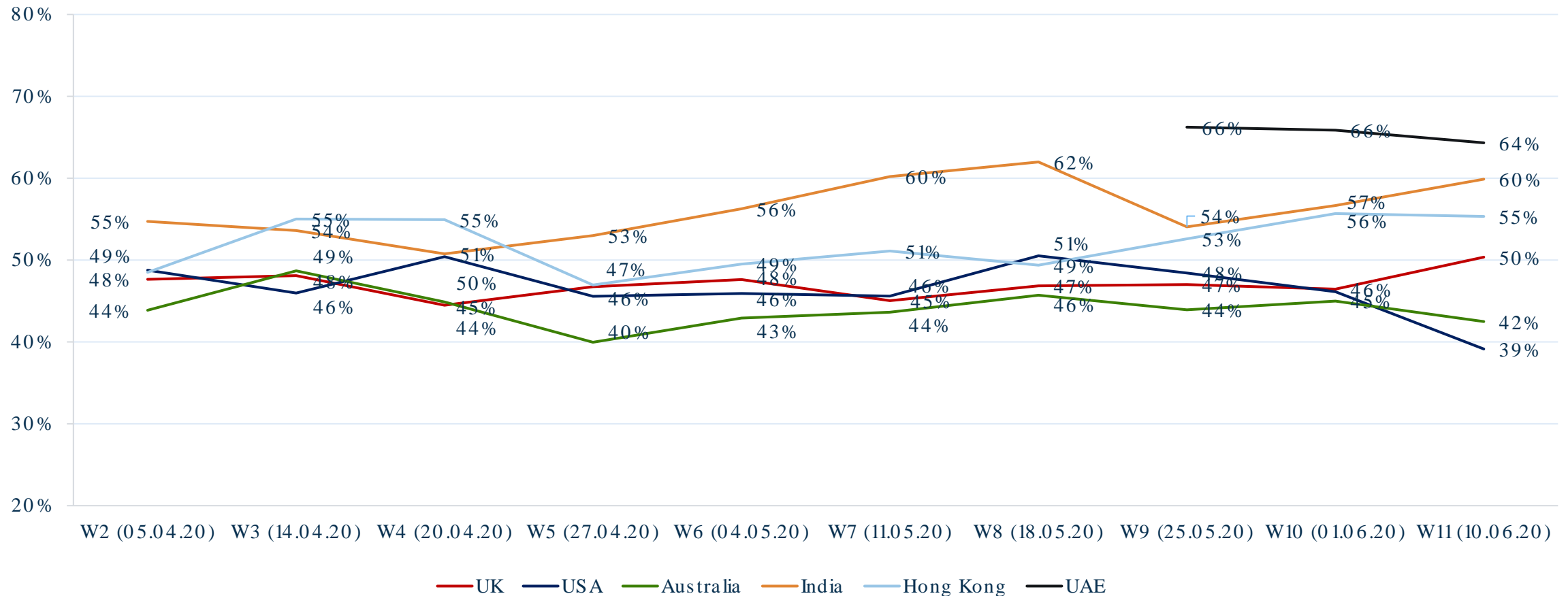
W A V E 1 (3 1 . 0 3 . 2 0)



Consumer Spending Habits

WAVE 11 (10.06.20)

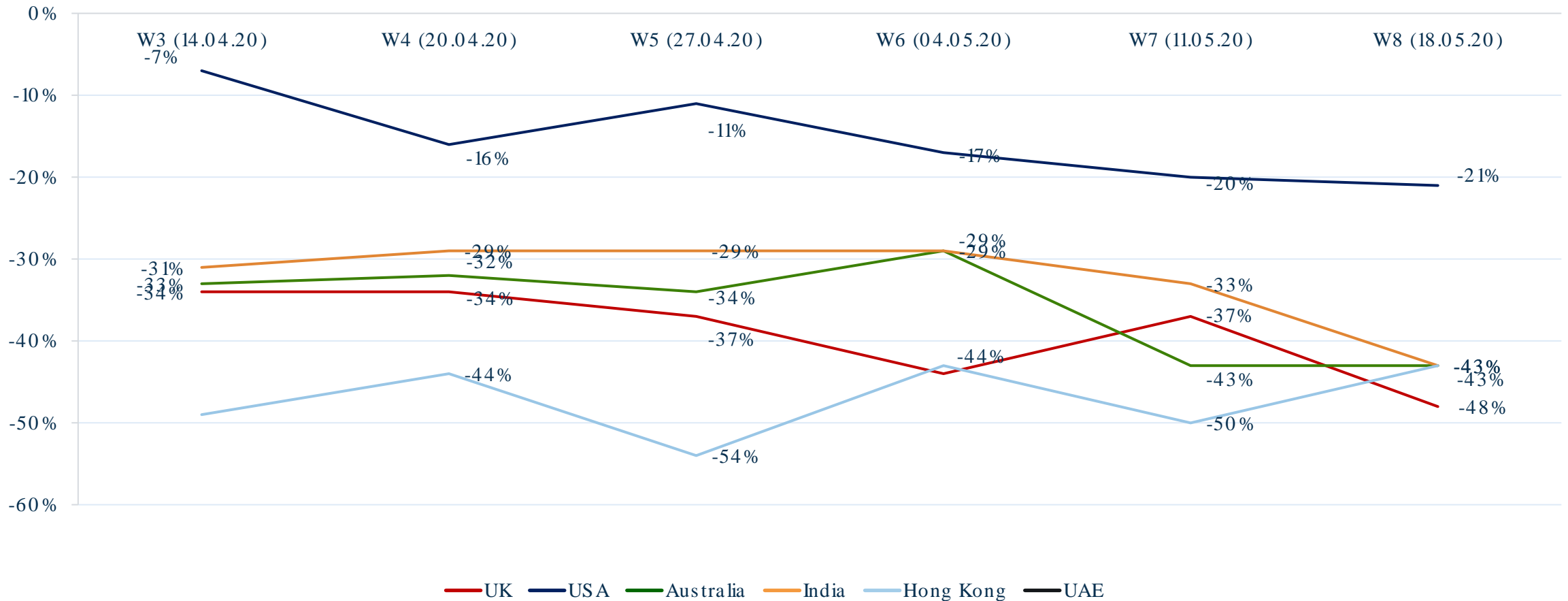
% TOTAL: SPENDING LESS TO PROTECT FINANCES



Spending Habits – An International Holiday

WAVE 8 (18.05.20)

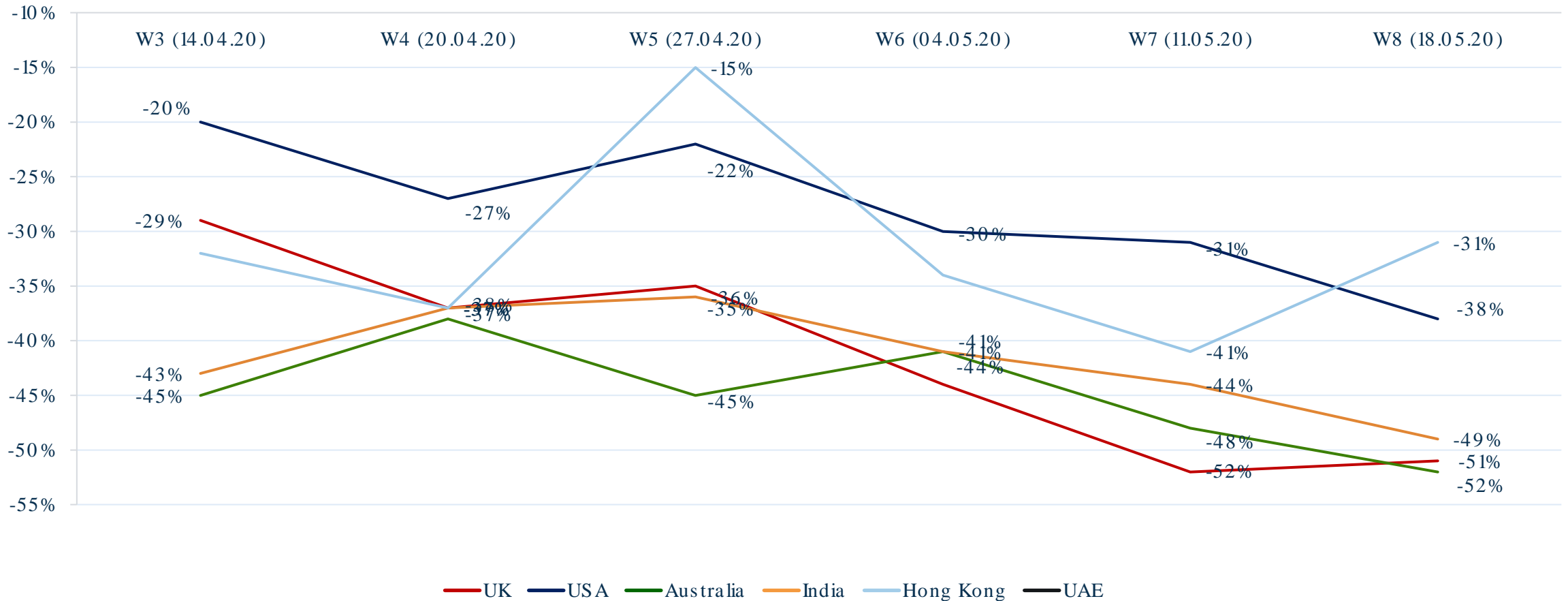
% NET: NO CHANGE – SPENT LESS



Spending Habits – A Domestic Holiday

WAVE 8 (18.05.20)

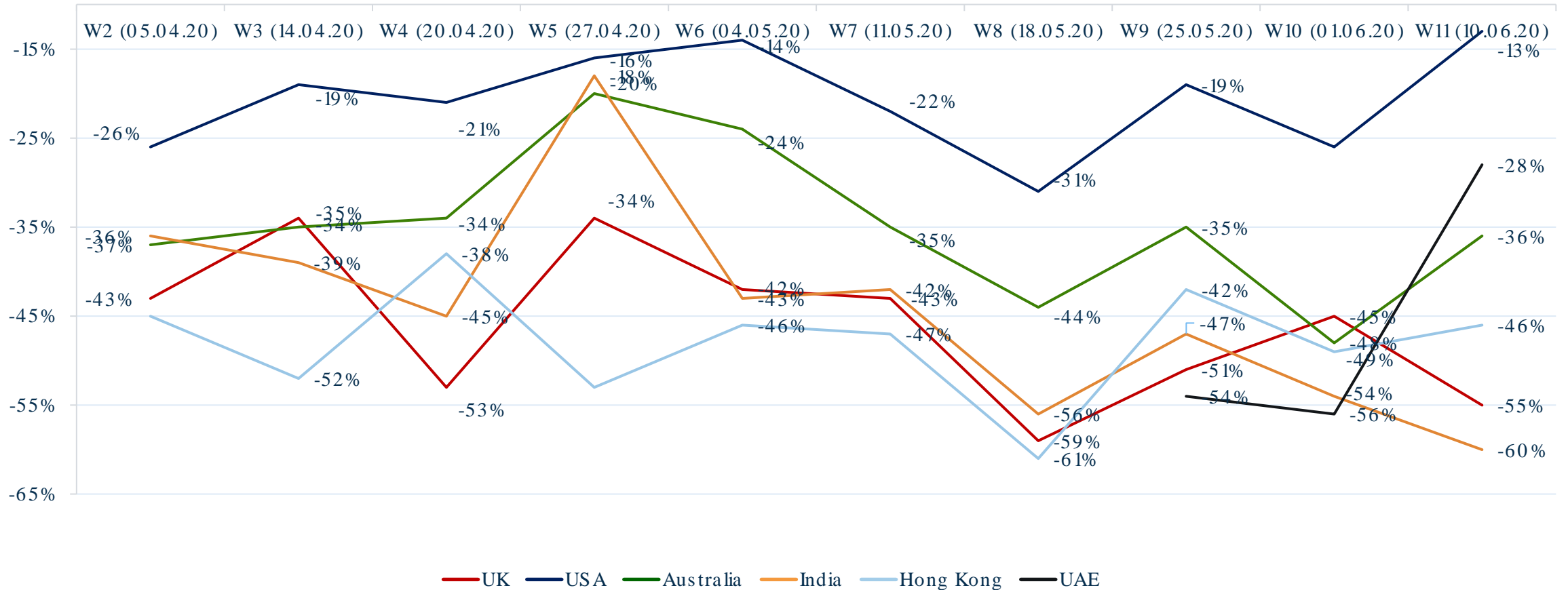
% NET: NO CHANGE – SPENT LESS



Impact of the Virus on Holiday Plans

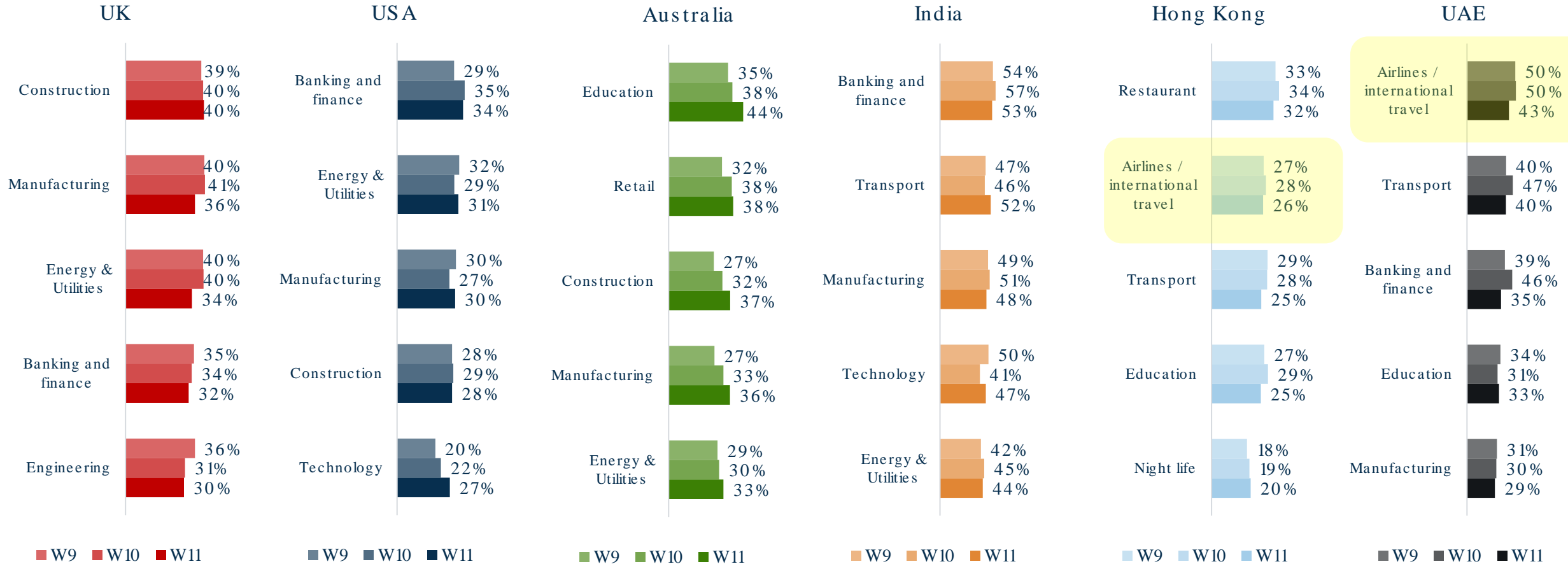
WAVE 11 (10.06.20)

% NET: NOT AFFECTED - NEGATIVELY AFFECTED



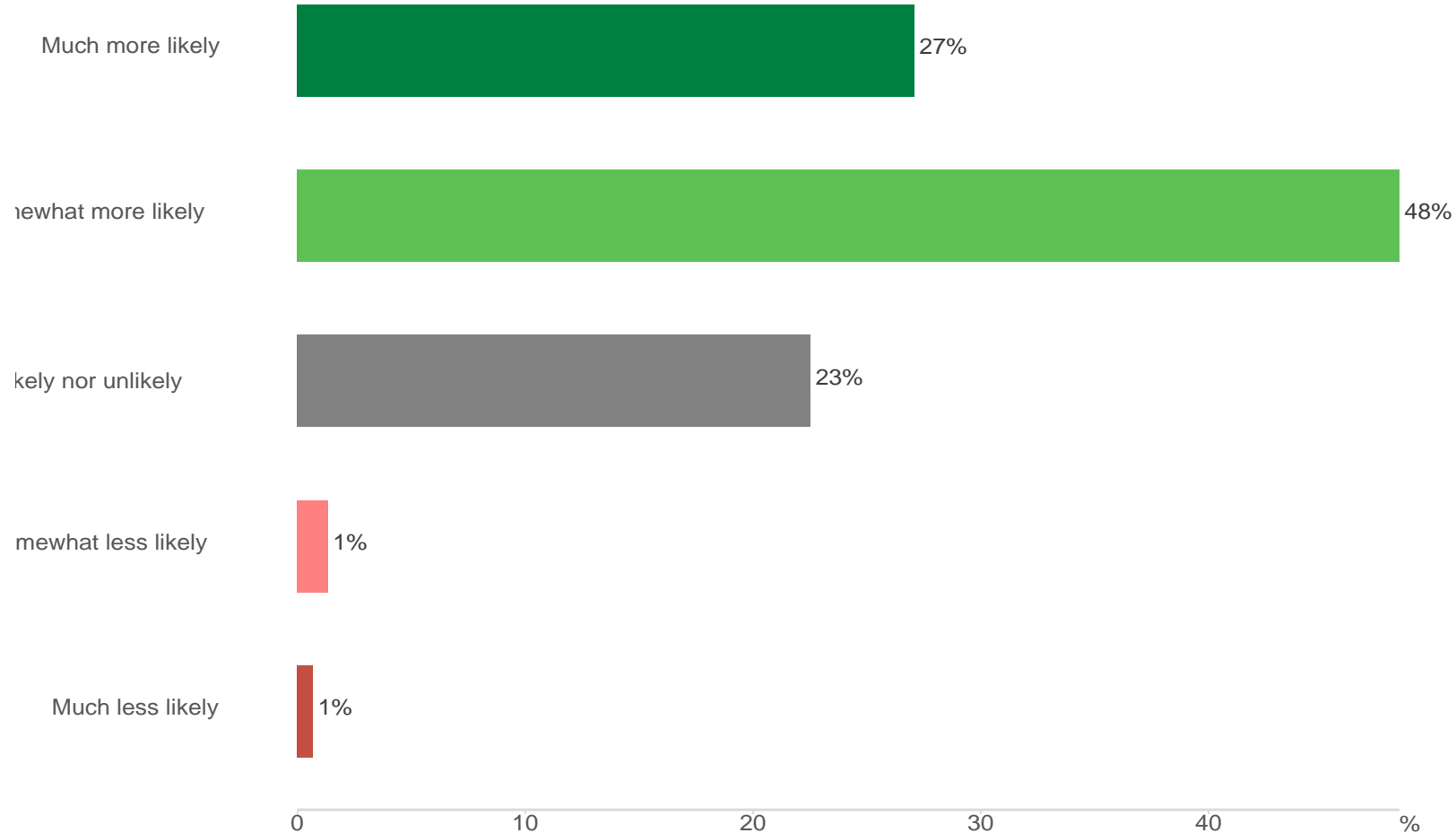
Easing Lockdown for Industry (Top 5)

W A V E 1 1 (1 0 . 0 6 . 2 0)



Likelihood to Spend with Small Business

Small Business Survey - General Population
(02.06.20 - 07.06.20)





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