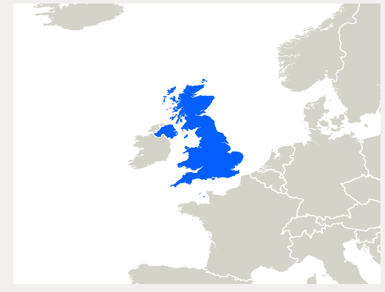
KANTAR

COVID-19 Barometer

Kantar interviewed 485 people aged 18+ in the UK during the weekend of 13th-16th March. They were interviewed online and were nationally representative in terms of age, sex and region.



UK Snapshot

Wave 1: 13-16th March

Next update due 2nd April

Context:

COVID-19 had been in community transmission phase for over a week, with confirmed cases climbing from 798 to 1543 (and deaths from 11-55) over the weekend.

UK Government advice remained in its Contain phase until late on the 16th, with no significant restrictions imposed beyond guidance to practice good hygiene and social distancing to minimise risk to vulnerable groups.

The national mood: we are...

Feeling concerned

Not at all — Hugely

8	15	16	32	26

20%	39%	47%
About scarcity	About health	About economic outlook

Personally impacted

36%	40%
Experiencing day to day disruption (No that much 42%)	Being more proactive about financial planning (No impact 38%)

Prioritising

1. Being prepared & informed	40%
2. Worrying about myself and my loved ones	20%
3. Readying to take action	16%

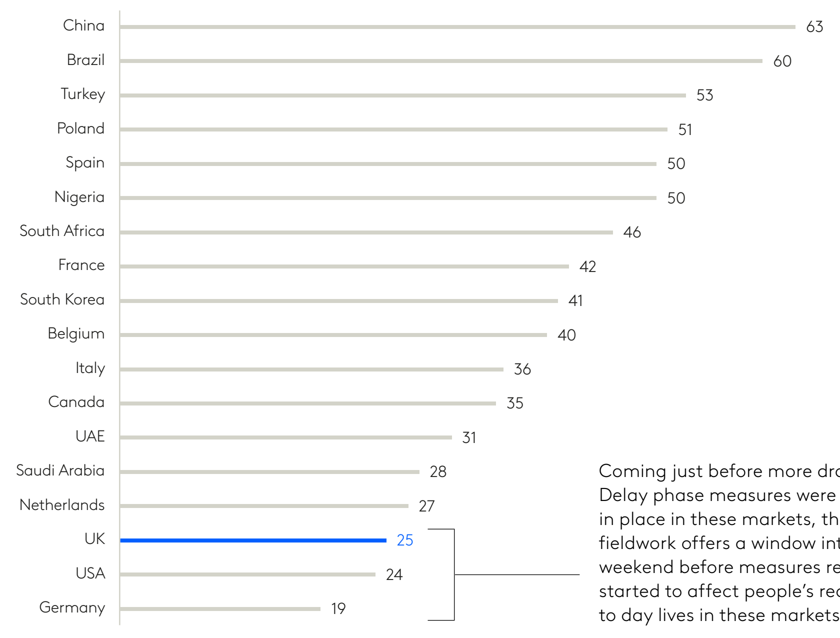
Wanting advice about:

Prevention			Diagnosis			Behaviours		
14%	14%	5%	18%	17%	9%	5%	4%	4%
How long does the virus live on surfaces?	Who is at risk of severe illness?	Am I at risk from products shipped from abroad?	How likely am I to catch the virus?	What are the symptoms?	How do I self isolate?	Should I travel abroad?	How should I wash my hands?	Should I wear a facemask?

The mood in the last weekend of the Contain phase was one of concern, especially around the potential economic impact, but day-to-day impact was yet to be widely felt. We were preparing and informing ourselves – especially around key information for diagnosis.

In comparison to the rest of the world

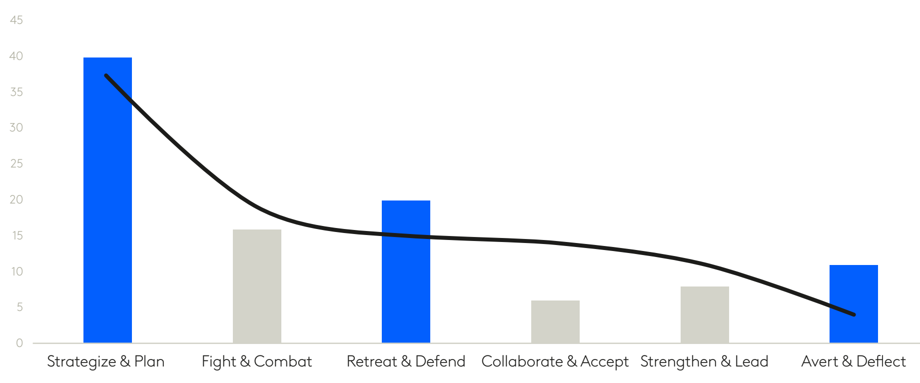
"The situation concerns me hugely"



Coming just before more drastic Delay phase measures were put in place in these markets, this fieldwork offers a window into the weekend before measures really started to affect people's real day to day lives in these markets.

Relative to elsewhere in the world, we Brits were slightly more avoidant towards the situation as it unfolded.

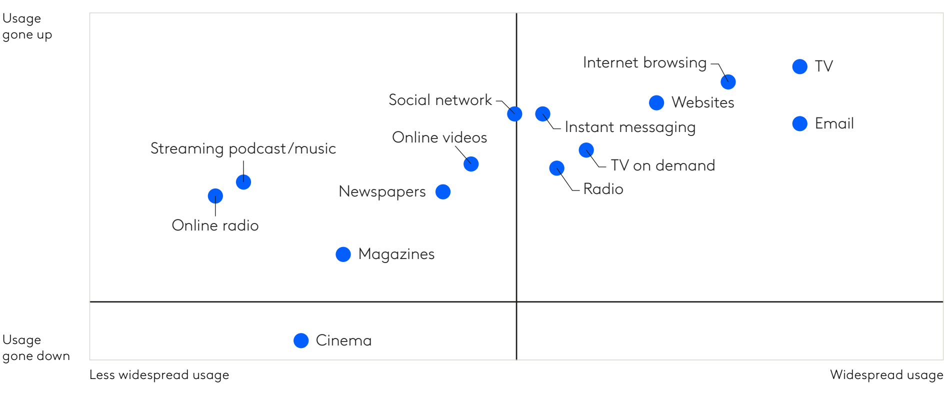
National Emotional Response



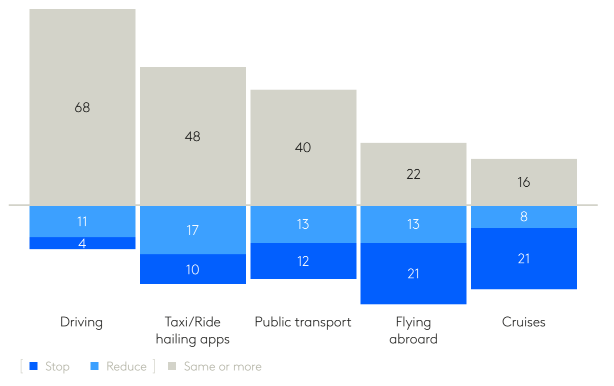
We were focussed on planning and strategizing, in common with the rest of the world, but we also sought comfort by retreating to the familiar and personal, and with an appetite still for some (appropriate) levity.

We are adapting behaviours

Claimed Media Usage (past month)



Expected travel impact



Top 5 trusted sources of information on COVID-19:

1. Government agency websites	**52%**
2. National media channels	**38%**
3. International advisory bodies	**35%**
4. My doctor	**34%**
5. Pharmacist	**24%**

We are consuming more media than normal of almost all types, especially TV, streaming content and online browsing. There are more opportunities than ever to communicate, but an increased need to ensure that communications are equipped to cut through the growing clutter by creating strong impact, a clear message and a compelling call to action.

In a rapidly changing landscape online platforms are more trusted sources of information about the virus than healthcare professionals, and there is a critical role for national media channels to play alongside national and international health bodies in delivering accurate and timely public health information.

Plans to travel abroad were naturally most reduced – with 1 in 5 planning to stop flying or taking cruises. Public transport and taxis looked more resilient with some 40% planning to use them the same amount or even more during the outbreak. Meanwhile only 4% planned to stop driving altogether.

What, where and how we spend is changing

Change in shopping habits (past month)

	What	Where	How
Spend ↓	17% Products based on origin	16% Avoid superstores & big shopping centres	
Spend ↑	28% Same brands I always do	20% Supermarkets close to home	25% Electronic payments vs cash

Reasons we shop online:

Good prices	Convenience	To save time
64%	53%	56%

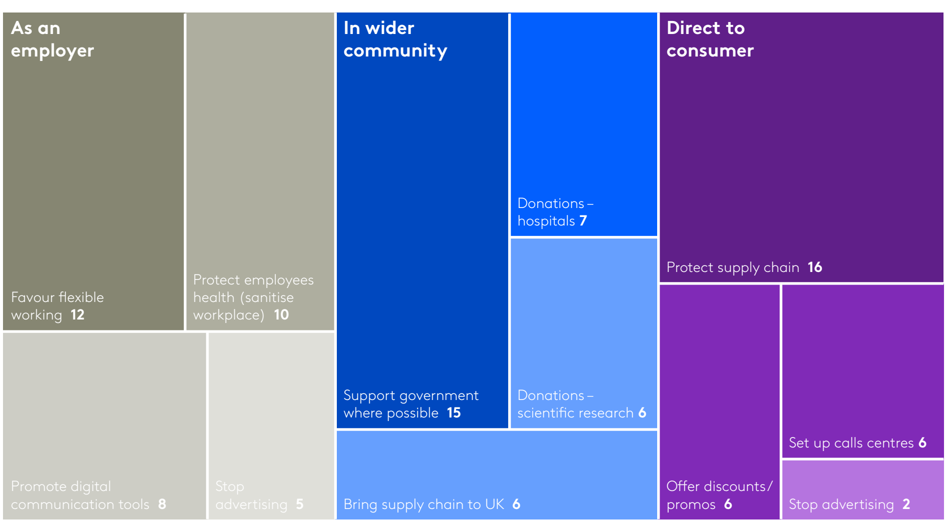
But... 26% don't consider online shopping as positive an experience as in store.

Very few of us consider ourselves to be stockpiling, but grocery spend is moving towards local stores (rather than large format superstores) and the brands we already know and trust.

While many are happy to make purchases online for the prices and convenience, there is an opportunity to improve the ecommerce experience that many will be increasingly reliant on under self-isolation.

People are clear what they want from companies and brands

What should companies do in this moment?



Two thirds of the actions we want to see from companies relates to their role in the wider community and as an employer rather than the way they interact with their consumers.

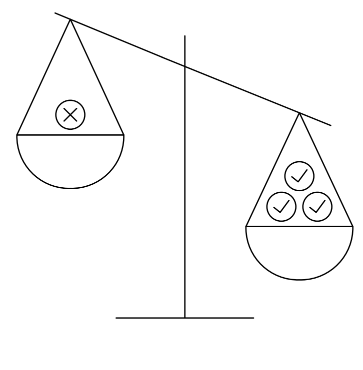
Going forwards, we are looking for pragmatism, information and support from brands and businesses – it's very clear that we don't want brands to stop advertising but it's very important that this is not seen as exploitative or insensitive.

What should brands do

30.10%
Be practical and realistic and help consumers in their everyday life.

22.47%
Use their knowledge to explain and inform.

17.94%
Reduce anxiety and understand consumers' concerns.



Should:

Use a reassuring tone 69%

Inform about their efforts to face the situation 69%

Show how they can be helpful in the new everyday life 66%

Should not:

NOT exploit corona virus to promote a brand 60%

Strong brands will lead the way and show their purpose in action. But they must be mindful of striking the right tone: what you say now must be relevant to customers, true to the brand DNA and backed up by concrete action.