

KANTAR

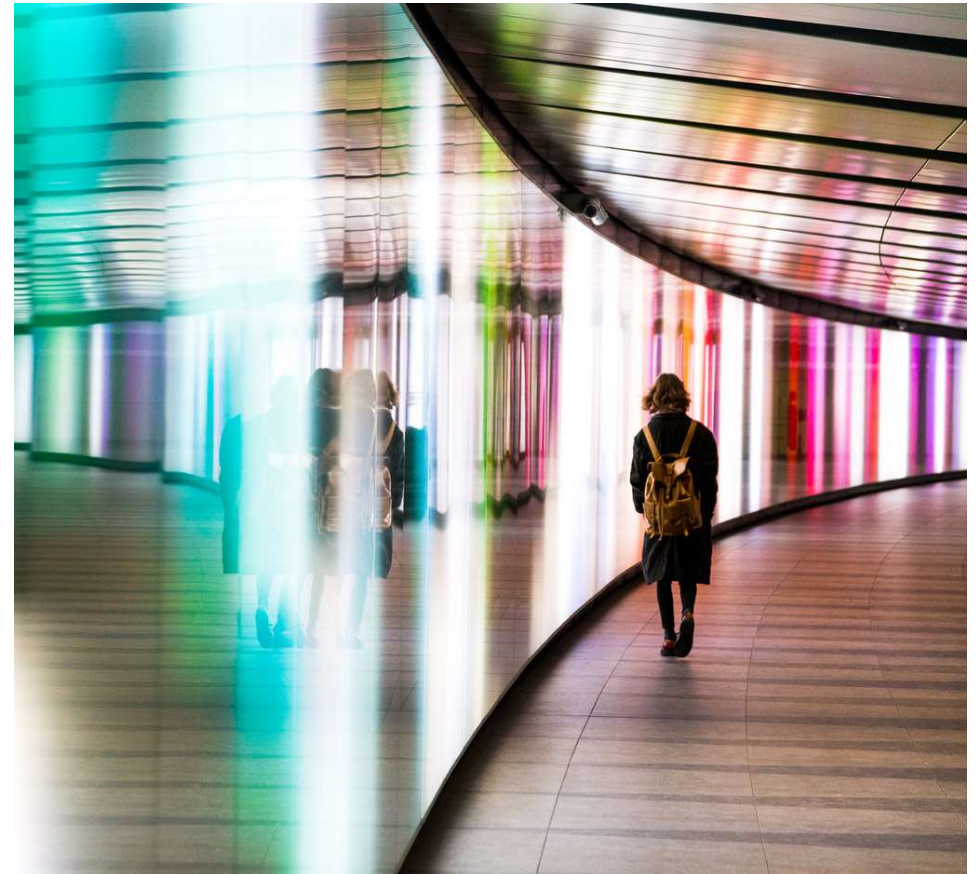
COVID-19 Monitor

Wave 1 results for Poland and the key markets around the world

Consumer Evolution
and Brand Implications

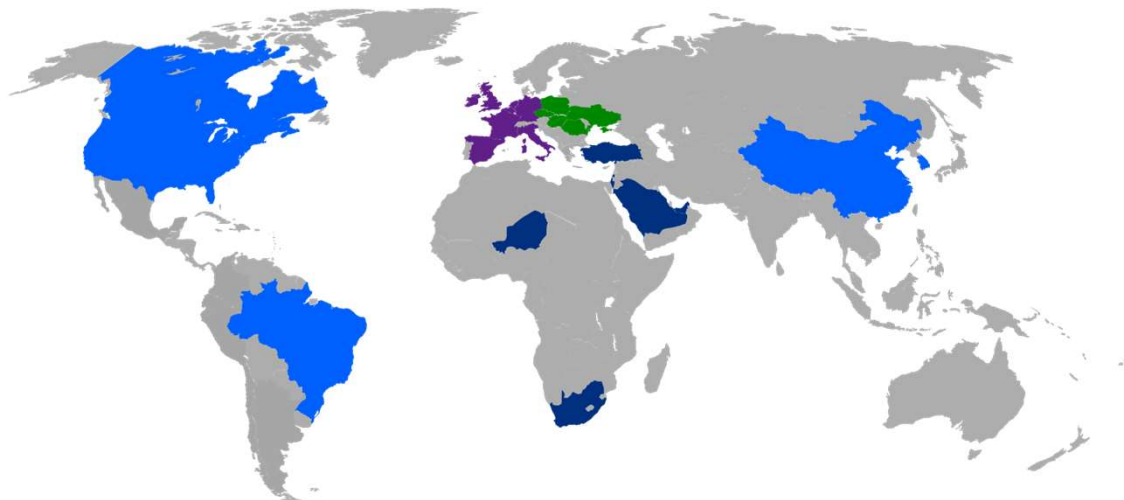


Kantar interviewed 500 people aged 18+ in Poland on March 18 and 19. They were interviewed online and were nationally representative in terms of age, sex and region.

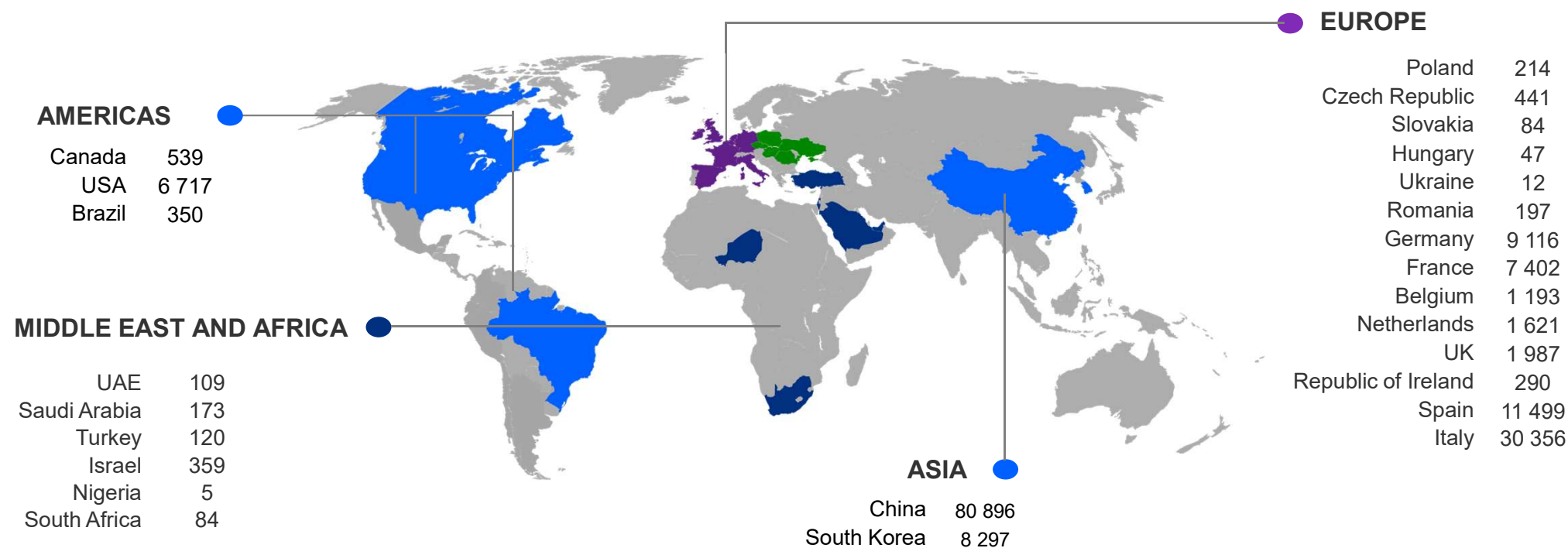


Number of interviews conducted in the first wave

Country	N=
Czech Republic	801
Slovakia	500
Hungary	600
Ukraine	500
Romania	935
Germany	500
France	500
Belgium	500
Netherlands	500
UK	500
Republic of Ireland	500
Spain	500
Italy	1000
USA	500
Brazil	500
China	500
South Korea	500
UAE	500
Saudi Arabia	500
Turkey	500
Israel	558
Nigeria	502
South Africa	500



Average number of infections in the moment of data collection (14-19.03)



In this report we will dive into three topics:

1. How are we feeling?

- Level of concern and impact on day-to-day lives
- Level of impact on financial planning and stocking up on items
- What information about coronavirus are Poles searching for
- What feeling is dominant at the moment

2. What are the implications for brand management?

- Brands should not lose sight of the long term
- Challenging times require a disciplined approach
- Brands must develop a strategy that is in line with the emotive positioning
- Be practical and realistic and help consumers in their everyday life
- Good Customer Experience starts with good Employee Experience

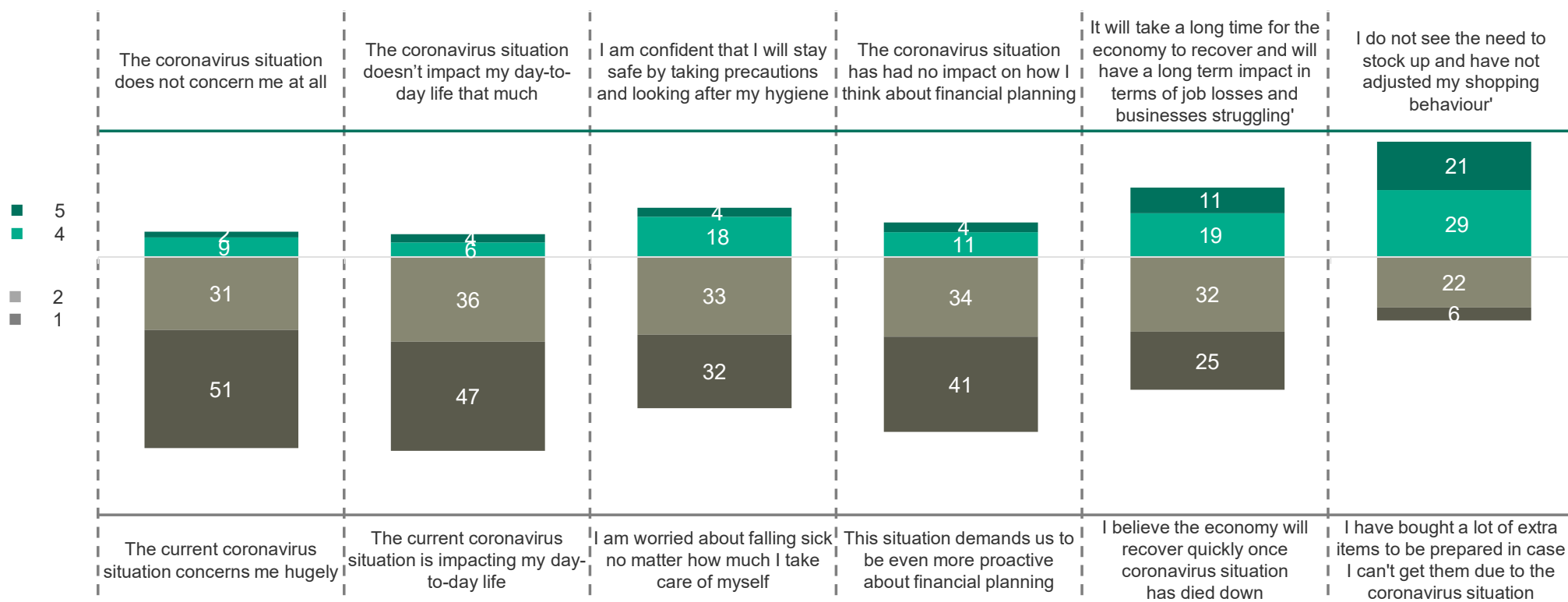
3. How are we consuming?

- People still use both online and offline channels to purchase
- In terms of media consumption, consumption in general is increasing, with TV and internet being the biggest winners
- National media channels are by far the most important source for trustful COVID-19 information

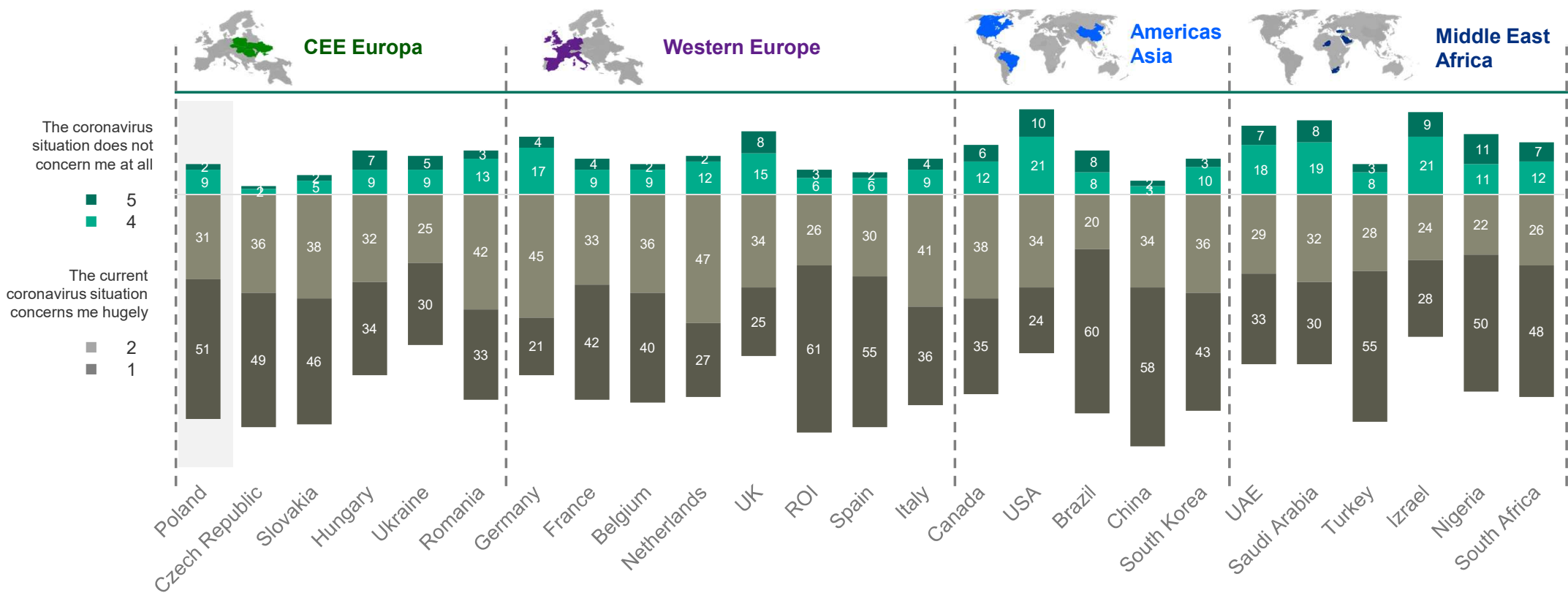
1 How are we feeling?



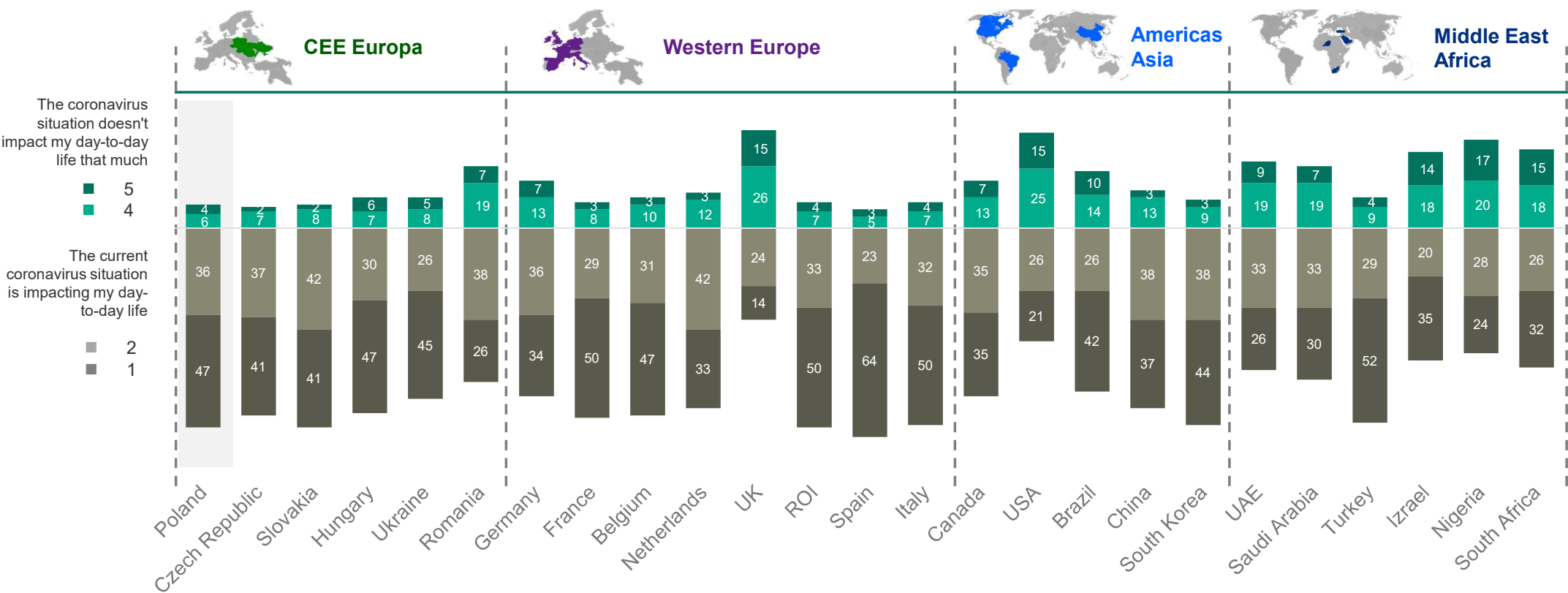
Polish people are very concerned about the presence of coronavirus in Poland; they believe the pandemic has major influence on their day-to-day life. They are also concerned about their financial situation. People begin to plan their future spendings although over 50% believe that the economy will recover once the coronavirus dies down. Contrary to the widespread belief regarding stores being stormed, 50% of Poles do not see much sense in stockpiling and in changing their purchase behaviours.



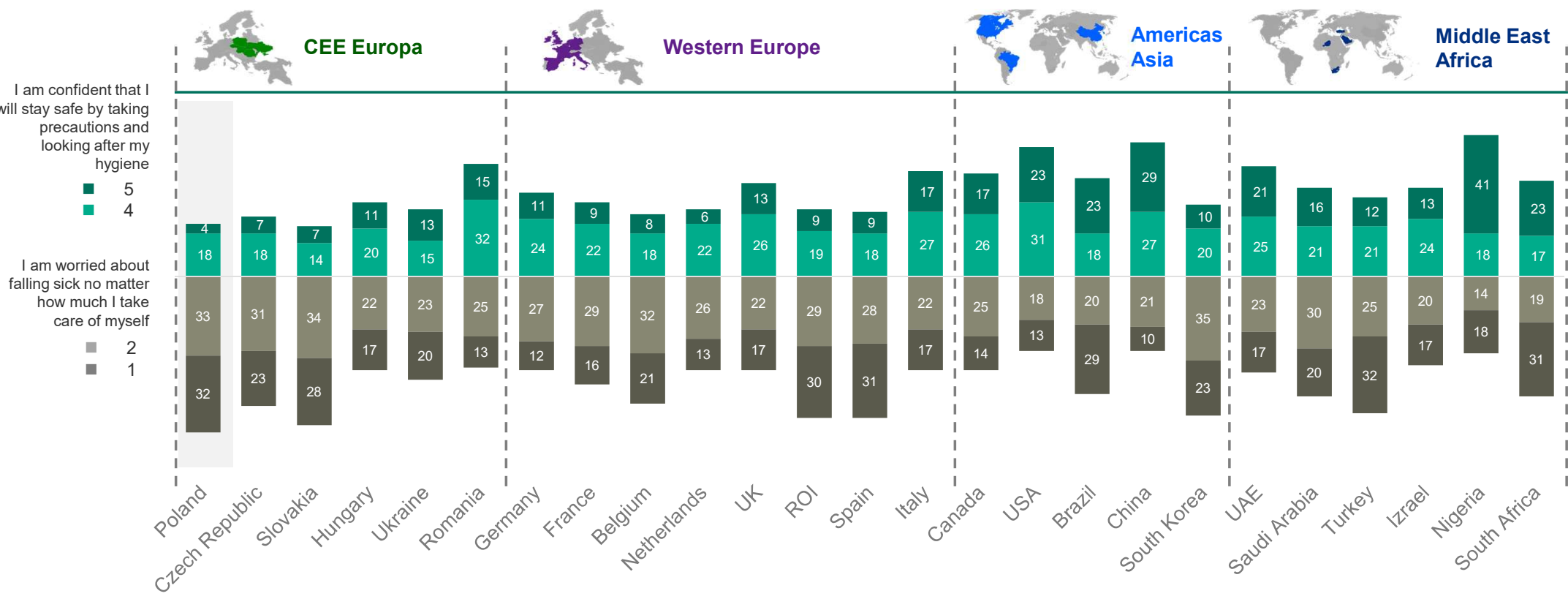
The current situation generates anxiety among people around the world although in the USA, the UK, the Middle East and in Israel - more often than elsewhere – opposite opinions occur.



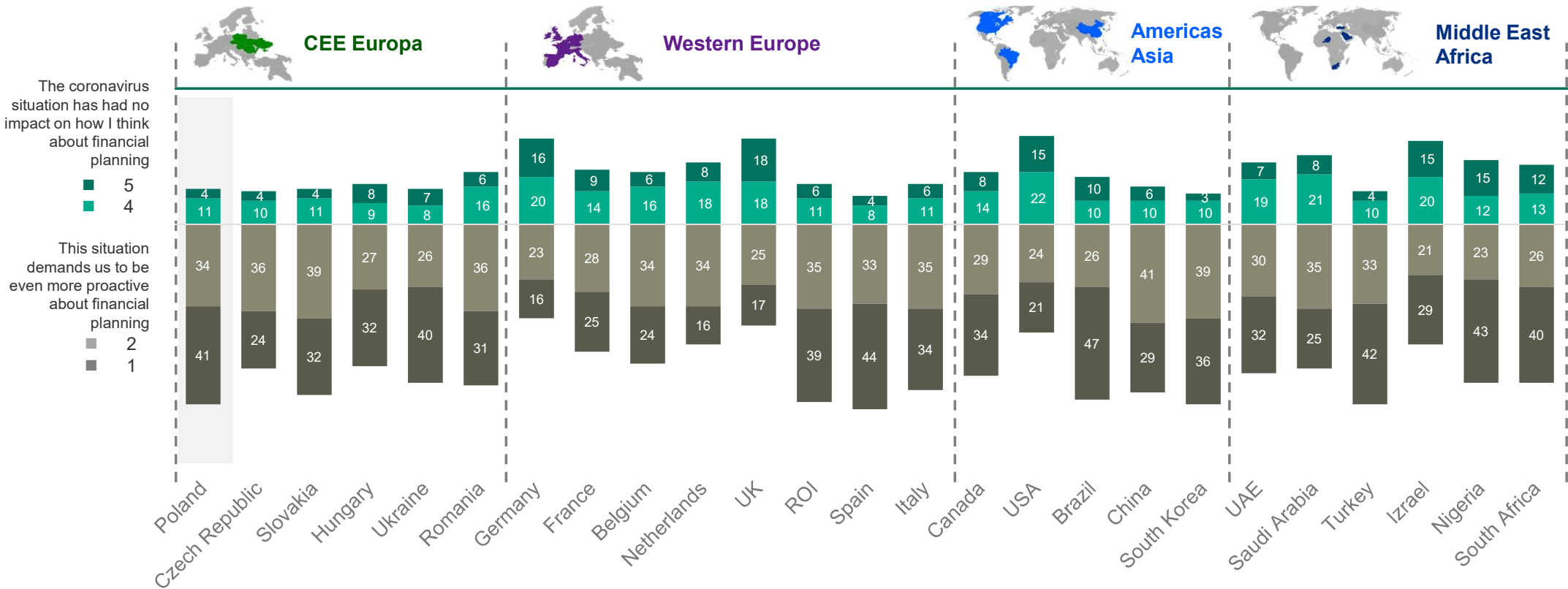
With the exception of the UK and the USA, the pandemic has an impact on everyday life. In the UK, 41% of the society hold a contrary view. The fact that the constraints imposed on people’s movement were introduced much later could be the factor responsible for this situation.



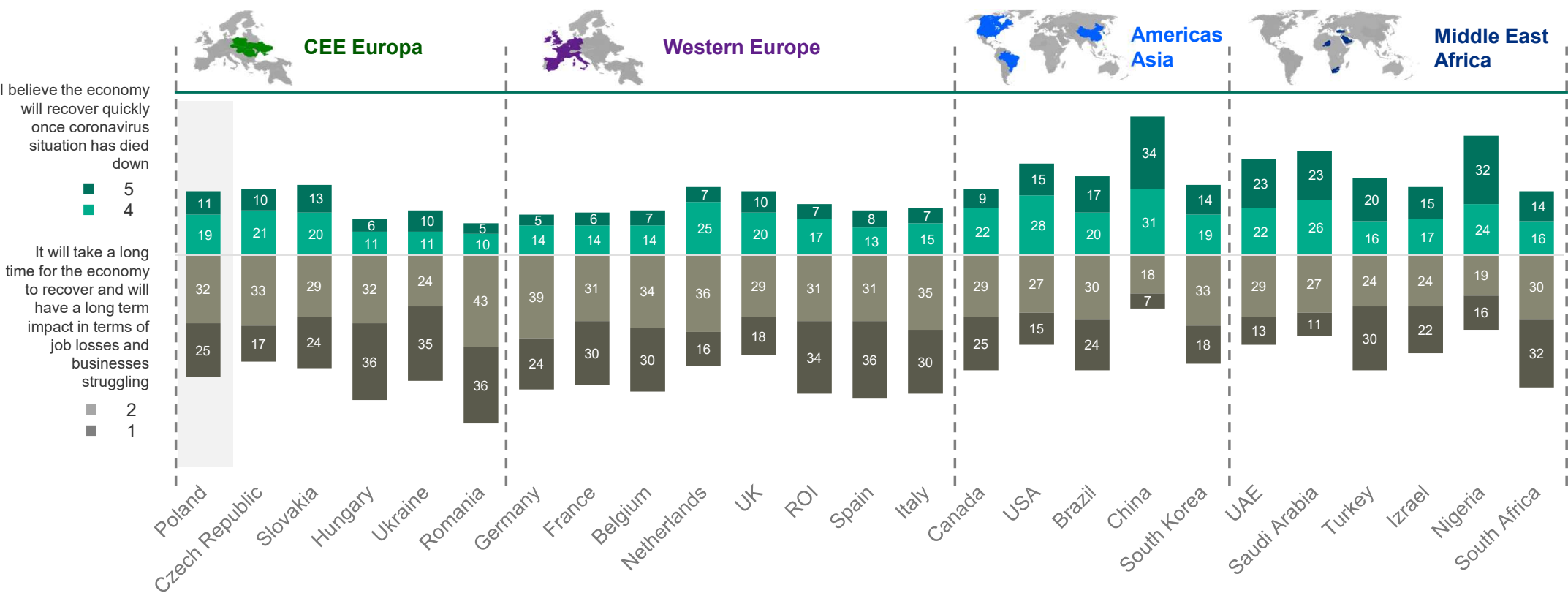
Poland is one of the countries which records the highest levels of fear of becoming infected regardless of the taken precautions. Similar levels of fear are observed in Slovakia, Ireland, Spain and South Korea. In Romania, America, China and Nigeria, people are more confident that they will stay safe by taking precautions and by carefully looking after their personal hygiene.



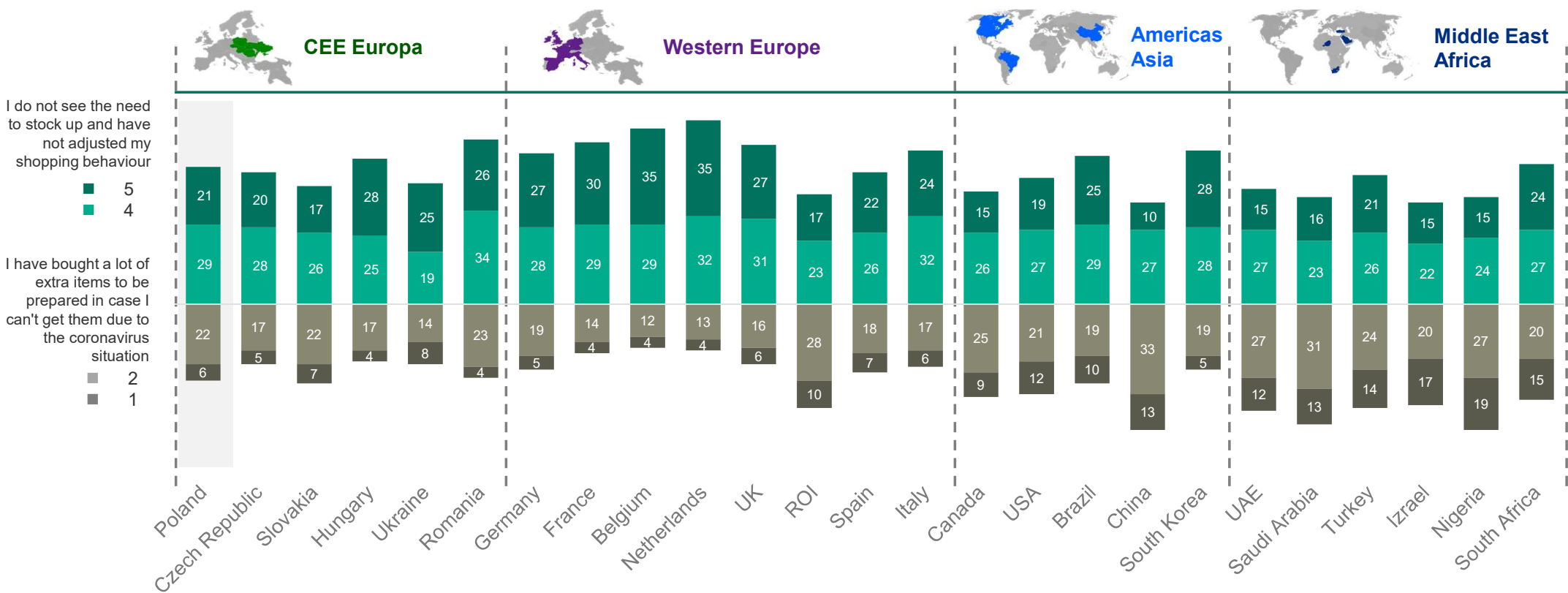
The impact of the coronavirus upon financial planning and current financial situation is more visible in Central-Eastern Europe, Ireland, Spain and Italy in comparison to Western Europe. In Germany and the UK, the pandemic has less of an impact on financial planning when compared to other European countries. Similar attitude can be observed in the USA and Israel.



Economy is one of the areas which will be severely affected by the pandemic. There is a widespread agreement that it will take a long time for the economy to recover once the coronavirus dies down. In China and Nigeria, people hold an opposite view – they are more optimistic about economic situation in their countries after the pandemic.



Rushes on stores as well as stockpiling are currently one of the most frequently occurring news. In reality, however, people in most countries do not feel the need for stockpiling and do not change their shopping behaviours in any significant way. In China, Ireland, the Middle East and in Africa, people display a more prudent approach.



Although only a small proportion of the Poles says they have stocked up, images in the media seem to show a different picture. Especially toilet paper, soaps, rice and pasta are popular

Forbes · Handel

Efekt koronawirusa: Polacy wykupują ryż, mąkę i papier toaletowy

Data publikacji: 11.03.2020, 10:09 · Ostatnia aktualizacja: 11.03.2020, 10:09

BMK W ostatnim tygodniu lutego 2020 r., już po stwierdzeniu pierwszego przypadku zarażenia koronawirusem w Polsce, sprzedaż ryżu była o 95 proc. większa niż rok wcześniej – wynika z najnowszych danych firmy Nielsen. Sklepy reagują spokojnie. Towar jest, a braki na półkach są regularnie uzupełniane – podaje w środę „Gazeta Wyborcza”. Minister rozwoju apeluje o zdrowy rozsądek



WIADOMOŚCI GOSPODARKA SPORT AUTO TECHNOLOGIA FILM MUZYKA ROZR

Polacy rzucili się na sklepy. W sieci krążą zdjęcia pustych półek

12 mar 2020 08:47



Udostępnij na Facebooku



Udostępnij na Twitterze

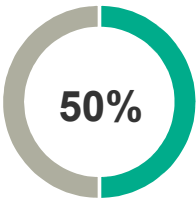


Puste półki w sklepie w Łodzi / PAP / Roman Zawistowski

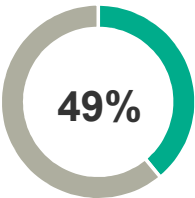
Epidemia koronawirusa przestraszyła Polaków, którzy szturmem ruszyli po żywność do sklepów. Rząd uspokaja, ale w sklepach świecą puste półki.

When searching for information about the coronavirus, Polish consumers are particularly interested in information about risk of infection and its implications.

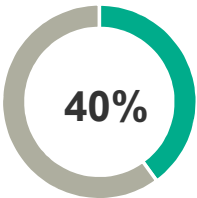
Which of the following areas of advice are you particularly interested in?



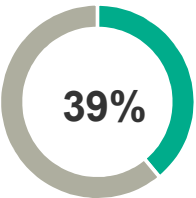
How long does the virus live on surfaces?



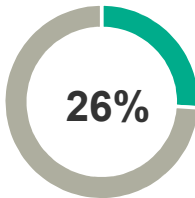
How likely am I to catch the virus?



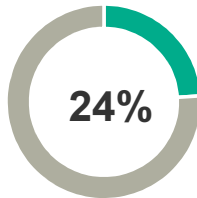
Who is at risk of severe illness?



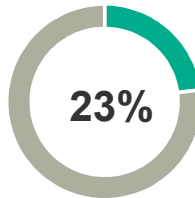
What are the symptoms?



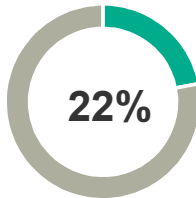
How do I self isolate?



Do anti-bacterial products help?











































































Should I wear a facemask?



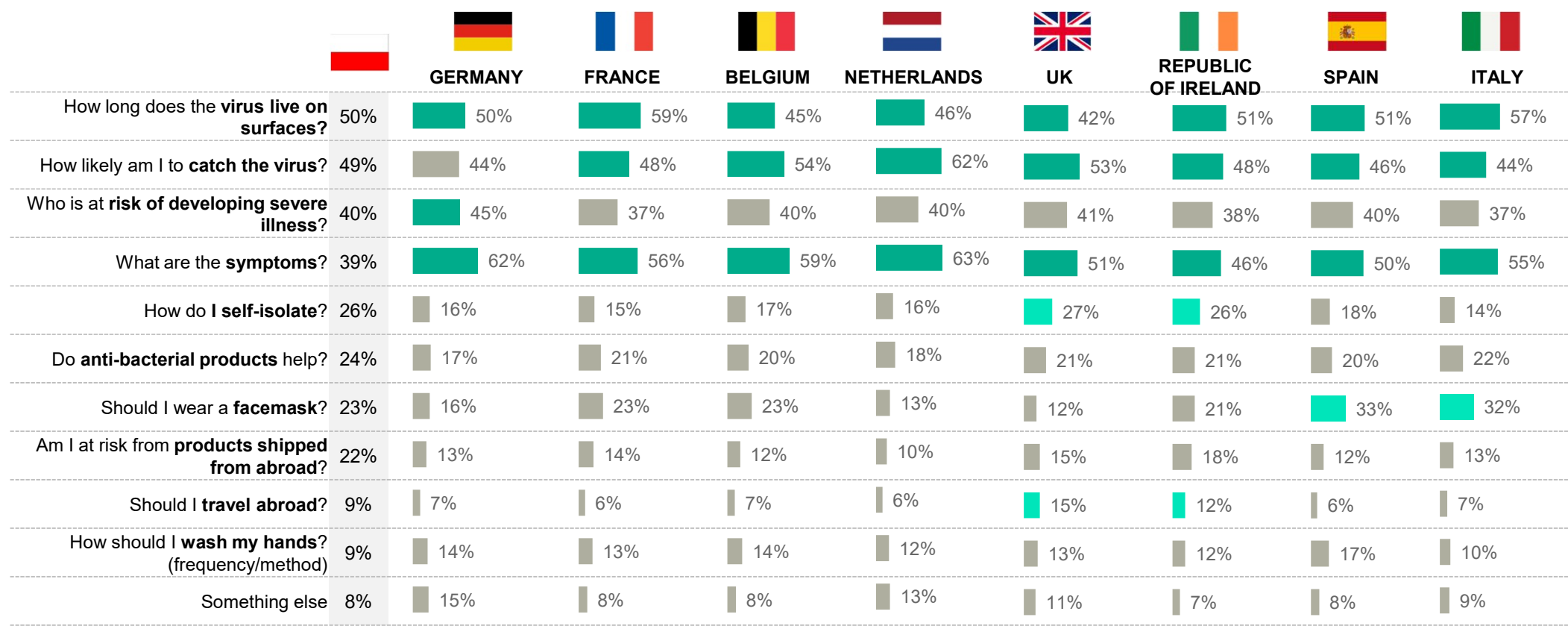
Am I at risk from products shipped from abroad?

In Poland, the most important areas of advice focus on the virus's survival on different surfaces, the risk of infection and the risk of developing severe illness. Further areas of particular concern center on the symptoms of infection which – when analysing the results from the entire region – might be due to a comprehensive information campaign.
































































	 POLAND	 CZECH REPUBLIC	 SLOVAKIA	 HUNGARY	 UKRAINE	 ROMANIA
How long does the virus live on surfaces?	 50%	 39%	 52%	 47%	 40%	 45%
How likely am I to catch the virus ?	 49%	 35%	 40%	 43%	 34%	 39%
Who is at risk of developing severe illness ?	 40%	 31%	 34%	 33%	 24%	 40%
What are the symptoms ?	 39%	 53%	 49%	 42%	 45%	 50%
How do I self-isolate ?	 26%	 18%	 19%	 21%	 16%	 15%
Do anti-bacterial products help?	 24%	 20%	 20%	 25%	 33%	 23%
Should I wear a facemask ?	 23%	 32%	 21%	 22%	 18%	 17%
Am I at risk from products shipped from abroad ?	 22%	 6%	 15%	 21%	 25%	 17%
Should I travel abroad ?	 9%	 4%	 3%	 5%	 3%	 4%
How should I wash my hands ? (frequency/method)	 9%	 16%	 11%	 7%	 4%	 11%
Something else	 8%	 5%	 6%	 4%	 8%	 2%

In Western Europe, the most important areas of advice focus on the symptoms of infection, the virus's survival on different surfaces and the methods of transmission. In Spain and Italy, the issue of wearing facemasks was emphasised, whereas in the UK and Ireland the subject of self-isolation was another frequently mentioned area of advice.

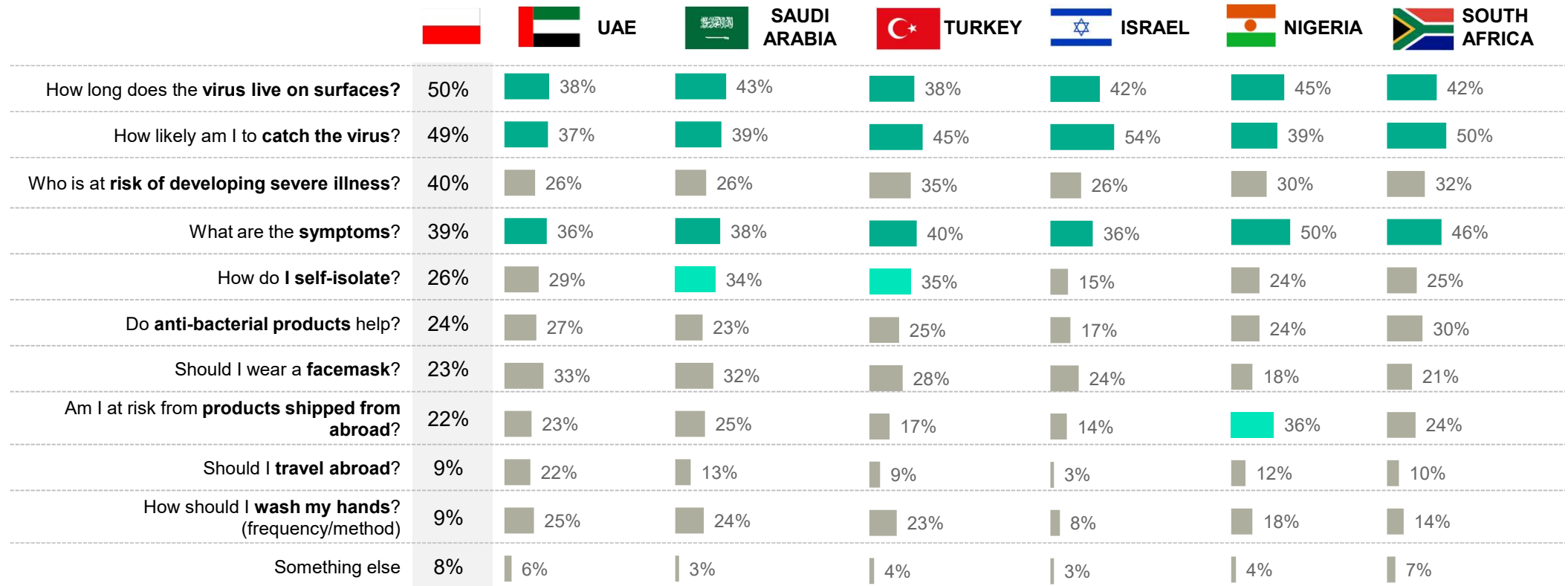


In mid-March, it was the symptoms of infection as well as the question of the virus's survival on different surfaces that were the most important areas of sought-after advice in the USA and Canada. The latter was – by a significant margin - the most important question in China where, in addition, people wanted to know what protective equipment can be helpful and what the proper method and recommended frequency of handwashing is.



		 CANADA	 USA	 BRAZIL	 CHINA	 SOUTH KOREA
How long does the virus live on surfaces ?	50%	 53%	 49%	 49%	 53%	 45%
How likely am I to catch the virus ?	49%	 43%	 48%	 53%	 46%	 56%
Who is at risk of developing severe illness ?	40%	 38%	 35%	 36%	 23%	 28%
What are the symptoms ?	39%	 53%	 55%	 42%	 32%	 43%
How do I self-isolate ?	26%	 22%	 18%	 19%	 31%	 26%
Do anti-bacterial products help?	24%	 21%	 22%	 28%	 30%	 24%
Should I wear a facemask ?	23%	 16%	 17%	 22%	 29%	 29%
Am I at risk from products shipped from abroad ?	22%	 21%	 21%	 22%	 18%	 17%
Should I travel abroad ?	9%	 8%	 8%	 5%	 6%	 8%
How should I wash my hands ? (frequency/method)	9%	 13%	 14%	 21%	 28%	 22%
Something else	8%	 12%	 13%	 4%	 2%	 2%

The most important areas of advice required in the Middle East and Africa are in line with the rest of the world: symptoms, survival on surfaces, risk of infection. In Turkey and Saudi Arabia, the information regarding the quarantine and protective equipment is also important.

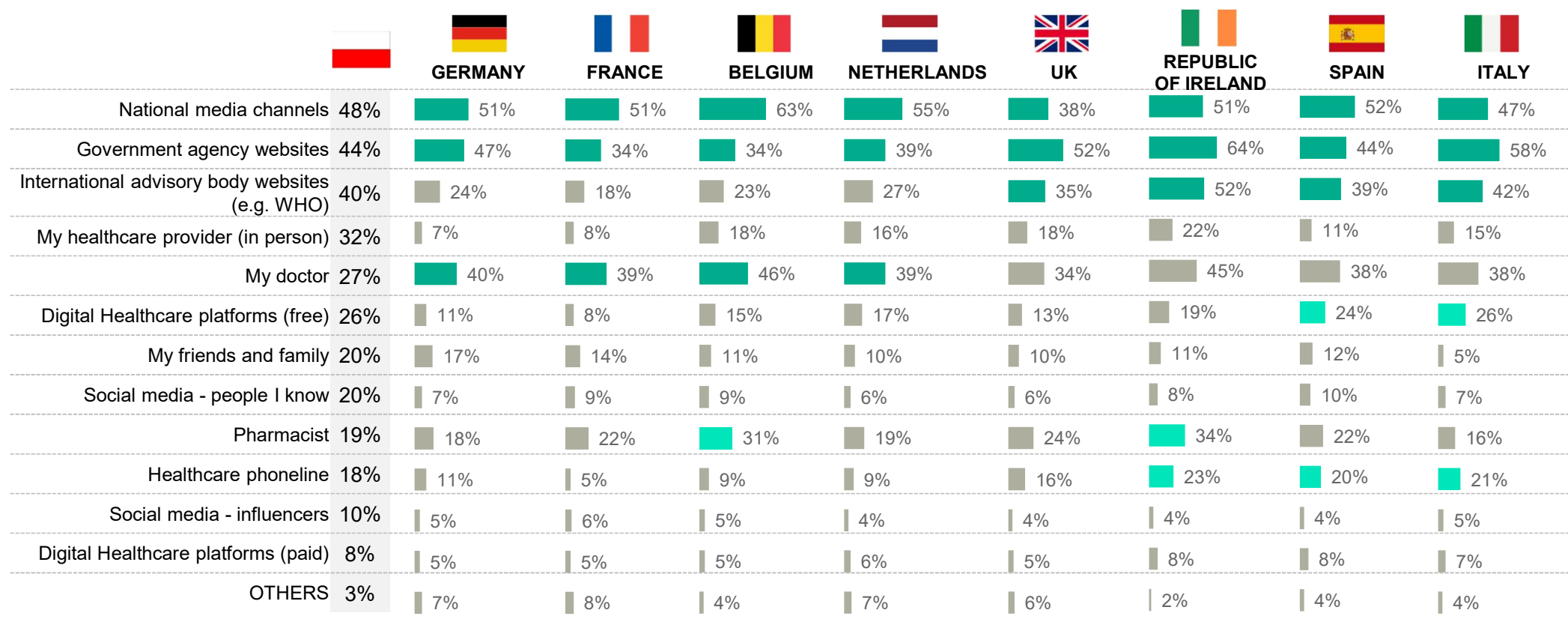


In Poland, national media channels, government agency and international advisory body websites are the most reliable sources of information regarding the pandemic. The same sources are perceived as most reliable in the Czech Republic and Slovakia; however, in Hungary, Ukraine and Romania media channels are regarded as less reliable. Obtaining information from healthcare providers and doctors is perceived as reliable in Poland, whereas in the Czech Republic, the opinions of friends and family are regarded as valuable and in Slovakia it is the case for information obtained from healthcare phonelines.










































































	POLAND	CZECH REPUBLIC	SLOVAKIA	HUNGARY	UKRAINE	ROMANIA
NATIONAL MEDIA CHANNELS	48%	63%	57%	32%	35%	38%
GOVERNMENT AGENCY WEBSITES	44%	36%	42%	52%	44%	61%
INTERNATIONAL ADVISORY BODY WEBSITES (E.G. WHO)	40%	30%	39%	53%	53%	43%
My healthcare provider (in person)	32%	7%	11%	15%	7%	5%
My doctor	27%	16%	28%	35%	26%	25%
Digital Healthcare platforms (free)	26%	7%	11%	18%	22%	9%
My friends and family	20%	30%	21%	11%	20%	12%
Social media - people I know	20%	21%	17%	11%	22%	11%
Pharmacist	19%	10%	15%	17%	4%	7%
Healthcare phonenumber	18%	20%	31%	17%	9%	12%
Social media - influencers	10%	18%	5%	6%	22%	9%
Digital Healthcare platforms (paid)	8%	2%	4%	4%	4%	5%
OTHERS	3%	7%	5%	4%	6%	1%

National media and government agency websites are trusted in Western Europe; however, the citizens of Belgium, Netherlands, Germany and France rely on their doctors' opinions more than those provided by the WHO. Pharmacists are also relied on for information in some countries. In Spain and Italy, free digital healthcare platforms and phonelines are indicated as reliable sources of information.

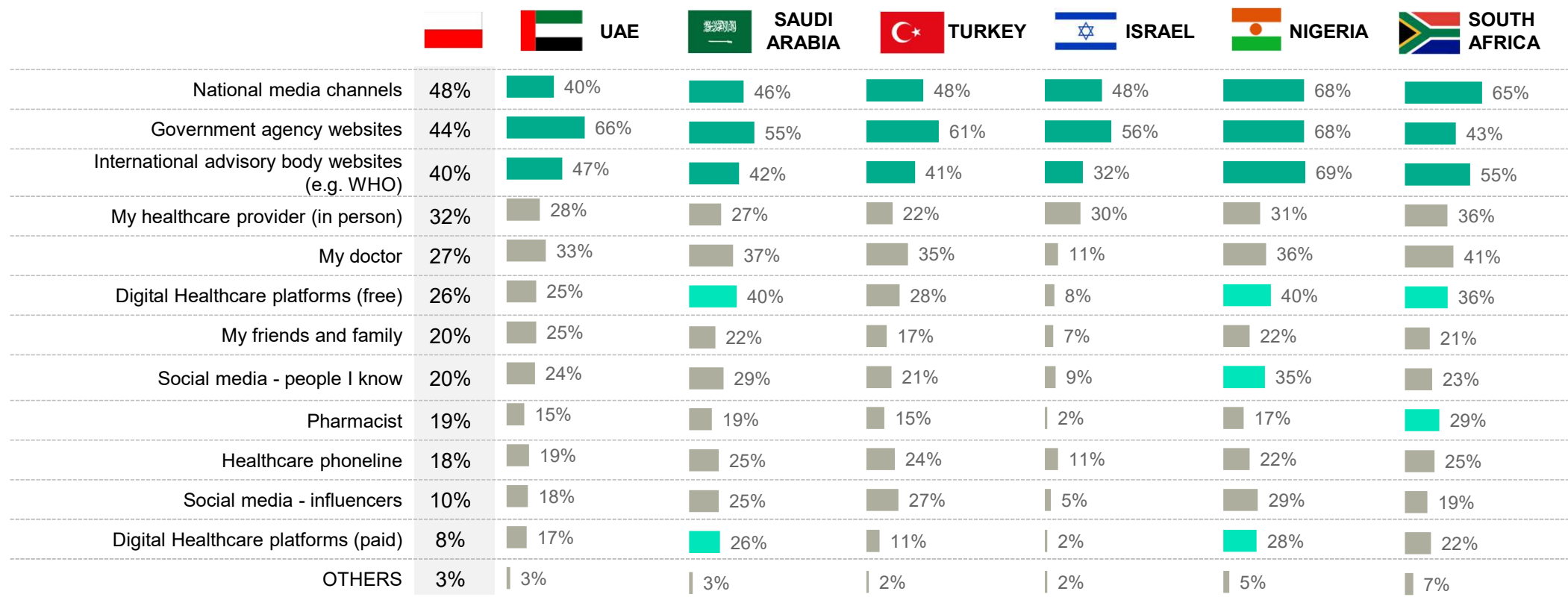


In North America and Asia, national media channels and government agency websites are perceived as being the most reliable together with one's own doctor (with the exception of China). Most likely due to the scale of infections and the resulting limited opportunity for personal contact, healthcare phonelines are perceived as a reliable source of information in China.



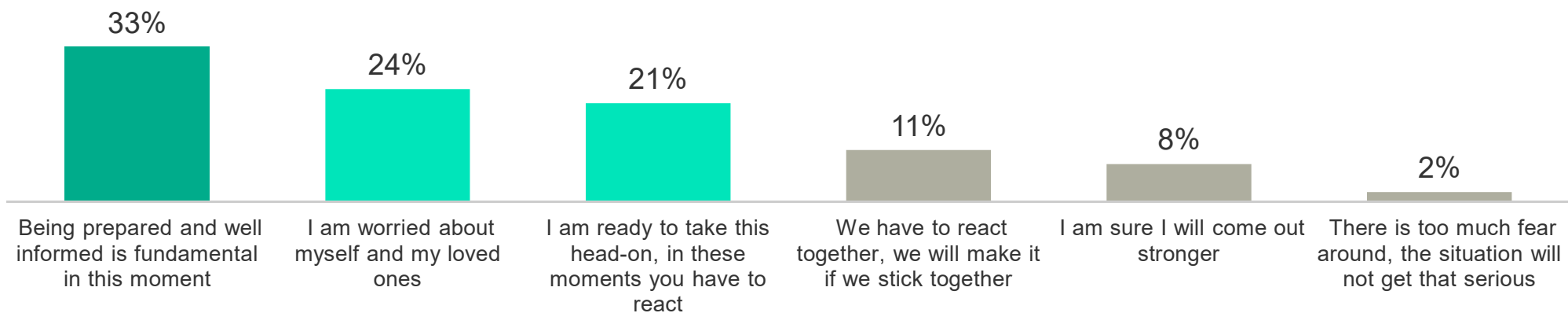
		 CANADA	 USA	 BRAZIL	 CHINA	 SOUTH KOREA
National media channels	48%	 53%	 38%	 61%	 57%	 50%
Government agency websites	44%	 53%	 39%	 36%	 57%	 45%
International advisory body websites (e.g. WHO)	40%	 37%	 30%	 35%	 35%	 23%
My healthcare provider (in person)	32%	 20%	 29%	 29%	 14%	 15%
My doctor	27%	 39%	 41%	 38%	 17%	 30%
Digital Healthcare platforms (free)	26%	 16%	 12%	 32%	 20%	 6%
My friends and family	20%	 16%	 20%	 20%	 19%	 13%
Social media - people I know	20%	 9%	 8%	 21%	 20%	 6%
Pharmacist	19%	 24%	 16%	 12%	 7%	 13%
Healthcare phoneline	18%	 20%	 9%	 9%	 42%	 15%
Social media - influencers	10%	 5%	 6%	 13%	 30%	 8%
Digital Healthcare platforms (paid)	8%	 7%	 7%	 18%	 13%	 6%
OTHERS	3%	 5%	 9%	 3%	 1%	 3%

In the Middle East, more trust is placed in government agency websites in comparison to the national media channels or the international advisory bodies. The exact opposite occurs in the RSA, where – apart from these three sources – people also rely on digital healthcare platforms and the opinions of one's own doctor.

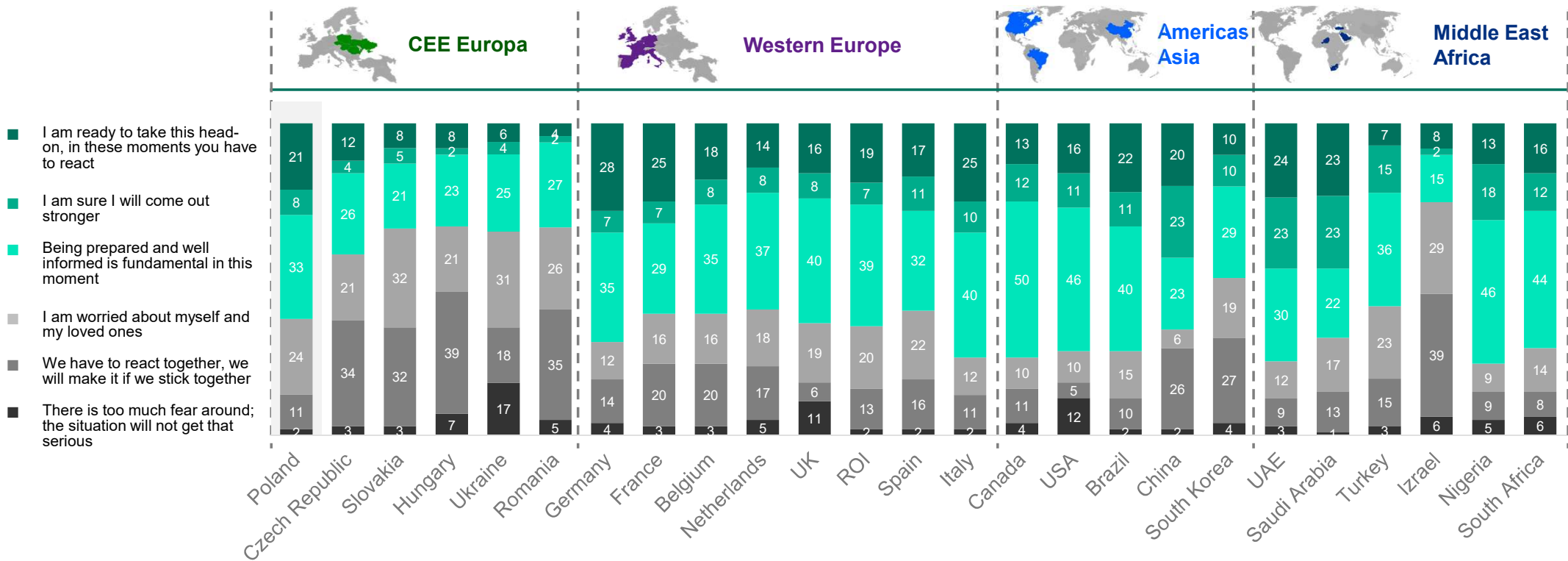


And this search behaviour matches the current feeling, that being prepared and well informed is most important at the moment.

Which statement best describes your current feelings?



A pandemic on such a scale has never occurred in the vast majority of the countries and it is perceived as an extreme situation. Consequently, there is an uncertainty as to what measures need to be undertaken. In Poland, similarly to most of the Western European countries, people seek information: people want to feel ready and be well-informed. The second group of consumers includes people who worry about their loved ones. A further group is ready to act, similarly to people in Germany, France, Italy, China and the Middle East. In CEE, except for Poland, people assume a proactive approach: they want to feel united.



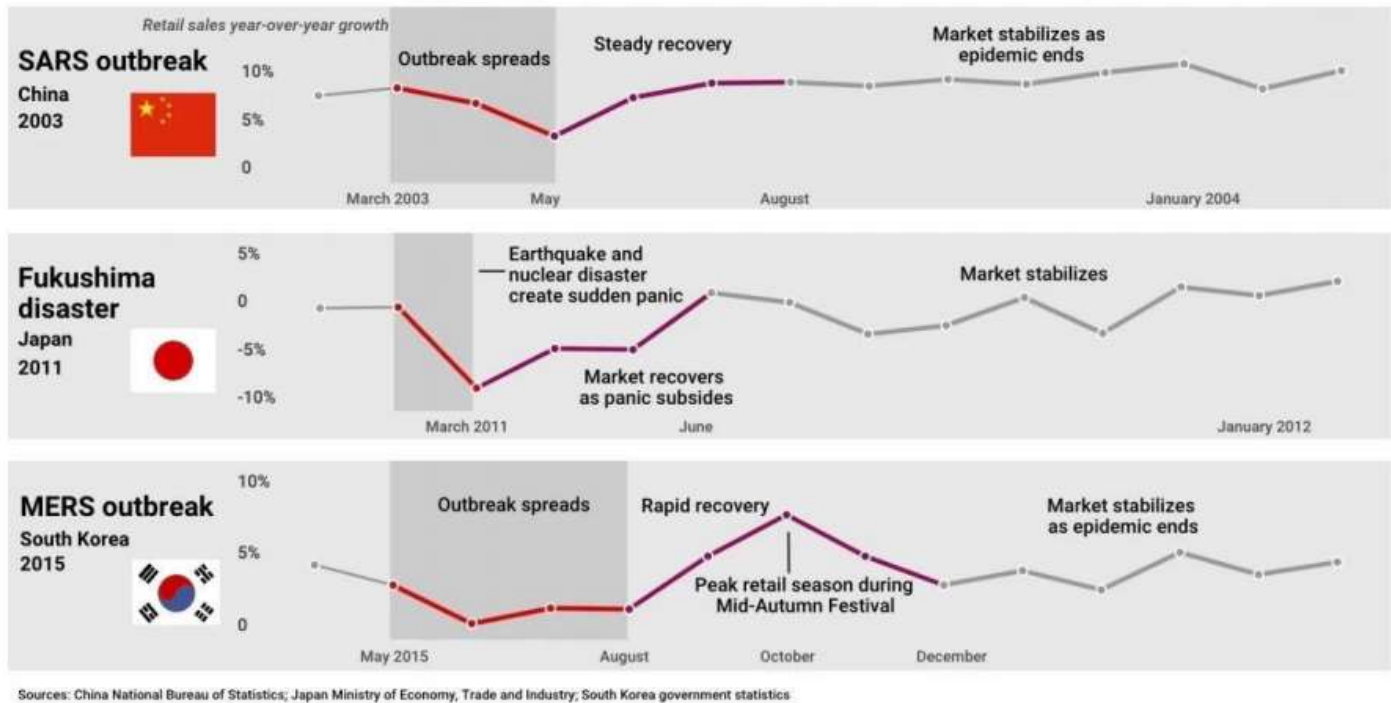


2 What are the implications for Brand Management?

**First of all, do not lose
sight of the long term**

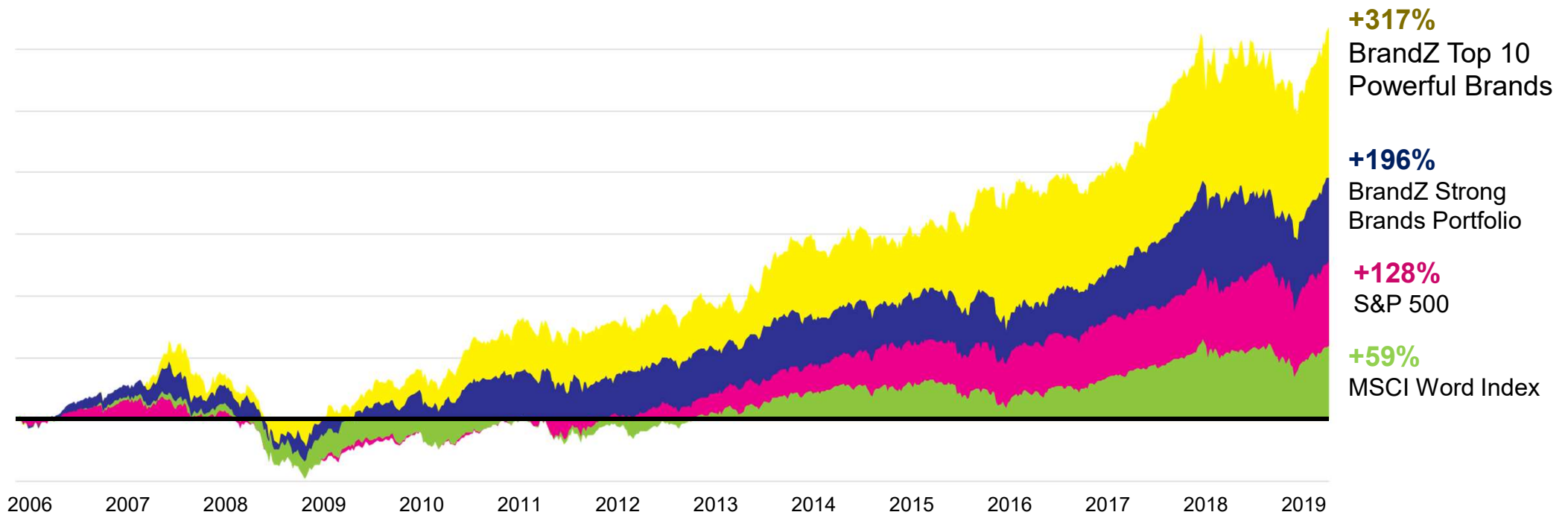


Previous epidemic/disasters have shown short term impact....




....but
generally
recovery is
seen over a
period.

One big lesson we've learned from the 2008 crisis, is that strong brands recovered nine times faster




BRANDZ



Challenging times
require a disciplined
approach.

Brands must **develop**
a strategy that is in
line with the emotive
positioning of the brand
which will resonate with
people and ensure
aligned messaging



Consumer responses to situations like a crisis are not generic. They are emotional and depend on personality.

Put yourself in your consumers shoes.

How do they feel, what do they do, what help might they need?

Polish consumers don't want brands to stop advertising but it mustn't be seen as exploitative, inauthentic or inappropriate. Note that positive perspective is still possible, but in a reassuring way.

Brands should...



34%

Be **practical** and realistic and help consumers in their everyday life



26%

Attack the crisis and demonstrate that it can be fought



15%

Reduce anxiety and understand consumers' concerns



12%

Use their knowledge to explain and inform

Advertising should...

Put themselves in the consumer's position. Be sincere and be yourself, in line with existing brand values

77%

NOT exploit coronavirus to promote a brand

Show how they can be **helpful** in the new everyday life

83%

Inform about their efforts to face the situation

77%

Use a **reassuring** tone

74%

Should communicate the brand values tone

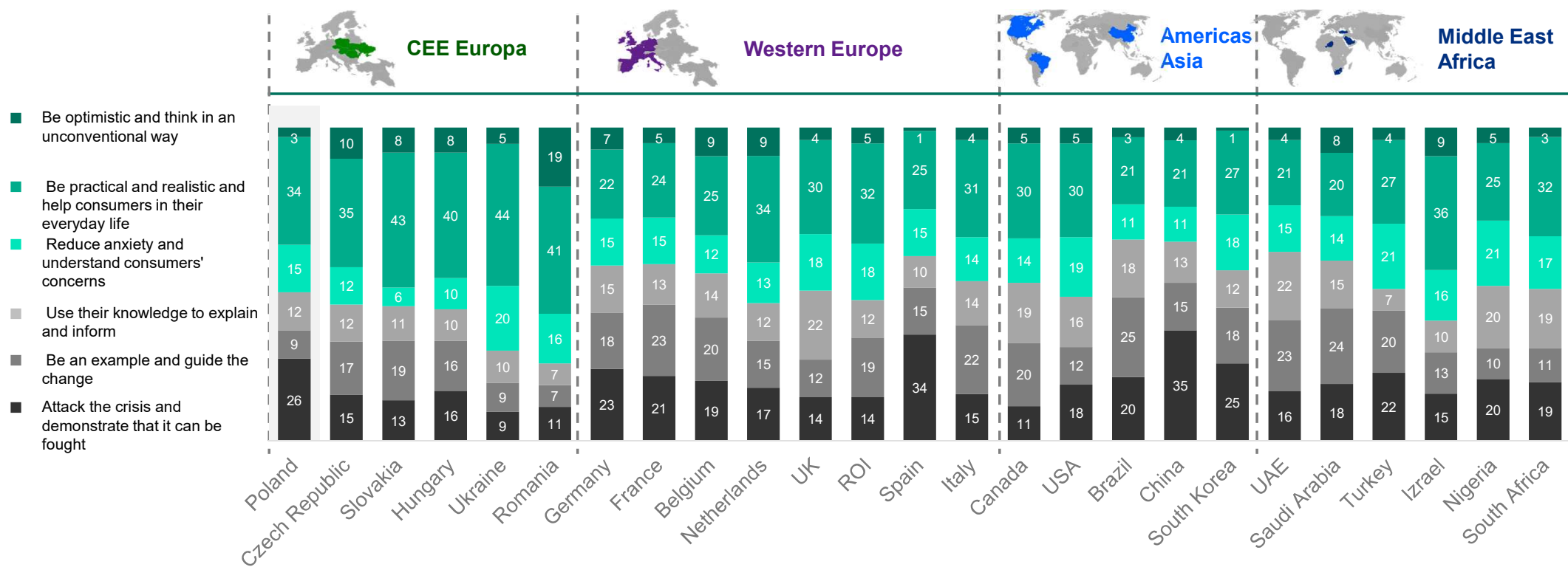
70%

Offer a positive perspective tone

69%



The pandemic situation is new and unfamiliar also for the marketers. They do not know how to build the brand communication. On the one hand, people expect brands to be helpful in consumers' day-to-day life and to be strongly embedded in reality but, on the other hand, they want them to actively demonstrate that the crisis can be fought. The first expectation is in line with the attitude of the people living in Central-Eastern Europe while the second is more typical for Spain, China as well as Germany.



Human strategies in a time of crisis

People are not all the same... there is not a single generic response to a time like this.

A NeedScope lens can help us understand how different people may respond.

We can also see how brands have responded to recent crises in each space.

These responses offer clues as to how brands can respond to the current crisis in ways that meet the emotional needs of their audiences.

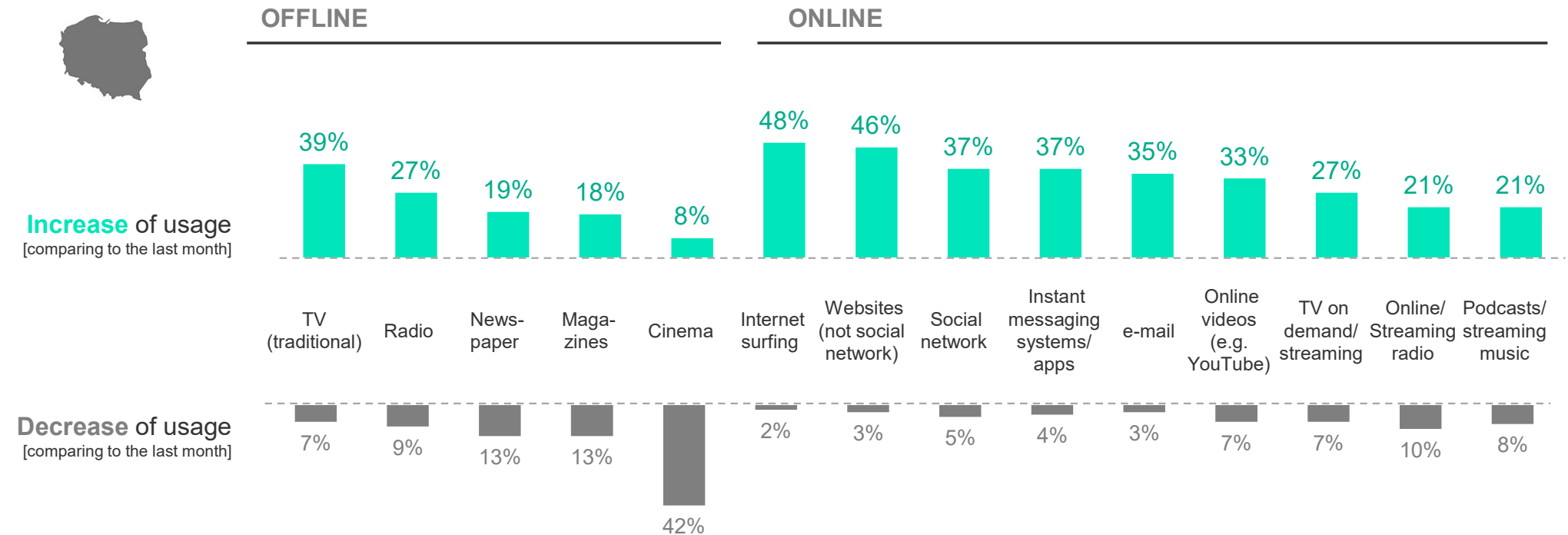


A framework that can help to make sense of a time of disruption in a way that's aligned to your brands emotive positioning

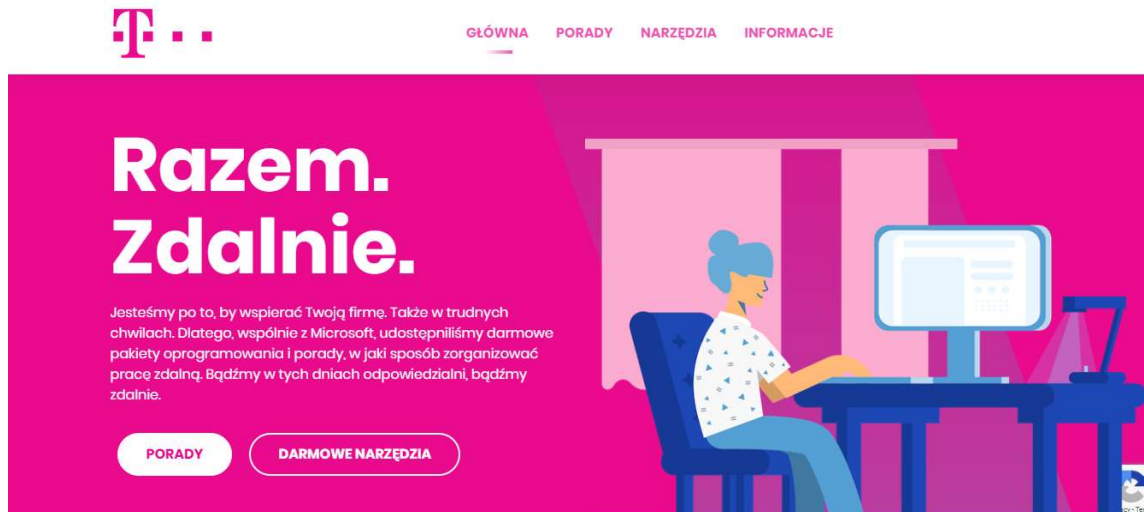
How will your brand respond? How can you be relevant?



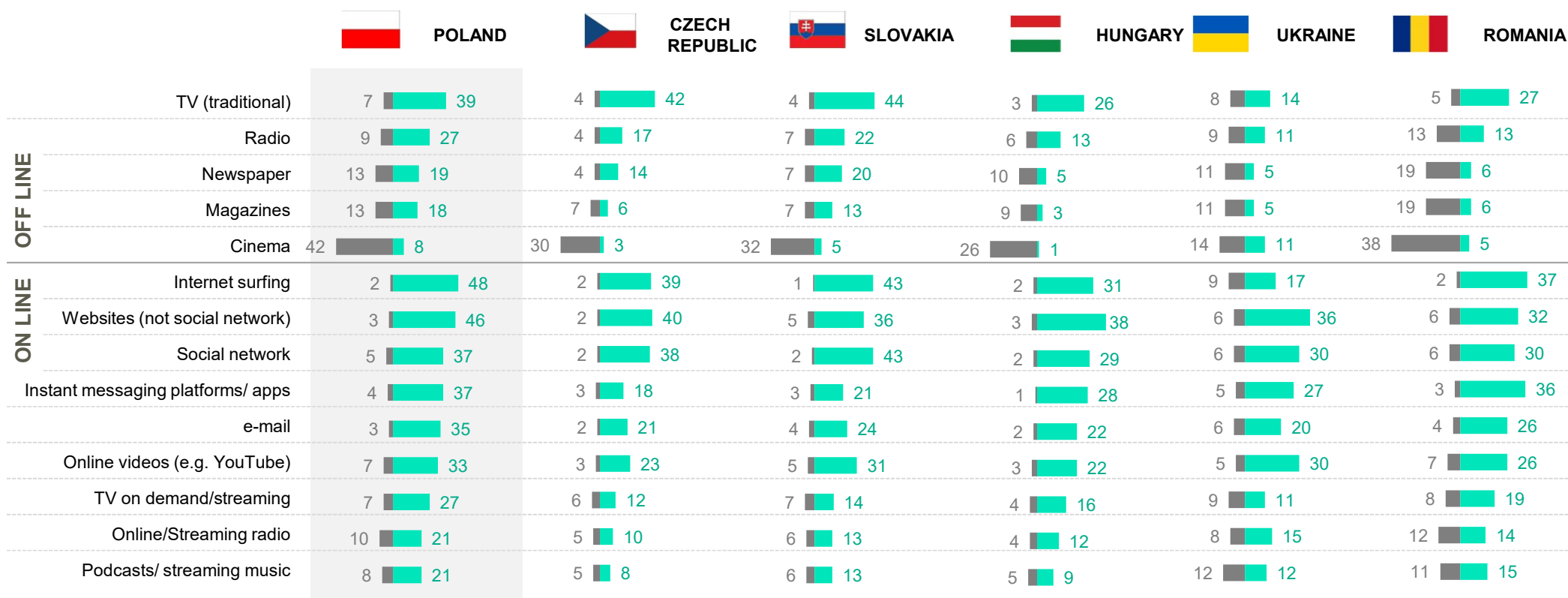
The #stayathome movement has a significant impact on media consumption. Online activity has increased significantly as has the viewing of television. Brands should, therefore, boost their digital campaigns ensuring they continue their contact with customers through online communication tools (instant messengers, email, social media).



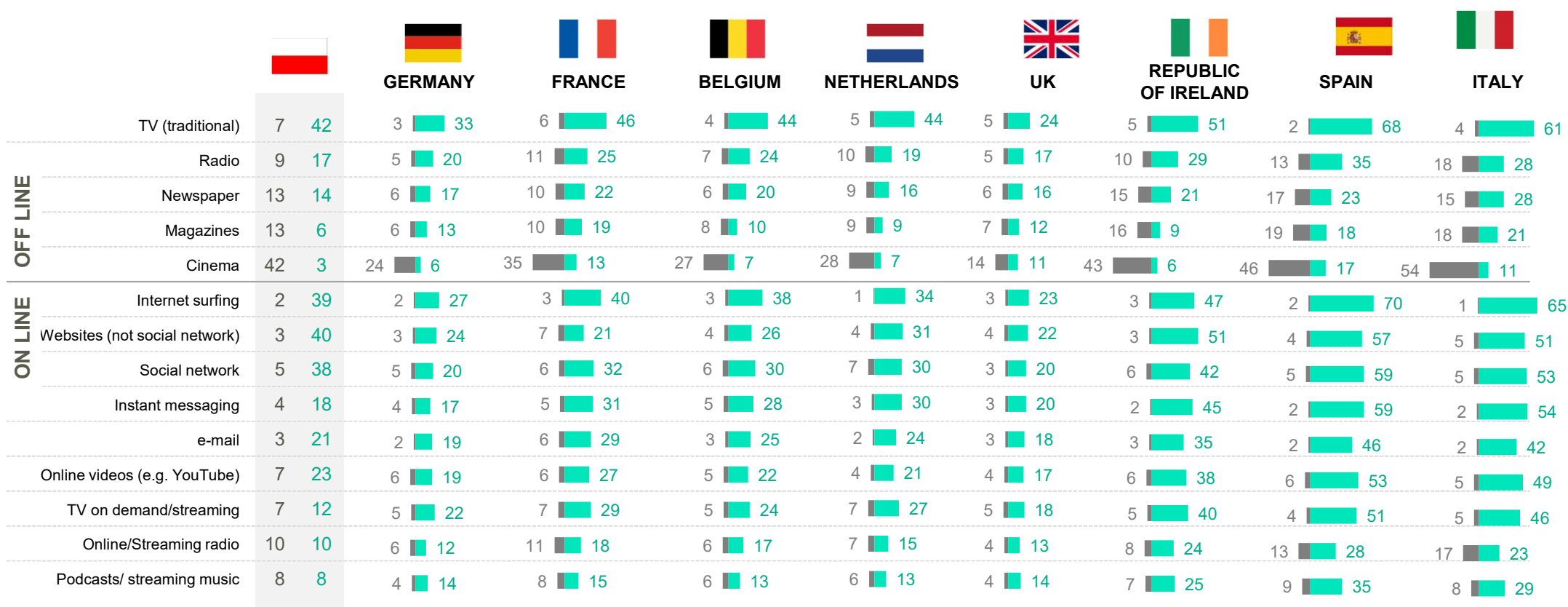
Internet providers are aware of the increased activity and have responded by increasing data limits in order to meet their clients' expectations. In addition, they support their business clients in their transition from office to remote working.



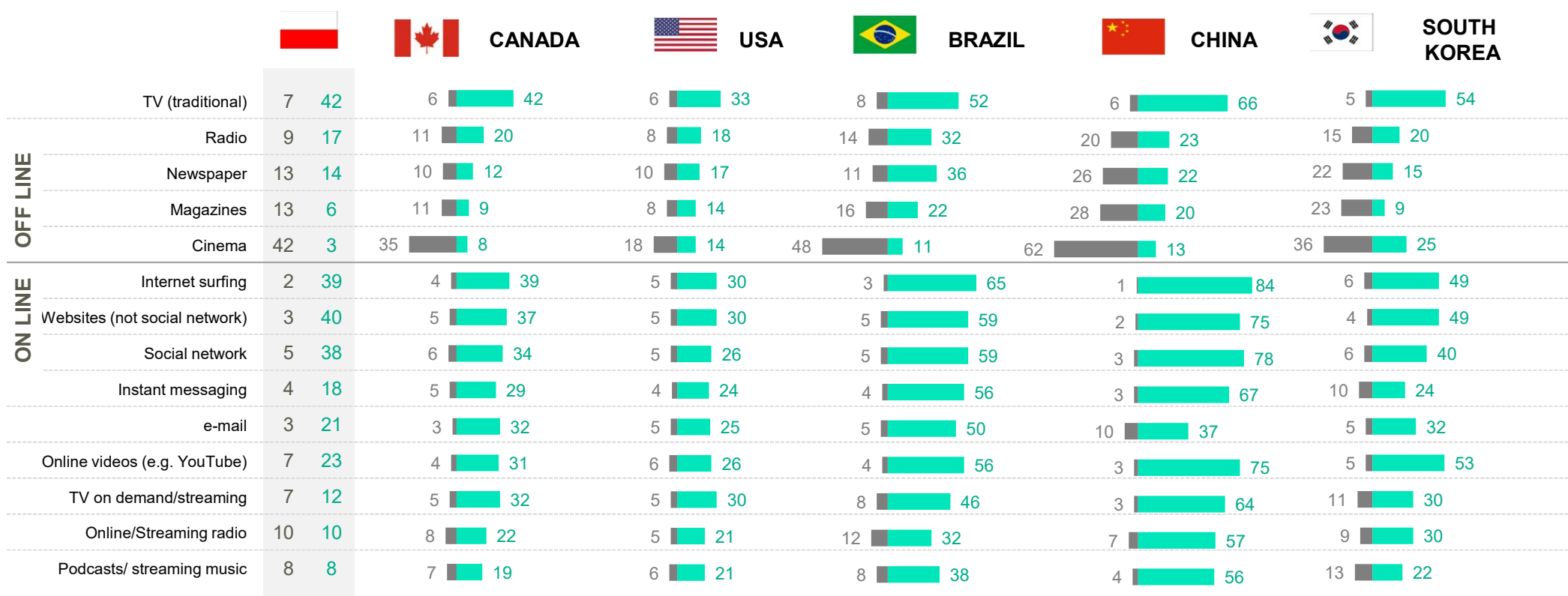
The increase in digital media consumption can be observed in all CEE countries; however, there are differences with respect to individual channels.



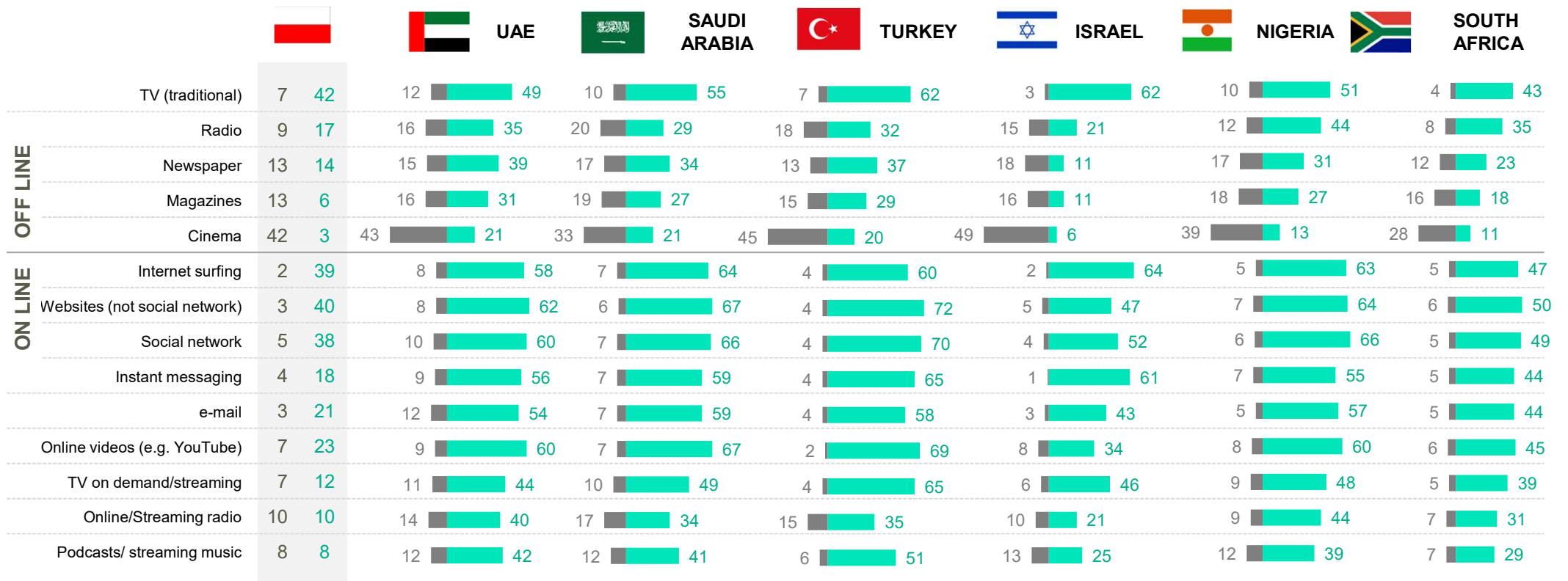
In Western Europe, a significant increase in the consumption of digital media and television can be observed in the countries with the fastest epidemic progression: Spain and Italy. There is a noticeable trend of an increased usage of these types of media as the number of the coronavirus cases rises and restrictions intensify.



The correlation between the increase in digital media consumption and the spread of the pandemic is supported by the example of China. This transition has not yet been observed in the US; however, it is possible that this situation might change in the coming weeks.



Internet use has also increased in mid-March in middleeastern countries and Africa.
Television viewing has also increased.

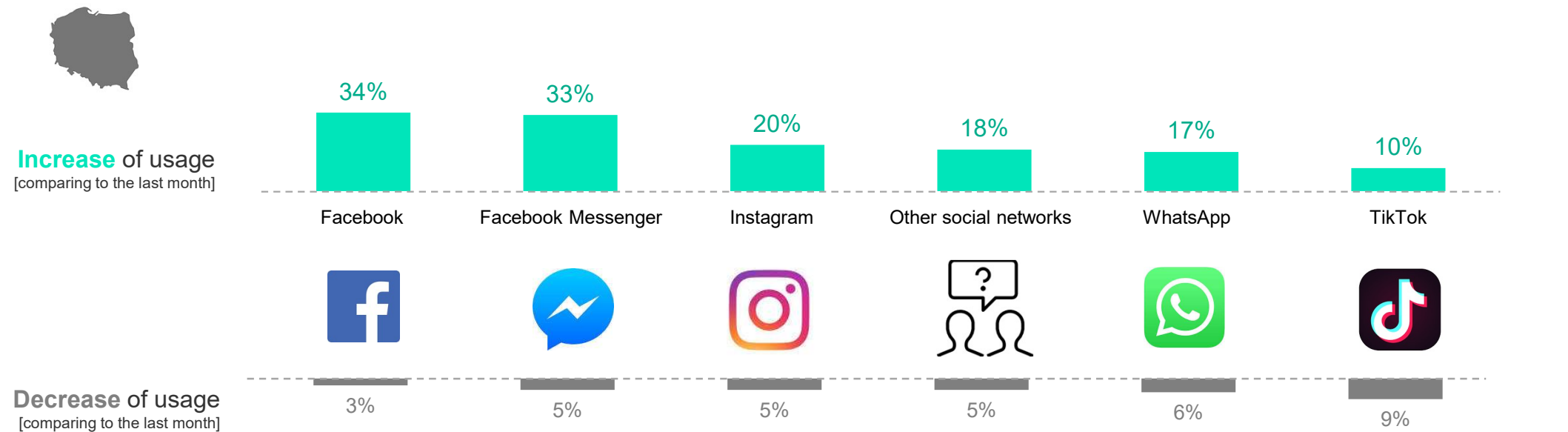


In Poland, the use of Facebook has increased during the past month (this includes Facebook Messenger). We can presume that the use of this social networking service allows people to stay in touch with their friends and family, especially in the case of those who have decided to decrease the level of their physical contacts. Currently, Facebook is the source of knowledge regarding offers as well as a place to access a bit of fun and amusement for those who stay at home.



Empik Premium na 60 dni za darmo dla wszystkich

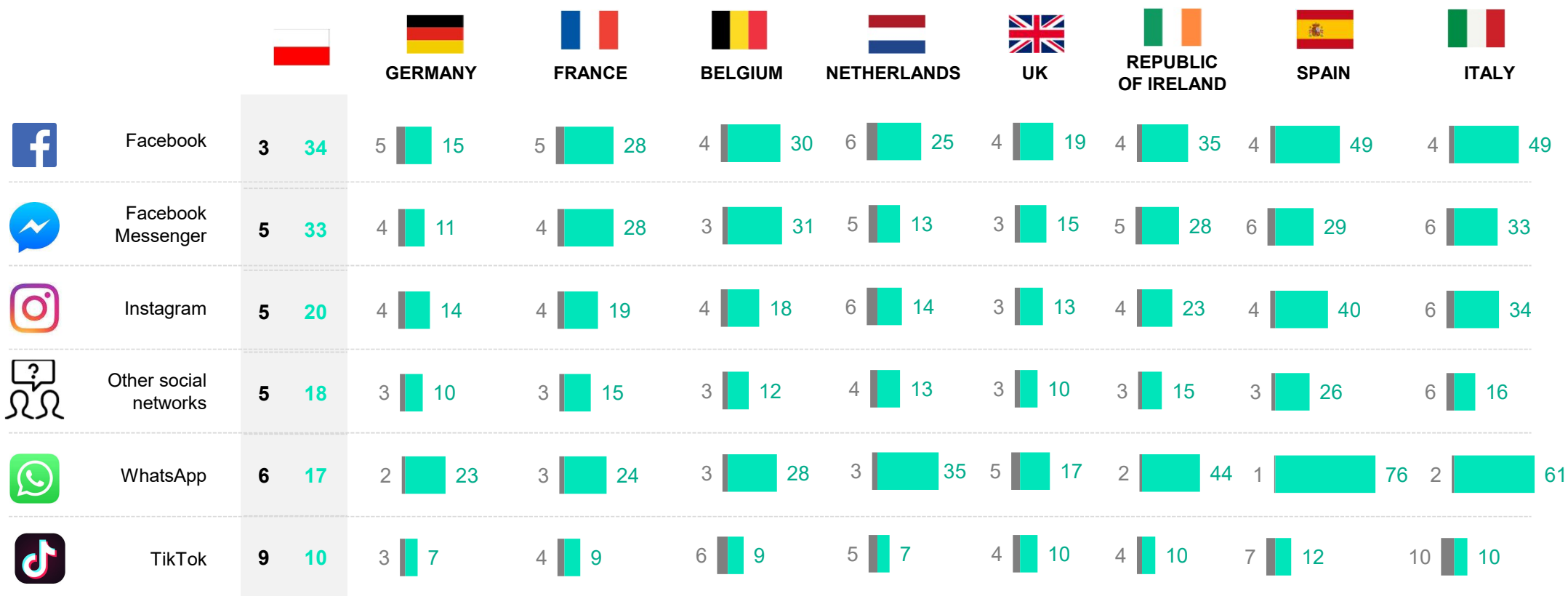
Wiosennych ciuchów to już się nie optaca kupować bo będzie raczej domowo. A letnich jeszcze nie warto bo trudno przewidzieć rozmiar



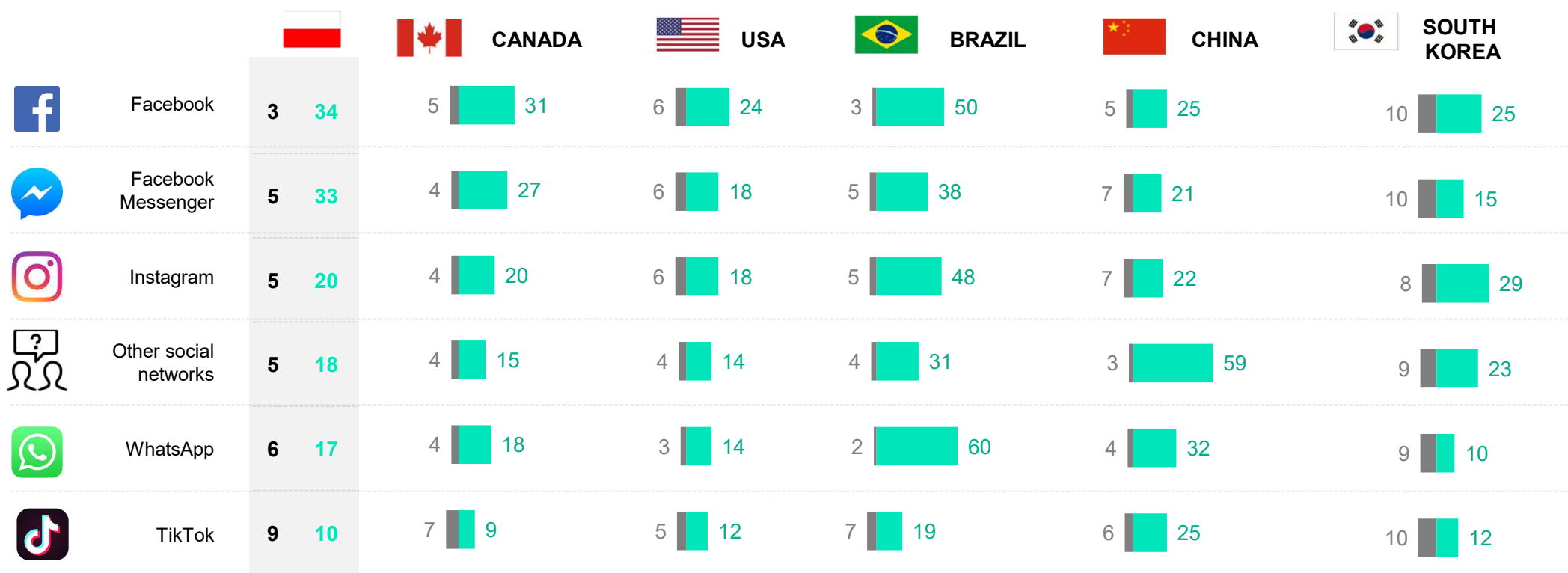
An increased interest in Facebook has also been observed in other CEE countries. In Romania, WhatsApp is used significantly more often as a communication tool.



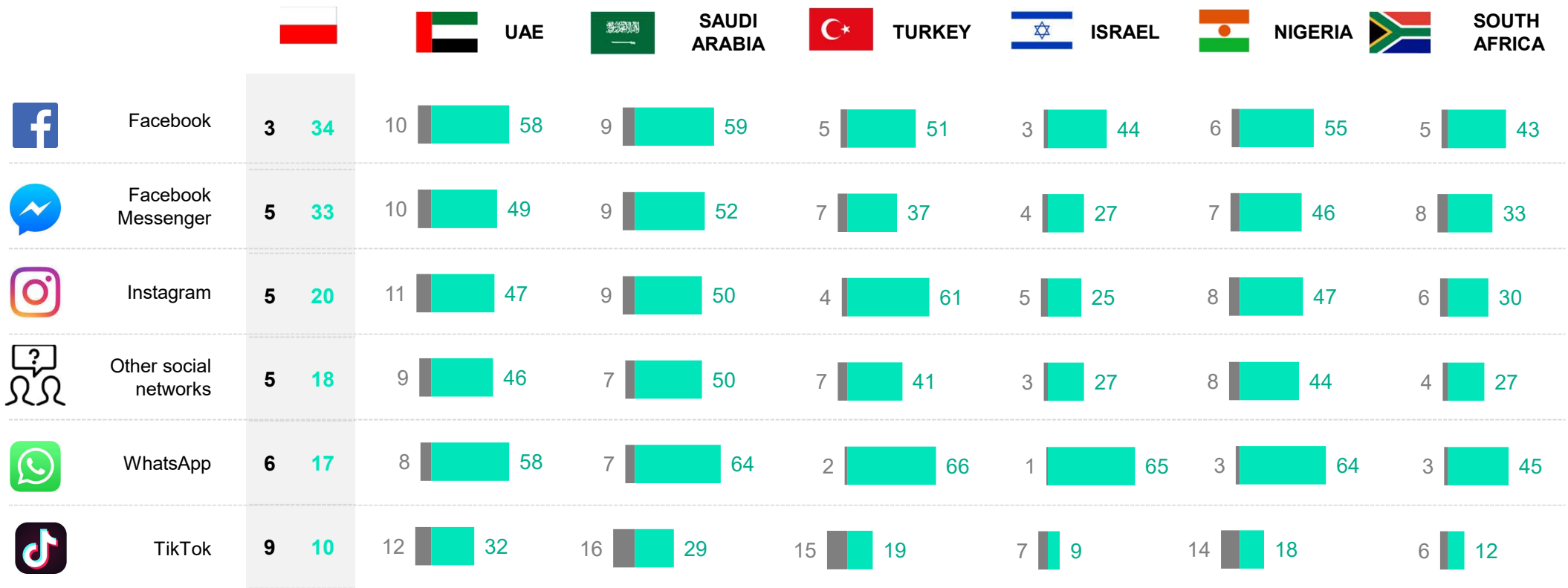
In the countries with the most serious epidemiological situation (Italy, Spain, France) people – in addition to Facebook and WhatsApp – also increased their use of Instagram.



In China, social activity on the Internet utilizes less popular applications. In the US, where during the time of this research the scale of the epidemic has not yet been so serious, no significant increase in the interest in social media has been observed. Further research waves will show if a worsened epidemiological situation has a positive impact on the usage of social media.

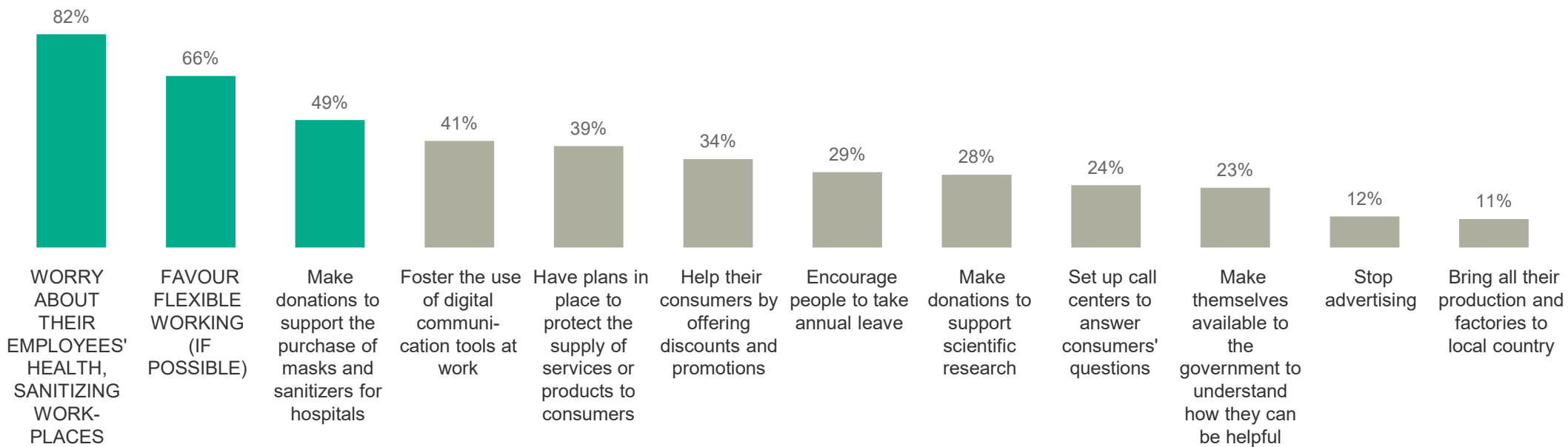


In the Middle East and Africa, the biggest increase in the usage of social media was observed. More importantly, all the applications studied as part of this research were affected. The observed increase might be related to the attempts to obtain information regarding the global situation. Further research waves will show how a changed epidemiological situation in these countries will impact the usage of social media.

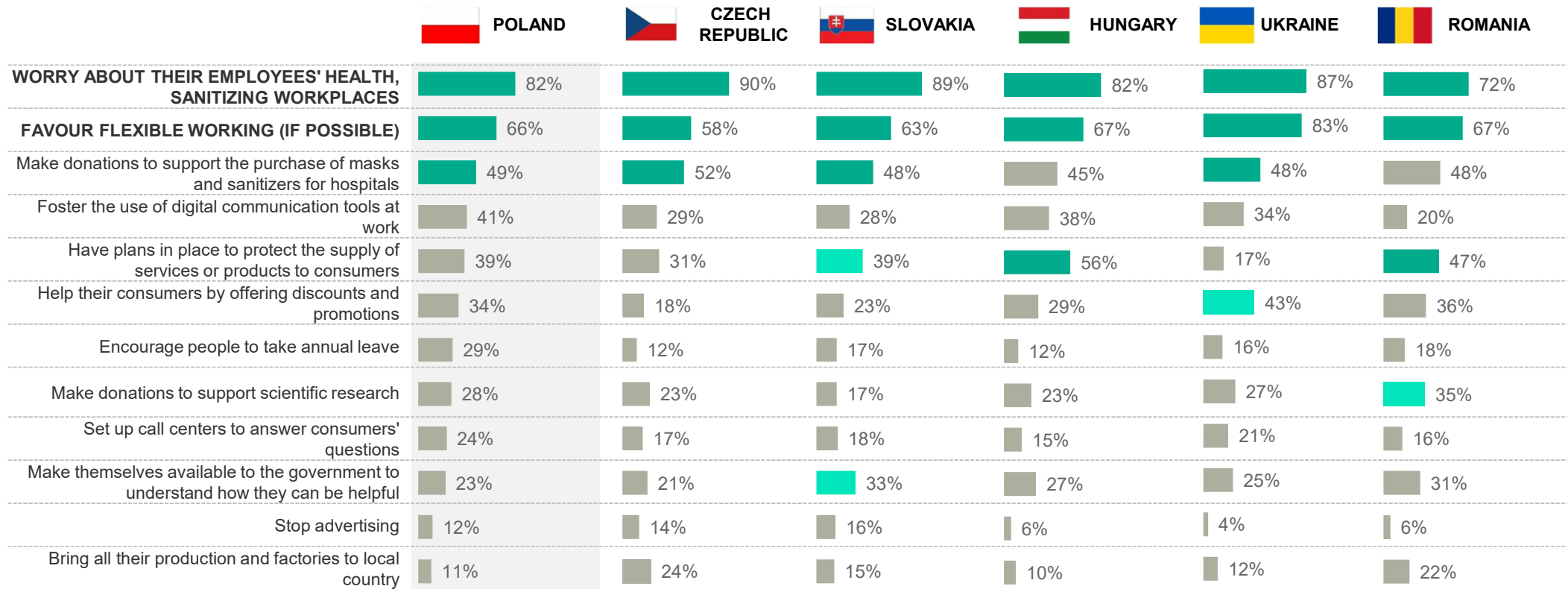


Good Customer Experience starts with good
Employee Experience

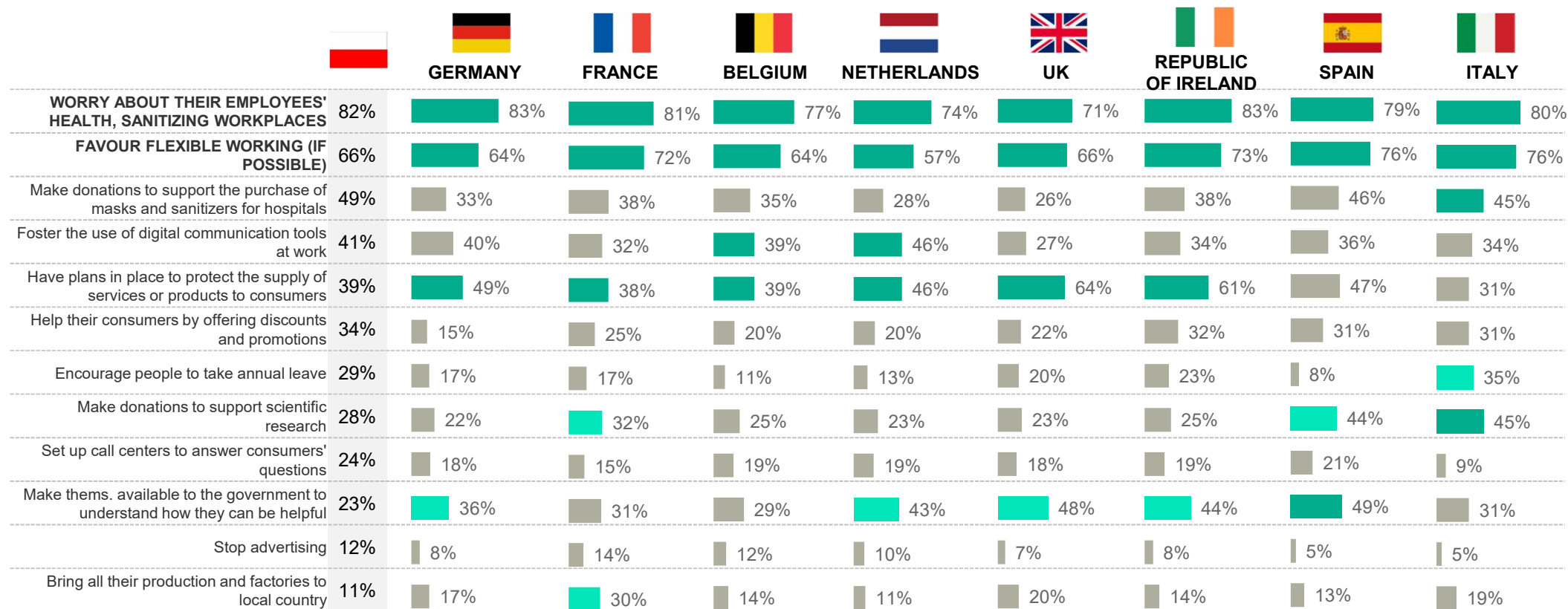
The most actions consumers want to see from companies in times of crisis relates to their role as an employer rather than their role in the wider community or their interaction with consumers



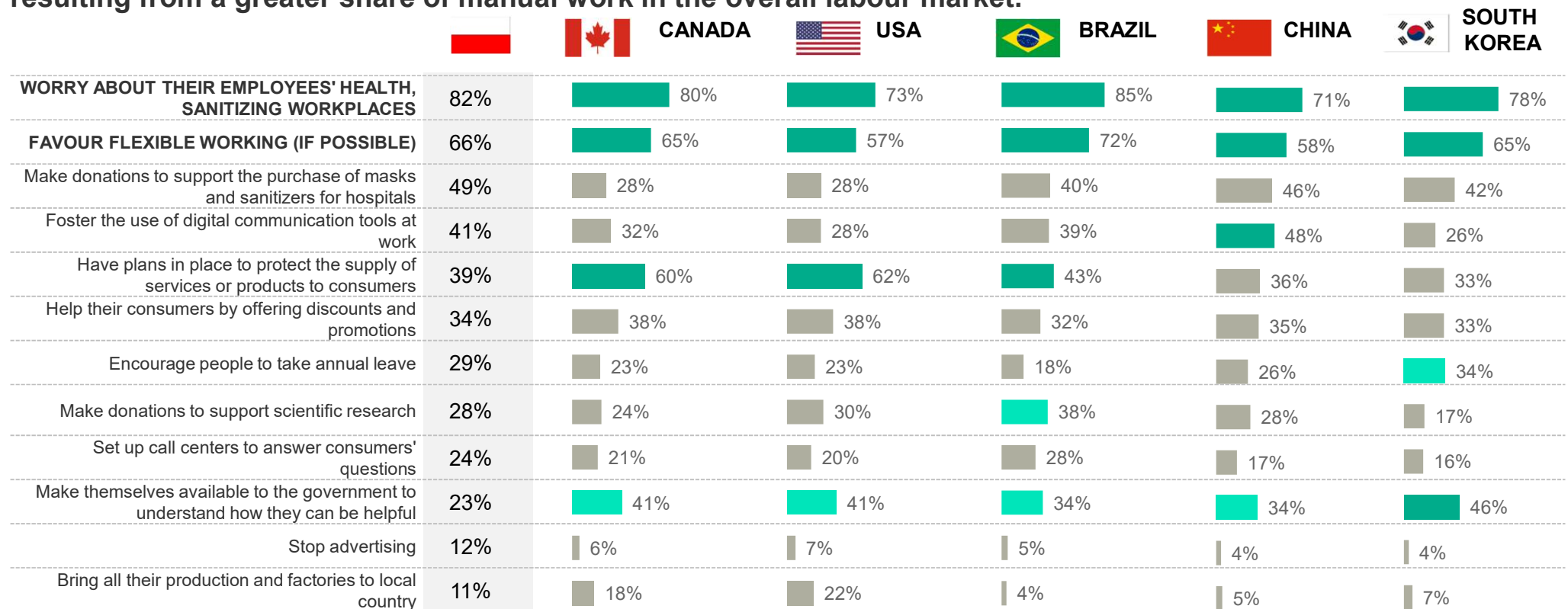
In Poland, similarly to other countries in the region, there is an expectation for companies to ensure a safe work environment for their employees, as well as to provide them with flexible working conditions. Social responsibility is also perceived as significant, achieved through the provision of financial assistance in the purchase of personal protection equipment for hospitals. The supply of services or products to consumers is important in Hungary and Romania, while in Ukraine the offer of discounts and promotions is expected more frequently.



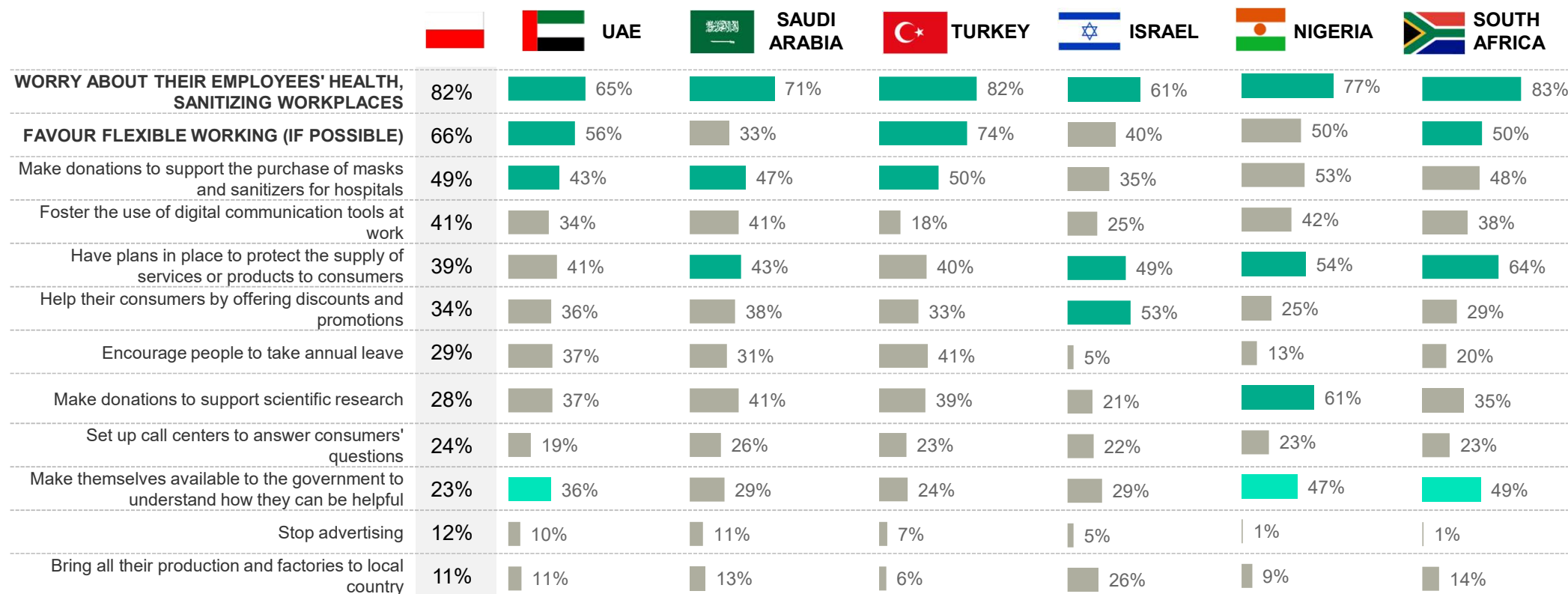
Work safety and flexibility are key factors in Western Europe; however, the support for hospitals is more important in Spain and Italy, the two countries which – at the time of this research – were affected by a very high number of infections. This high number of cases also explains the expectations regarding the need for companies to donate towards scientific research. The protection of the supply of services or products to consumers was important in other countries, those which appear to be in the initial stage of the epidemic.



The safety of employees is paramount in North America, as well as in Brazil and Asia; however, further priorities differ between individual countries. In the USA and Canada, the protection of the supply of goods and services (stockpiling phase) as well as the co-operation with governments and government bodies in fighting the epidemic are important. Incidentally, this has also been stressed in South Korea. In China, on the other hand, fostering digital communication tools for work is strongly emphasised, possibly resulting from a greater share of manual work in the overall labour market.



In the Middle East and Africa, a greater diversity in expectations towards companies can be observed. Work safety is the paramount concern everywhere; however, work flexibility is expected more often in Turkey, UAE and RSA. In Saudi Arabia, a high priority is given to donations towards the purchase of PPE and the protection of the supply chains. In Israel, on the other hand, both the protection of the supply of goods and services as well as the offer of promotions and discounts are expected.



Don't panic! People still want the reassurance and comfort that brands have to offer

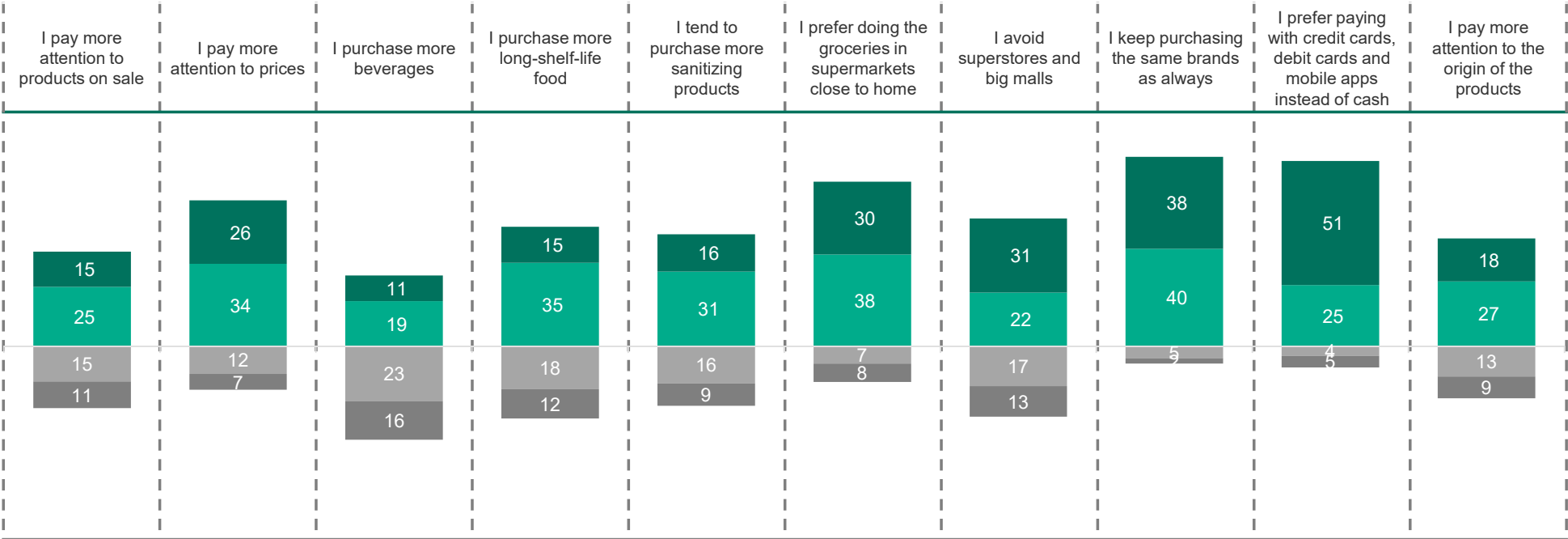
- In uncertain times people need reassurance and look to the brands they trust
- Disposable income may be constrained but that does not mean people will choose any brand
- Any increase in price sensitivity is likely temporary and brands need to plan for the long-term
- Focus on what makes your brand meaningfully different and build trust and affinity
- Invest in above the line media and compelling content
- Brands that do so are likely to recover faster and grow more strongly once the crisis is over



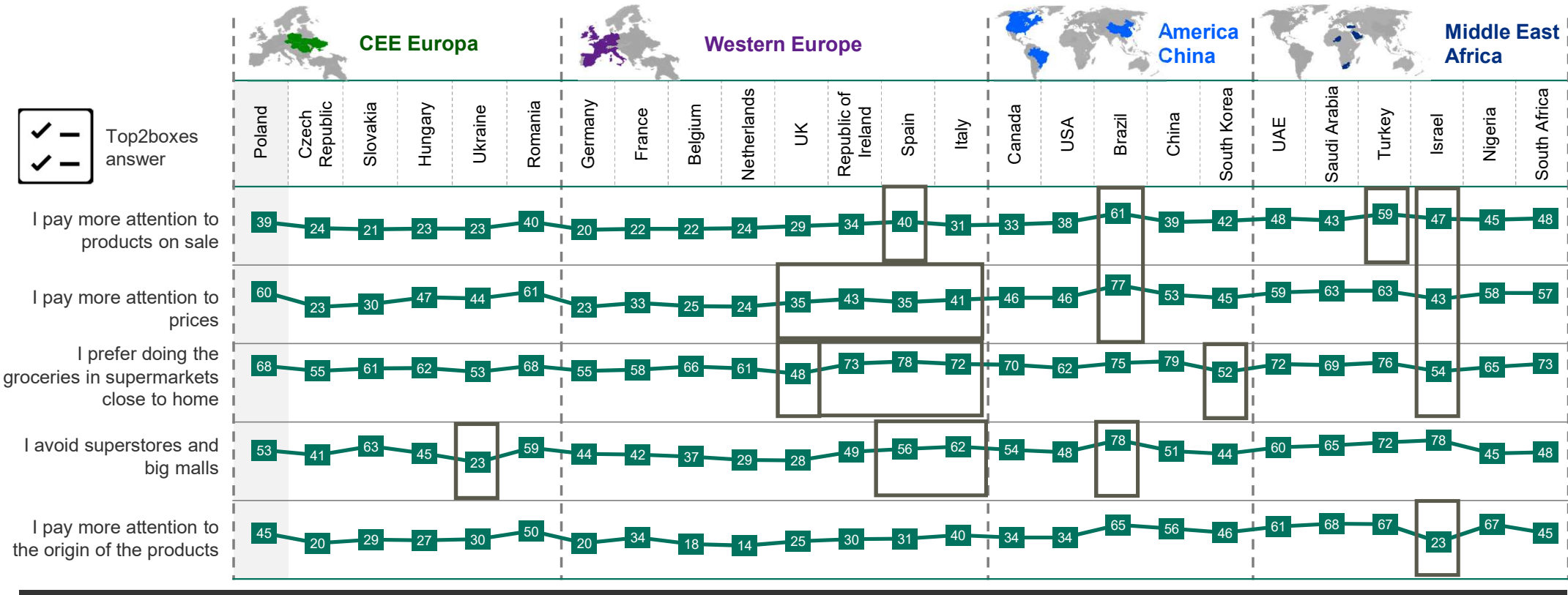
3 How are we consuming?



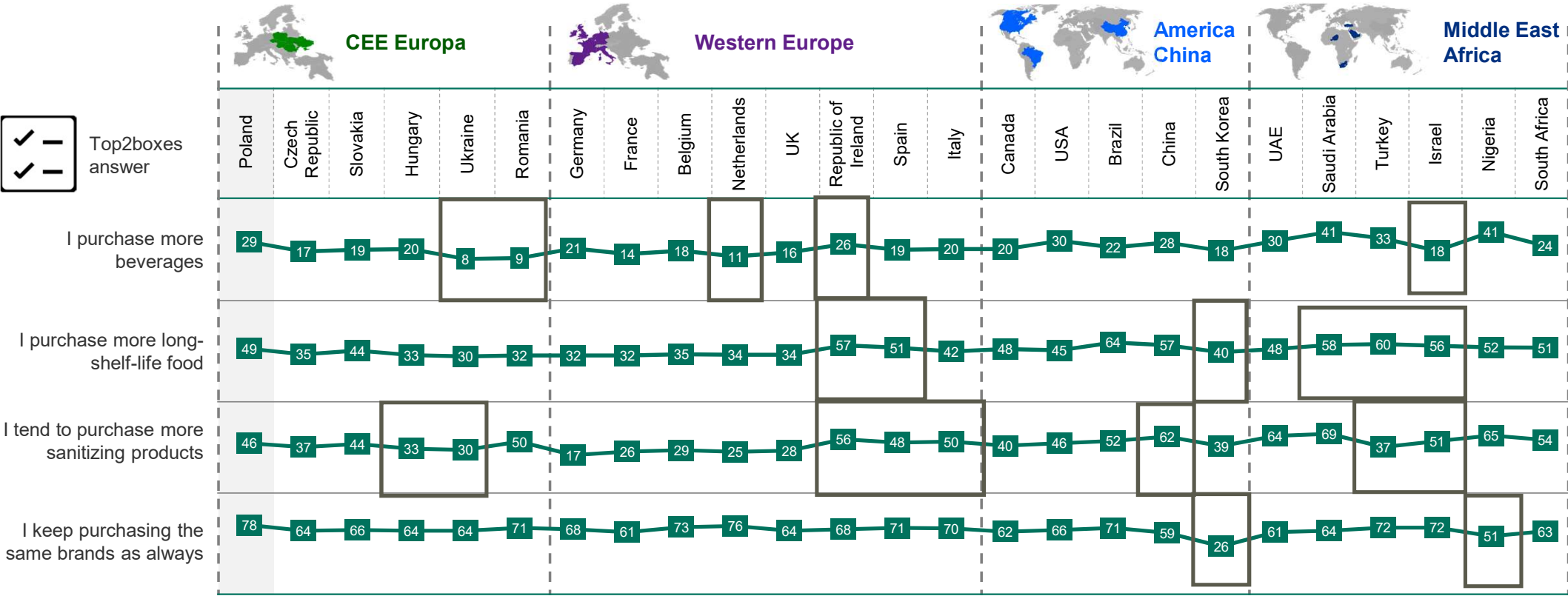
When examining the shopping behaviours, Poles remain loyal towards the brands they have been using so far. They prefer to do grocery shopping in supermarkets that are close to home. They also resort to other forms of payment than cash. However, they pay more attention to pricing. Most probably, this is due to a more careful financial planning and a higher sensitivity to price increases during the pandemic. People more often avoid big supermarkets and purchase products with a longer shelf-life.



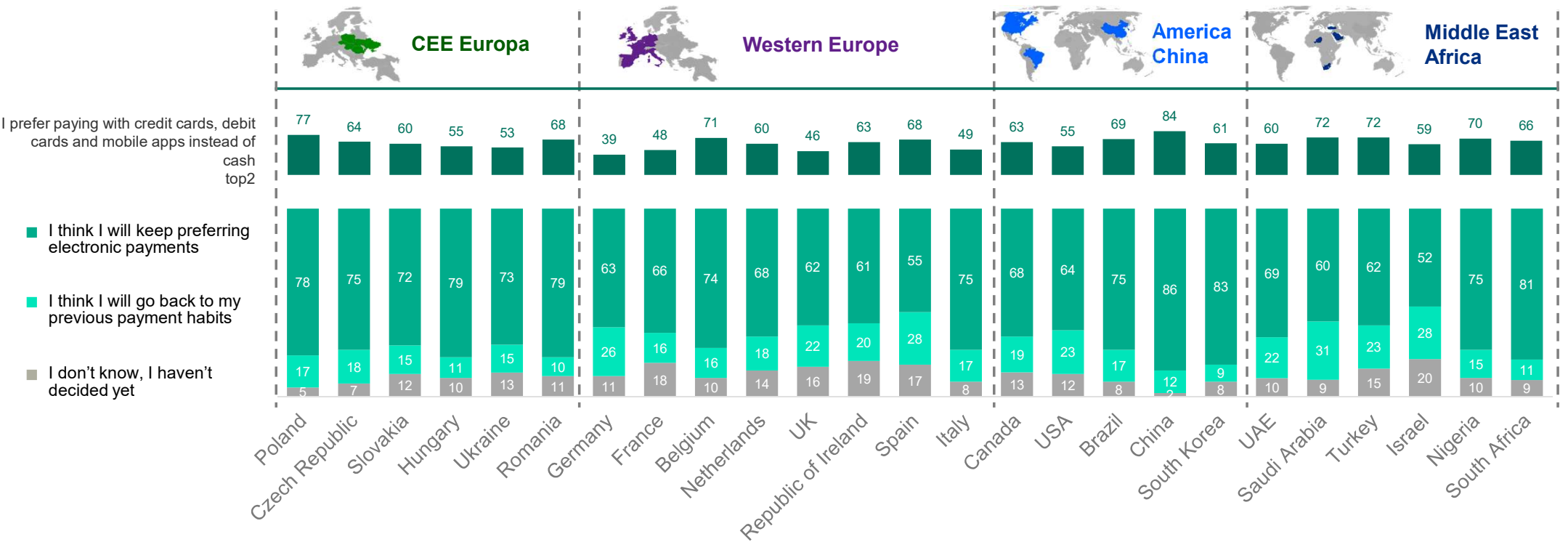
The shopping habits in Central-Eastern Europe are consistent; in Poland they are very similar to those in Romania. Unlike in other countries, the shoppers in Ukraine tend not to avoid supermarkets and shopping malls. In Central Europe, people pay less attention to prices in the time of an epidemic unlike in Poland. In Spain and Italy, people strongly prefer to buy goods in smaller stores rather than in the supermarkets.



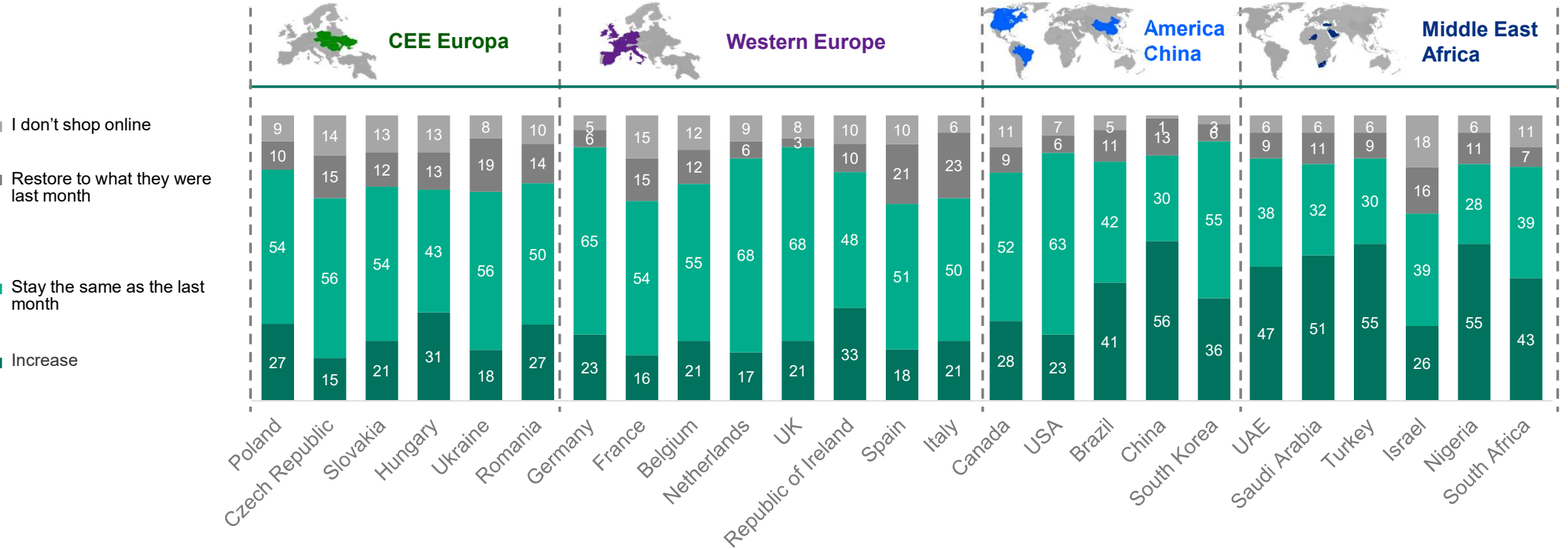
Except for a few countries, the shopping habits related to buying specific product categories seem consistent. Some differences vs the global trend are observed in Spain where people purchase more food with a longer shelf-life and more sanitizing products (the purchase of the latter category is also typical for Italy). In Ireland, more stockpiling is taking place in comparison to other countries.



In Poland, similarly to most countries, people prefer cashless payments as this prevents them from exchanging coins and notes. Germany, France, the UK and Italy are an exception in this regard. Electronic payment methods will be a growing trend.



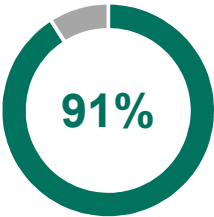
Around 25% of Poles believe that the volume of their online shopping will increase in comparison to that of mid-February. Nonetheless, most predict that it will remain on the same level. The above opinions are heard in other European countries. It is only in China, Saudi Arabia, Turkey and Nigeria where the growth of online shopping is predicted.



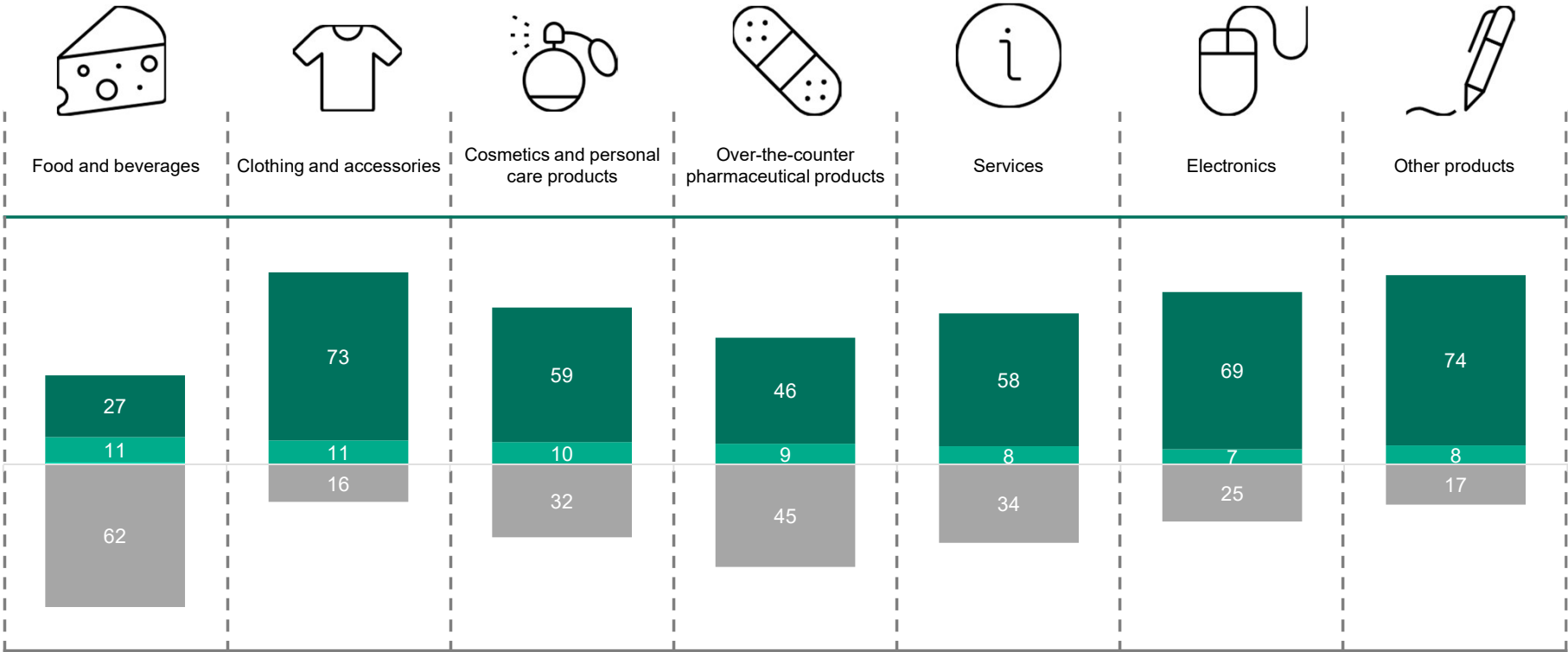
No drastic shifts from offline to online shopping are observed: most of the product categories were still purchased online in mid-February, before the outbreak of the pandemic in Poland. Between 8-11% of Poles, depending on the product category, decided to purchase a product within a given category last month. This group should be monitored in the following weeks.



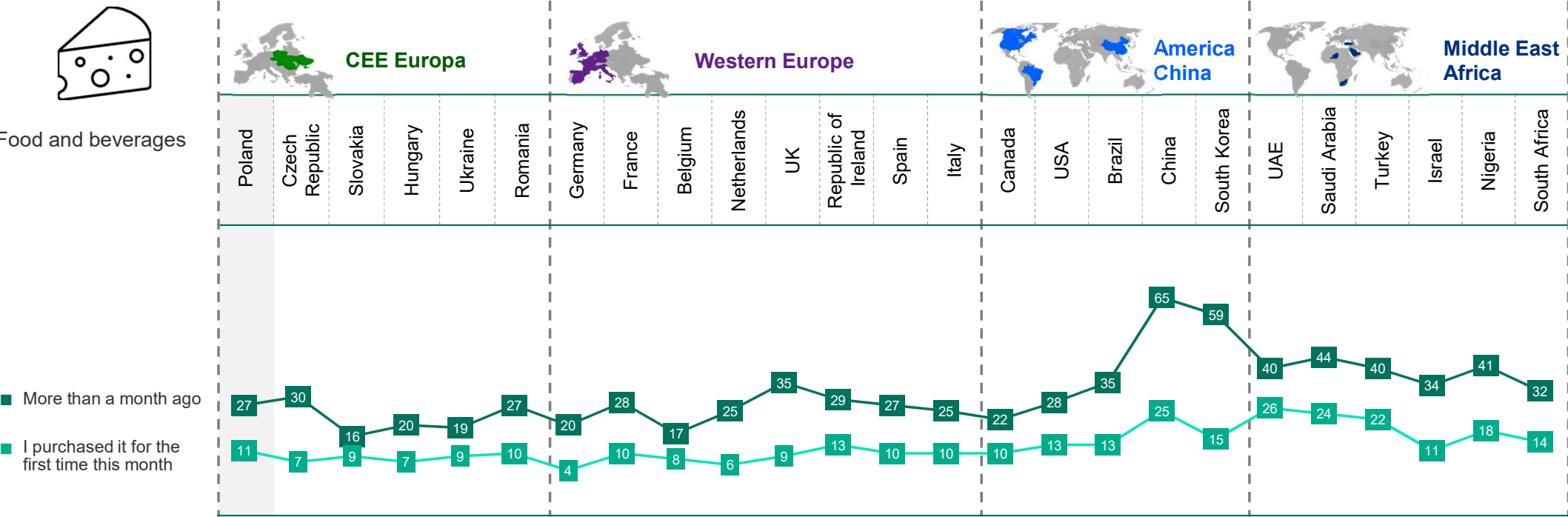
% kupujących on line w Polsce



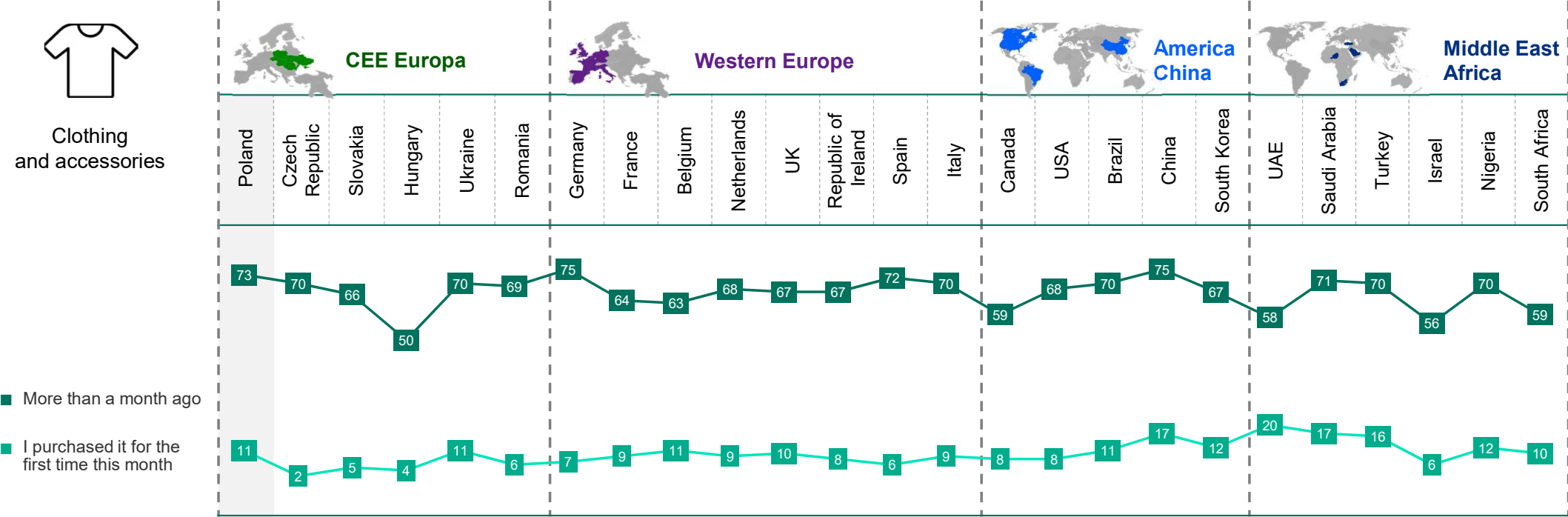
- More than a month ago
- I purchased it for the first time this month
- I don't purchase this product online



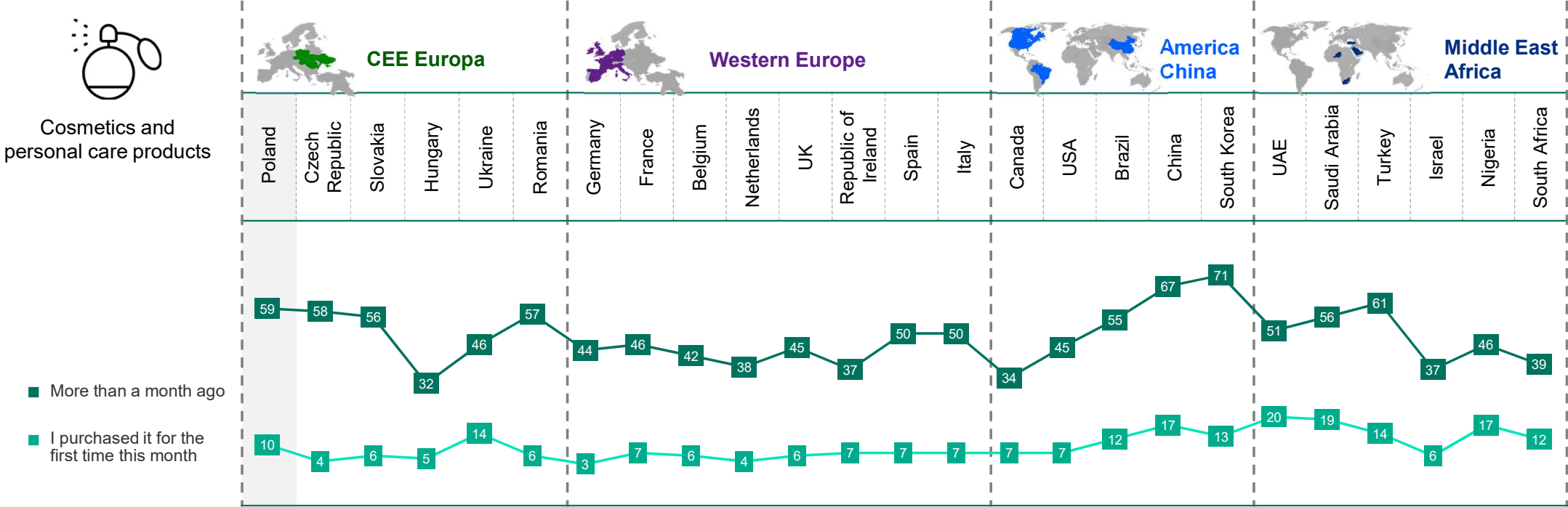
Poland's increase in online grocery shopping during the pandemic is in line with that of other countries. In China, the penetration of online shopping for groceries reached a very high level in mid-February. Nonetheless, this was not the outcome of last month's shopping.



In terms of online shopping, clothing and accessories is the leading category. When examining its growth in shopping over the last month, it is clear that the increase is not a result of the pandemic but it is rather caused by the global habitual shopping and purchase patterns. An increase can be observed over the last month in the Middle East and China.



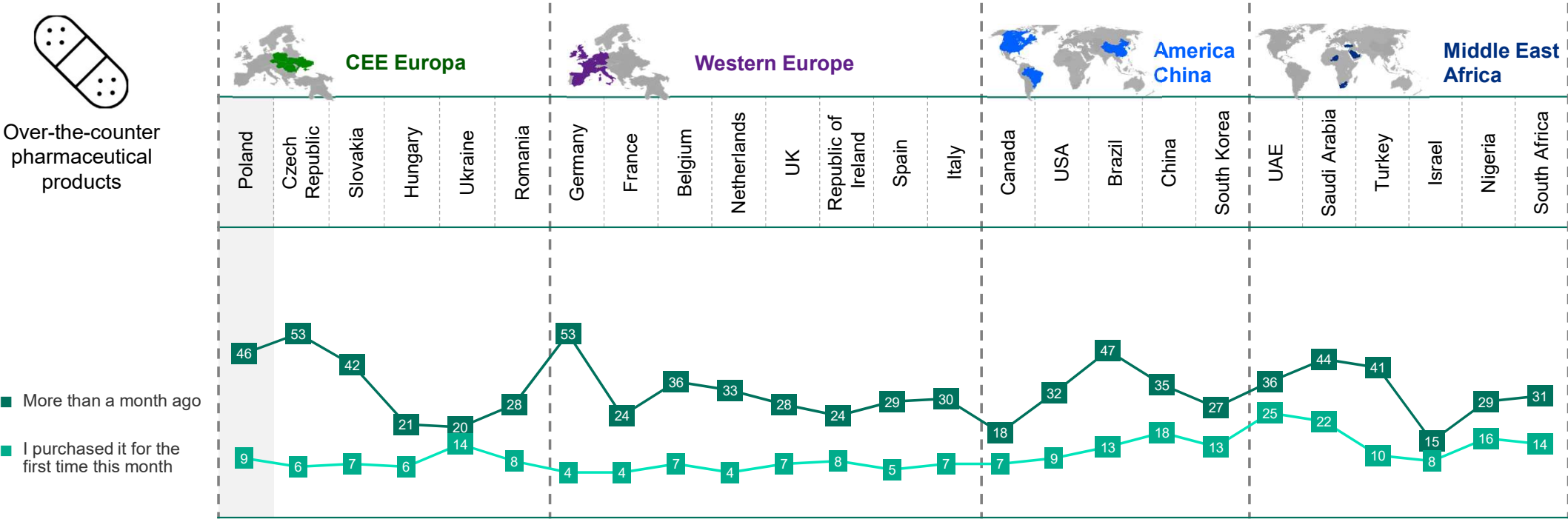
Ukraine, China, Korea, UAE and Nigeria have recorded the biggest increase in the purchase of cosmetics and personal hygiene products.



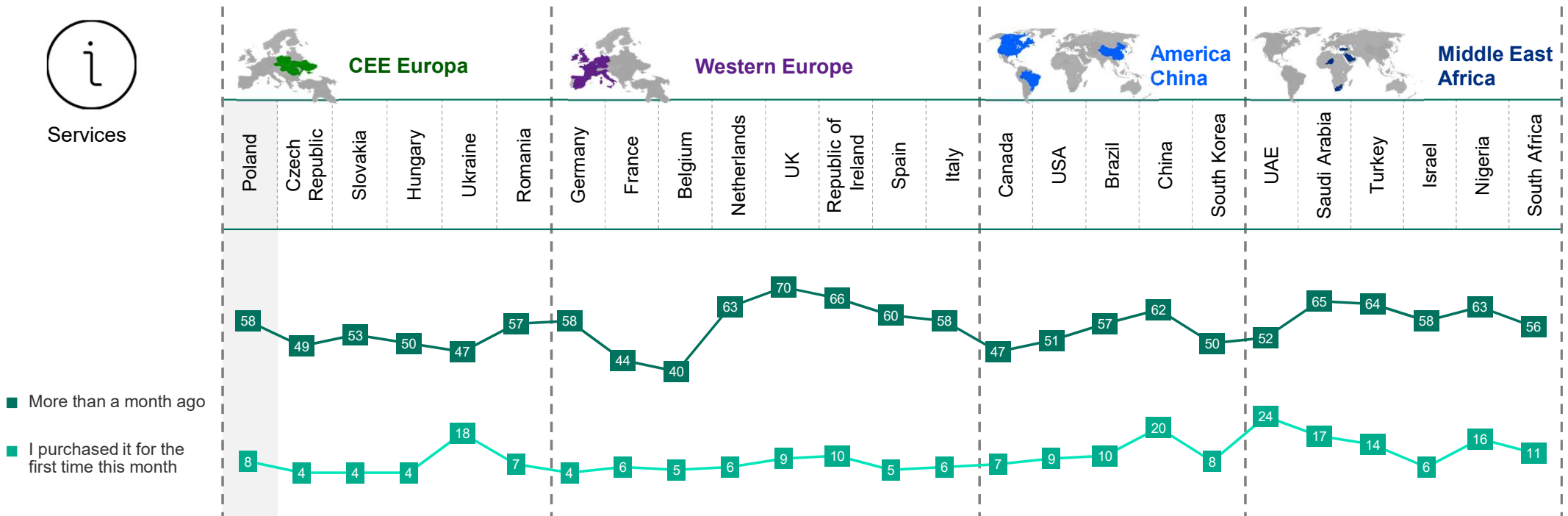
OTC category reports interesting scores when it comes to online purchases. An increase in online shopping noted in China, Ukraine, South Korea and in the Middle East might be the outcome of the pandemic.



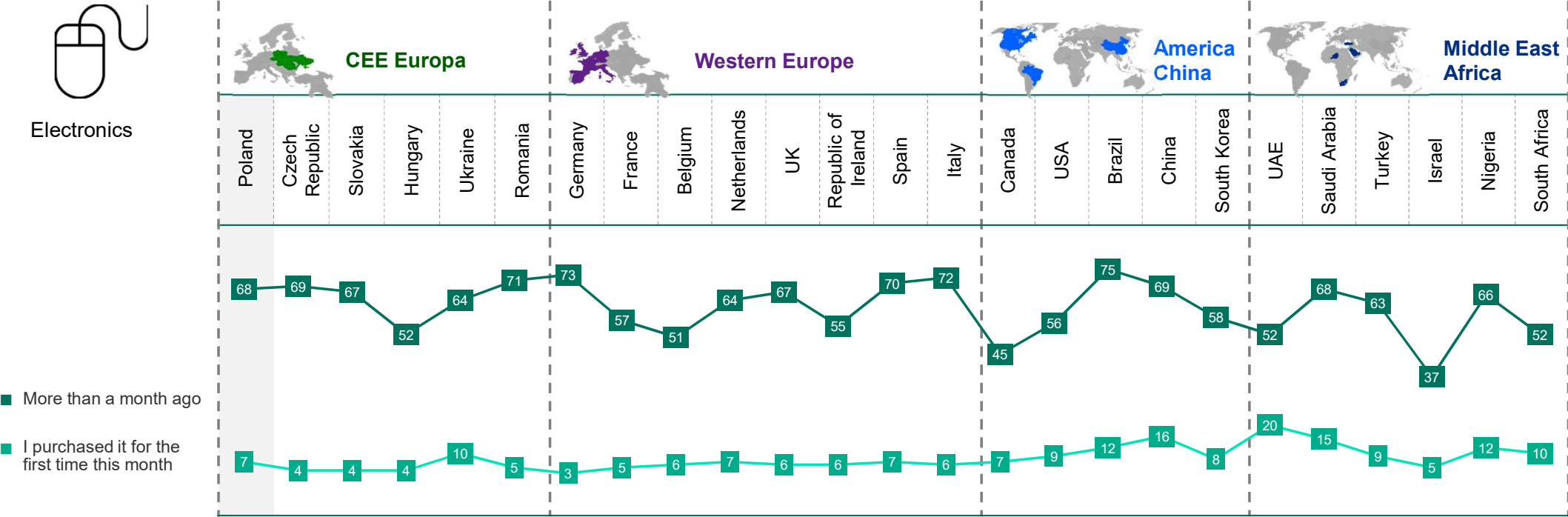
Over-the-counter
pharmaceutical
products



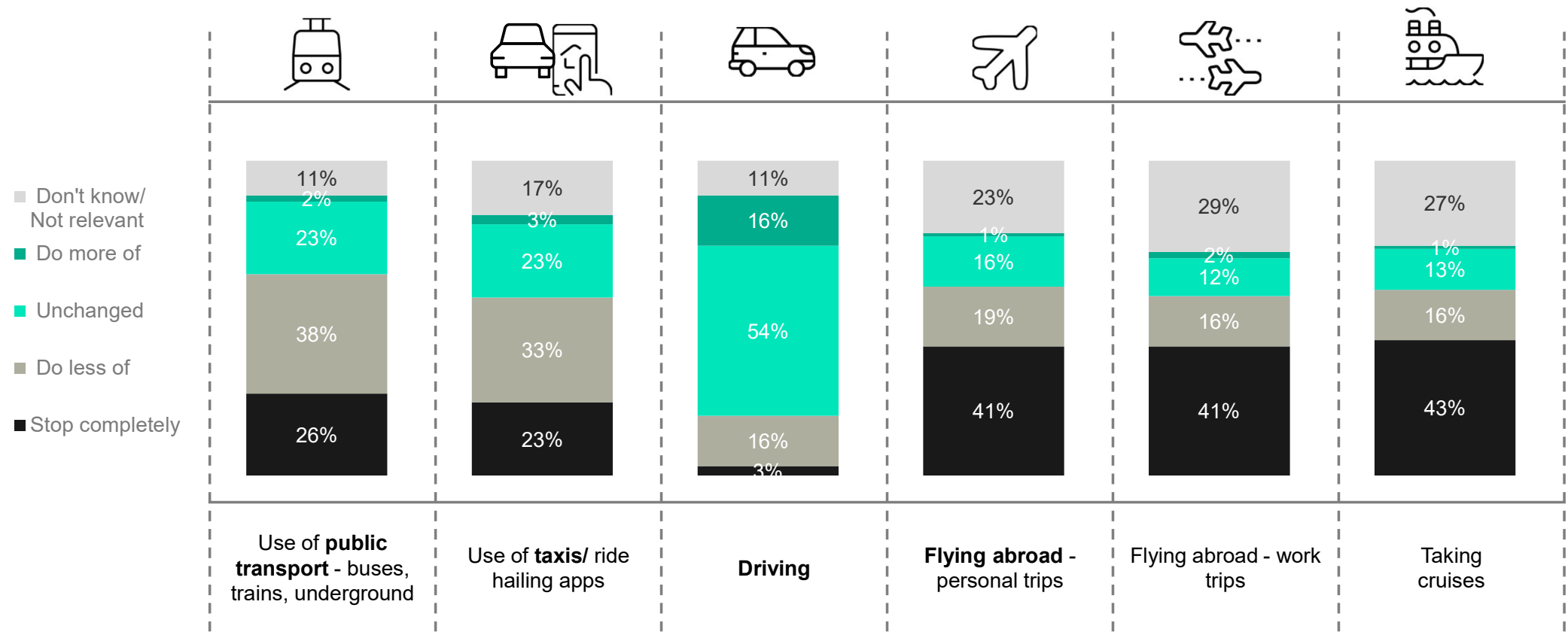
In most countries, the purchase of online services does not correlate with the pandemic. A higher frequency of usage of these services can be observed among the people who had already been availing of them prior to the outbreak. Ukraine, China and the Middle East are an exception. In these countries people declare that they had started using this shopping channel in the course of the last month.



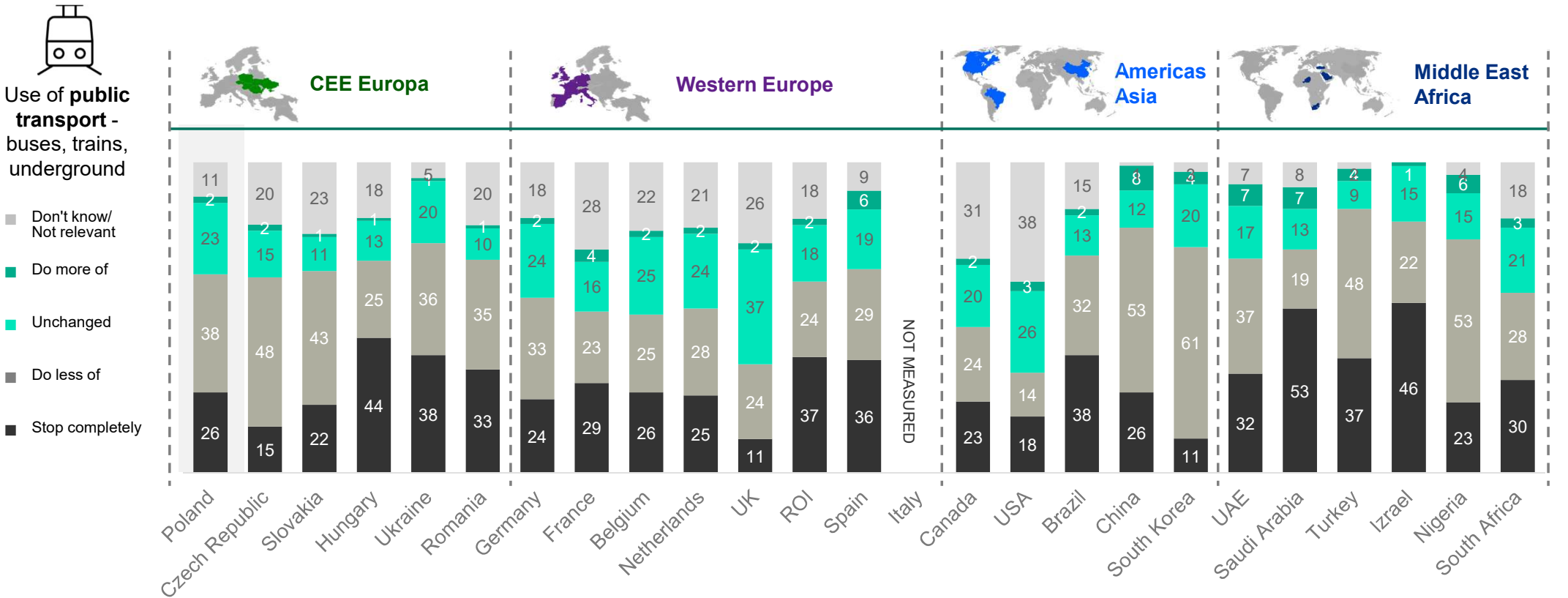
The online purchase of electronic devices has been equally popular before as during the pandemic. In some countries, such as China or the Middle East, an increase in this form of shopping has been observed over the last month.



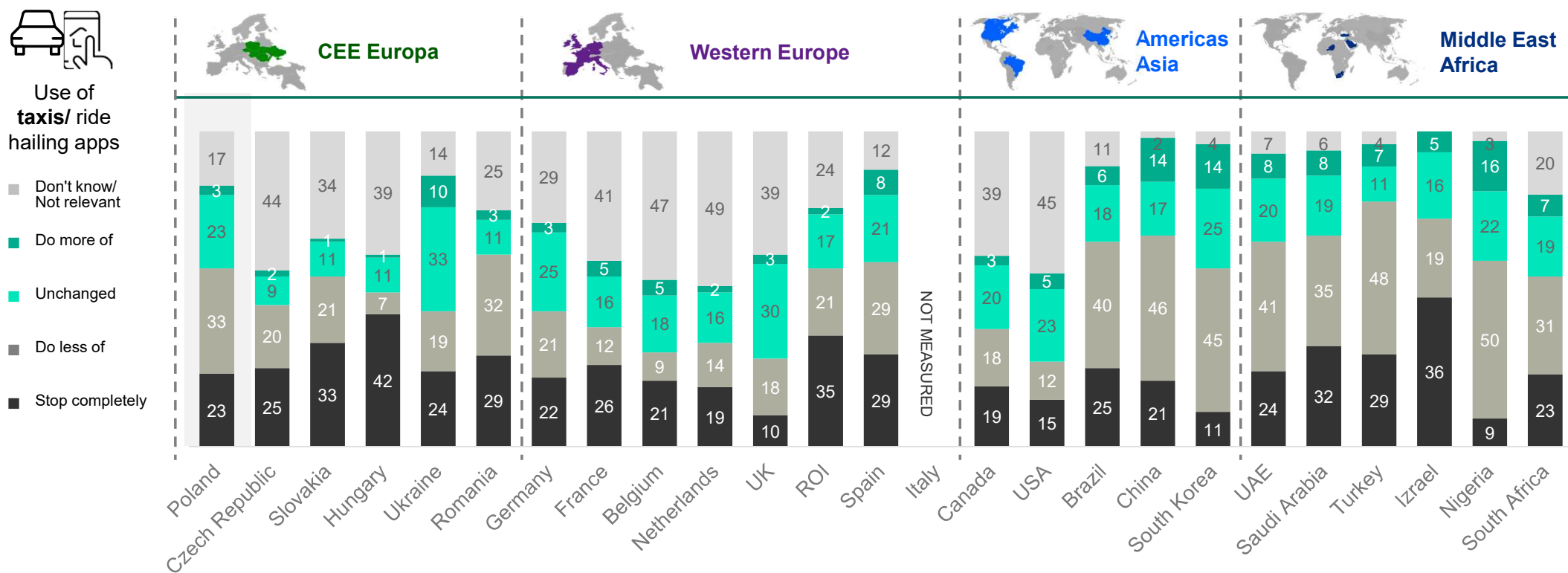
In Poland, the fear of an infection, the pressure to stay home and work remotely (if possible) has caused a drop in the use of public transport. People stopped flying, going on cruises. People also make use of public transport and taxis less often. No changes or only a slight increase were observed in the use of personal cars.



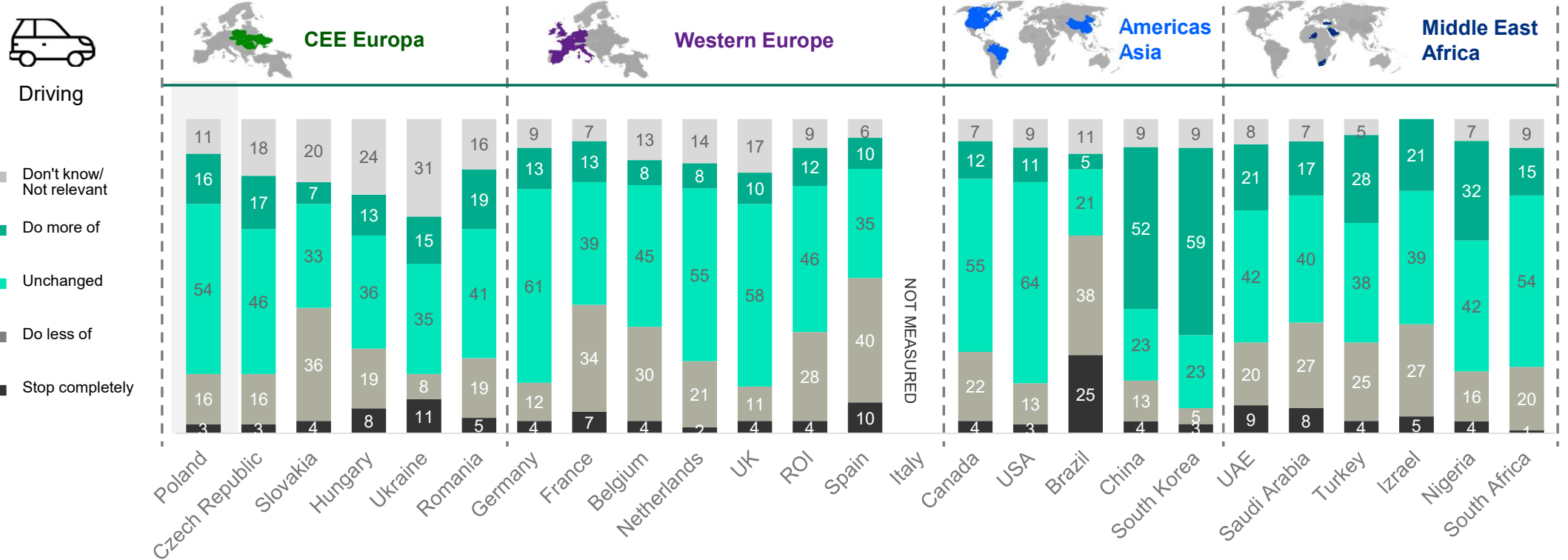
The fear of public transport is common across the world. It is particularly noticeable in Hungary, Ukraine, Romania, Spain, Brazil, Saudi Arabia, Turkey and Israel. People living in the UK are least fearful of public transport.



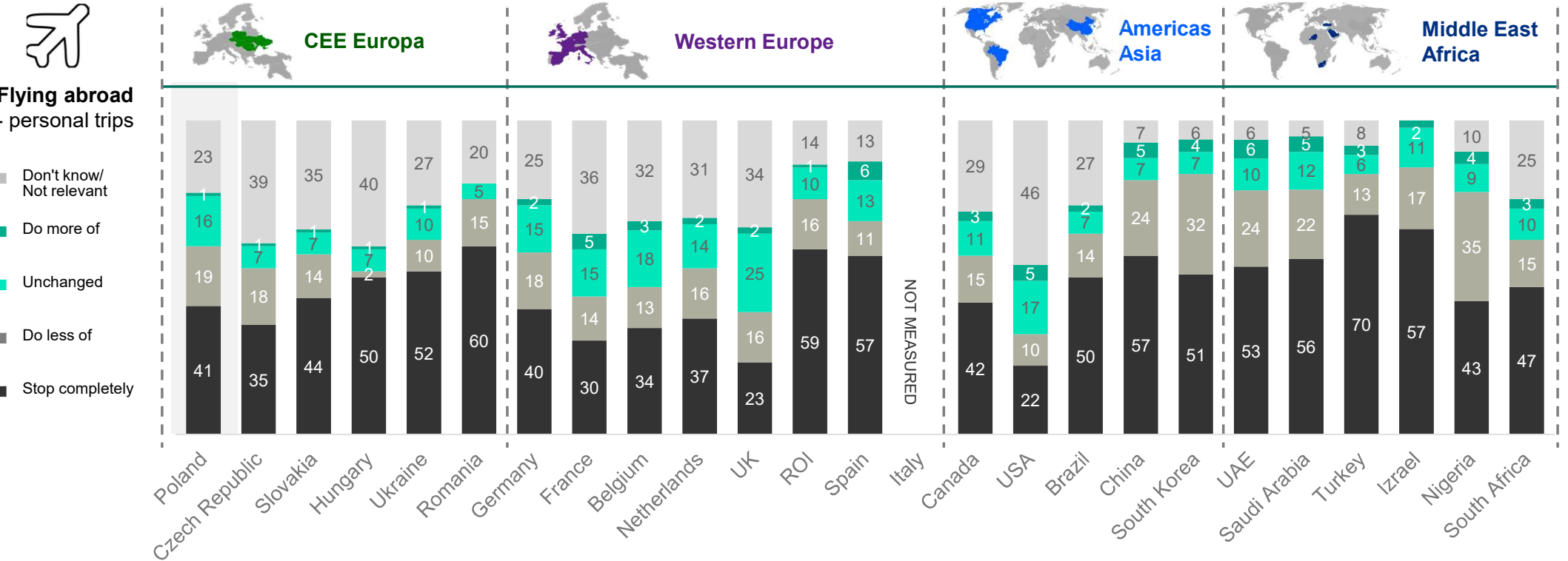
The use of taxis and other forms of public transport is also decreasing. Just as in the case of public transport, people in the UK are least fearful – the use of taxis has not changed significantly. Similar attitude is observed in Ukraine. Interestingly, in China and Korea, there is a group of people who use taxis more often.



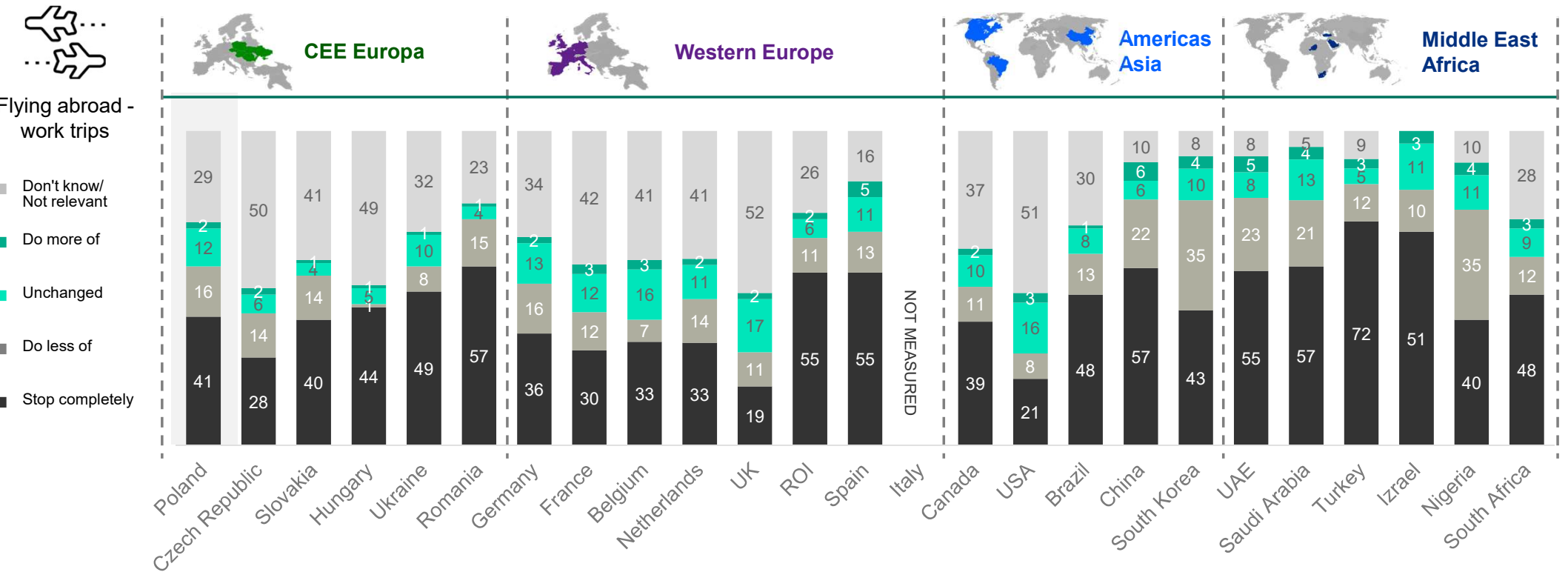
Driving one's own car is frequently the only means of transport due to its perceived high safety and the opportunity to avoid any contacts with the strangers. This means is chosen when a need for transport arises. In China and South Korea, cars have become more popular acting as a substitute for public transport.



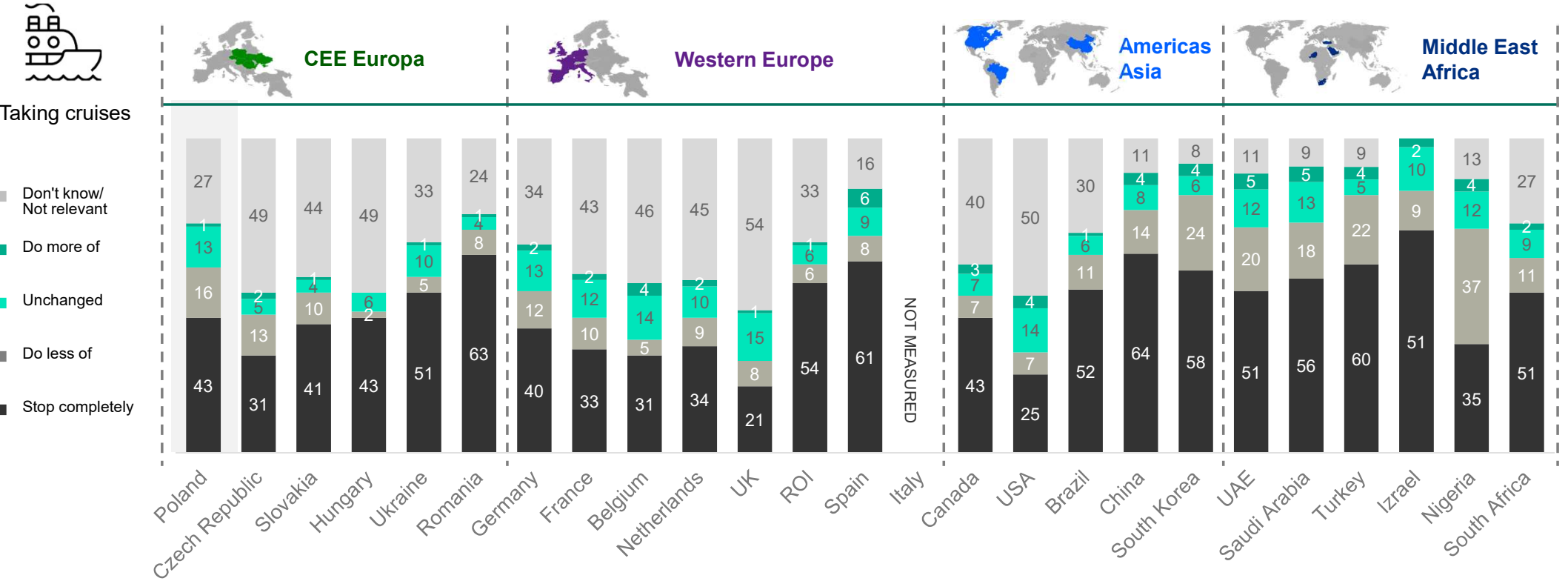
The airline industry has suffered the most during the pandemic. In the vast majority of countries flights have been cancelled or severely limited. The significant decrease in air travel is a result of people’s fear as well as the enforced border closures. In mid-March, personal travel restrictions in the UK and the US were far less when compared to those of other countries.



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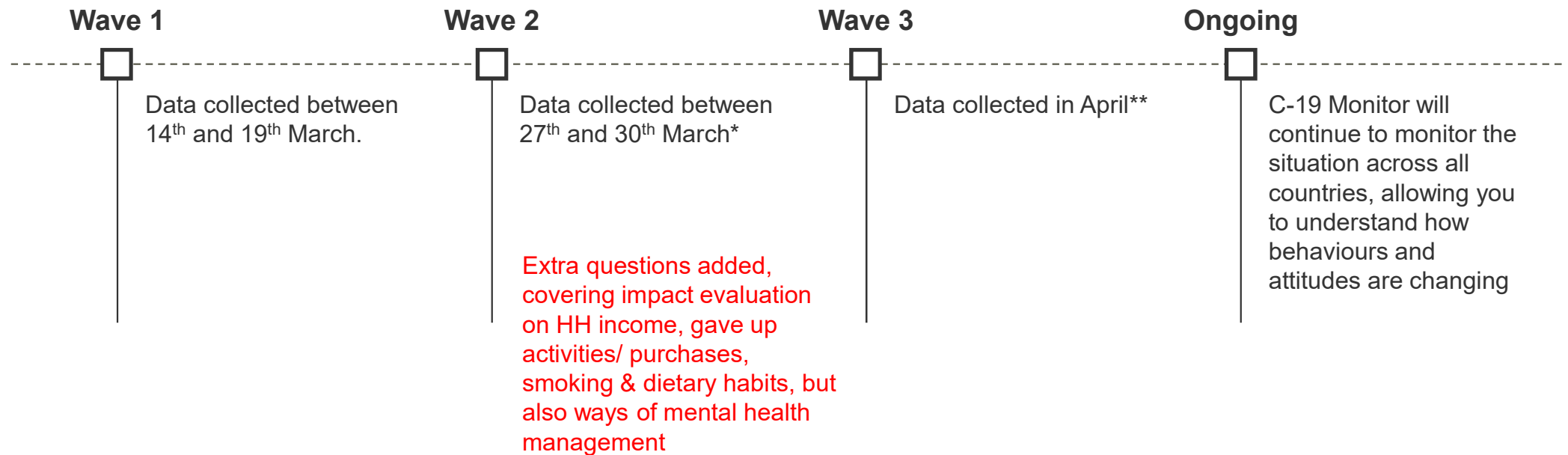
As a result of media reports on cruise ships, stranded mid-sea with sick or quarantined passengers on board, the popularity of this form of holidaying was low in Europe. In Spain, China, Korea, Israel and Turkey – where cruise ships are a particularly enjoyed form of holidaying – the decrease is particularly pronounced.



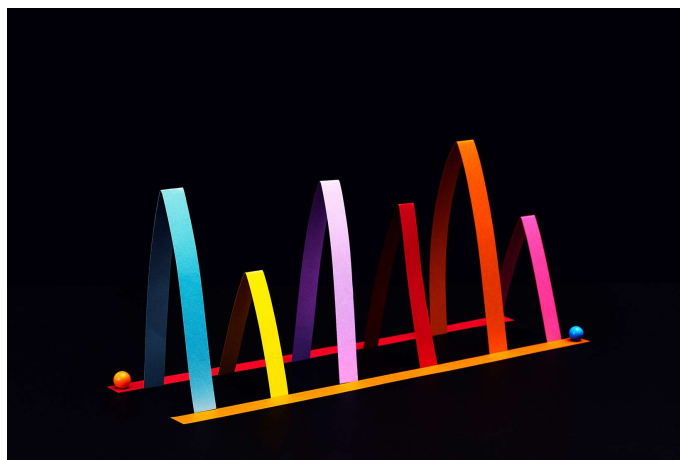
The insights you are looking at, were collected in Wave 1 of Kantar's global COVID19 monitor

Last week (25/26 March) Wave 2 has started and we will continue to measure. The study is running in 50+ countries worldwide, and we add relevant new questions with every wave.

Ongoing waves will give you the relevant information you need throughout the crisis, and help you to adjust to the new normal.



The right option for you...

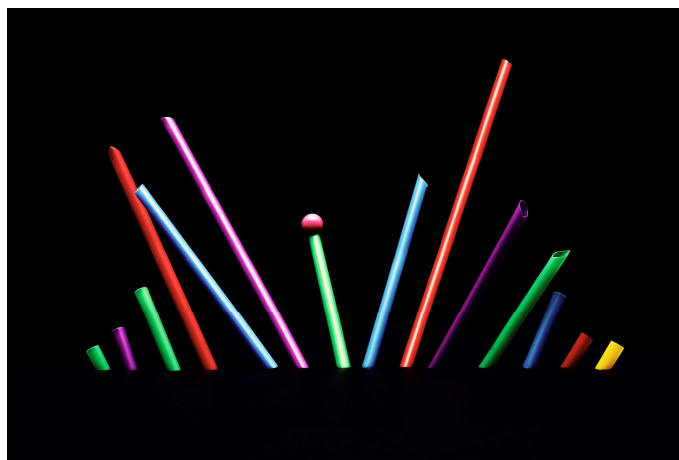


Good

Get all data for all countries*. Helping you to understand the immediate impact of Covid-19 on your consumers.

€6k for 2 waves

€10k for 4 waves



Better

The data for two waves PLUS a 120 minute digital workshop to help you and your business understand and react quickly to the changing situation.

€10k



Best

The data for ALL the waves (minimum four), PLUS a 120 minute digital workshop to help you understand and react quickly to the changing situation.

€14k

It has never
been more
important to find
the signal in the
noise

KANTAR

