

Kantar's C19 Barometer covers the following five topics

1

Overall feelings and concerns

Levels of concern

What people are concerned about

How this is affecting their income and spending

What companies & brands need to do

2

Coping and adapting

How people are feeling the pain

Strategies for coping and adapting to the new situation

How brands and companies are offering support

3

Changing consumption

The renewed importance of hygiene and what this means for categories

Changes in shopping patterns and channels

Opportunities for brand and companies

4

Changing media consumption

How media use is changing during lockdown and by age

Trusted sources of information

The role and value of advertising

Opportunities to increase impact

5

Implications for brands and companies

What people want and expect of companies and brands

What advertising should do and not do for your brand to emerge with its reputation enhanced