

# COVID-19 Barometer

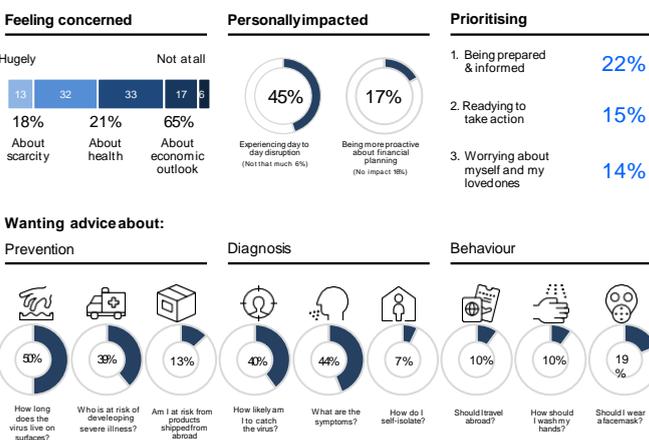
Kantar interviewed 800 people aged 18+ in Austria during the weekend of 10th-13th April. They were interviewed online and were nationally representative in terms of age, gender and region.



**AUSTRIA Snapshot**  
Wave 1: 10-13th April  
Next update due 12th May

**Context:**  
COVID-19 had been in community transmission phase for 4 weeks, with 13.500 confirmed cases and more than 350 deaths at the start of fieldwork.  
Austrian Government advice remained to „economical and educational shutdown“, with strict regulations on private behavior as well.

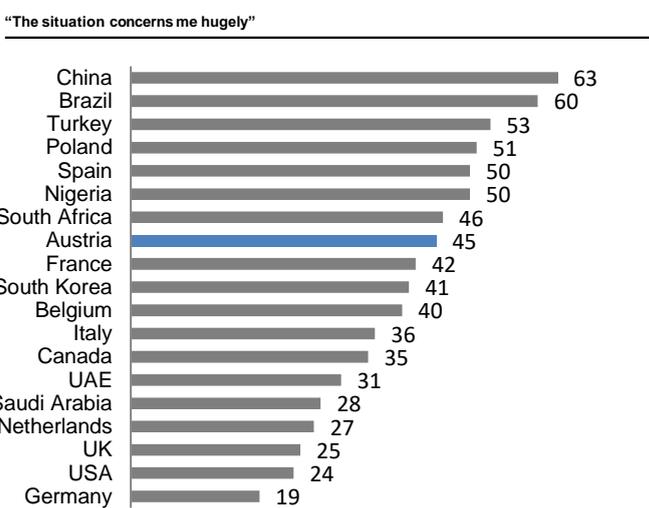
## The national mood: we are...



The mood in the last weekend was one of concern, especially around the potential economical impact, and day-to-day impact was yet to be widely felt.

We were preparing and informing ourselves – especially around key information for prevention and diagnosis.

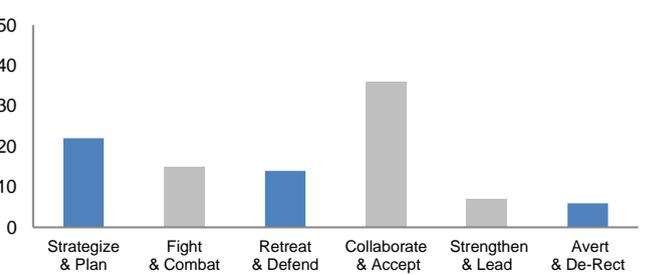
## In comparison to the rest of the world



Relative to elsewhere in Europe, we in Austria are rather more concerned about the situation, though not as much as people in China or Brazil.

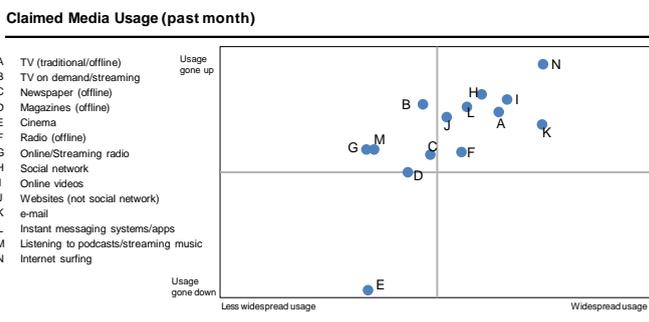
Fieldwork in these countries was carried out one week before, just before measures really started to affect people's real day to day lives in these markets.

## National Emotional Response



Austrians are mainly focussed on accepting that the crisis is there and that we will make it if we stick together. The aspect of planning and strategizing for the future is somewhat less developed vs. other countries.

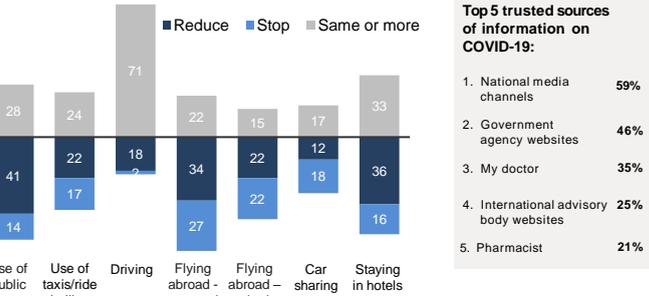
## We are adapting behaviour



We are consuming more media than normal of almost all types, especially online browsing (incl. videos) social media and instant messaging systems, but also traditional TV.

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.

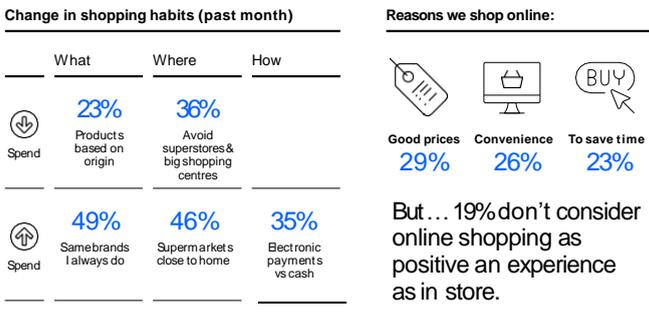
## Expected travel impact



In a rapidly changing landscape the Austrian national media channels (i.e. ORF) are the most trusted source of information about the virus, followed by government agency websites. This underlines the 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 around ¼ planning to stop it. This of course also impacts hotels. And public transport gets damaged as well, 40% plan to use it less often.

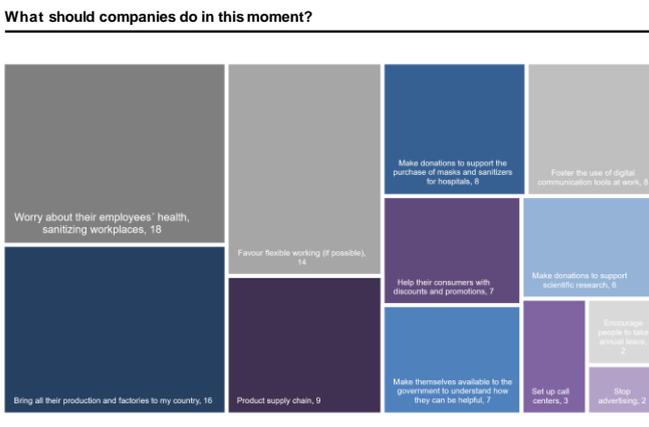
## What, where and how we spend is changing



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

While many are happy to make purchases online for the prices and convenience, there may be opportunity to improve the e-commerce experience.

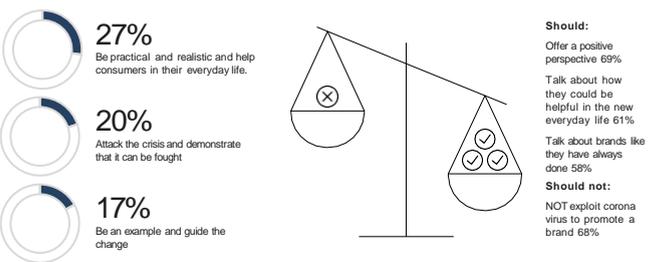
## People are clear what they want from companies and brands



Austrians think that companies shall act for their employees (42% of actions, grey). Moreover, actions for a wider community are requested (37%, blue). Actions direct to consumers are – at the moment – important only for a minority (purple).

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 is the main thing that companies should do at the moment?



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.