

HOW IS COVID-19 IMPACTING THE LIVES OF SWISS PEOPLE?

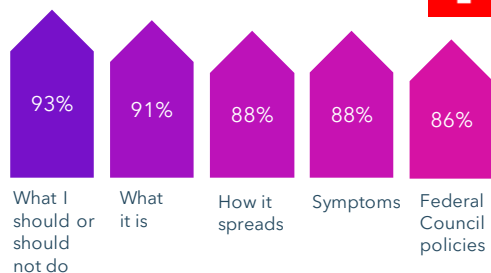
Mindshare Switzerland has run a primary study to understand how real people are feeling about COVID-19 and tracking changes in behaviour, attitudes and outlook.

The online survey collected responses from 1000 people, nationally representative of D-CH and F-CH between March 28th - 31st 2020.

We will be hosting an open webinar on Wednesday 15th April to share more detailed insights from this study. Please email info.ch@mindshareworld.com to attend.

LEVEL OF KNOWLEDGE

The public are well informed about aspects of the virus, particularly personal responsibility towards limiting its spread.



«Période hors du commun qui développera de nouvelles compétences, et pourra changer dans le bon sens les relations entre humains et entre humains et nature»

FEELINGS ABOUT THE CURRENT SITUATION

People are understandably worried about the virus in the short to medium term, but there is an underlying confidence that they will be able to weather this period successfully.



HOW IS THEIR USUAL BEHAVIOUR CHANGING?

DOING MORE OF	DOING LESS OF
<ul style="list-style-type: none"> Going online Live TV Calling friends Mobile apps Social media Music streaming Online videos Streaming TV Reading books 	<ul style="list-style-type: none"> Restaurants / bars Taking public transport Shopping in stores Spending time outside Cinema Live concerts Going to the gym

DONE AS A RESULT OF THE VIRUS

Delayed or cancelled other appointments	52%
Reduced spending overall	37%
Delayed or cancelled an upcoming trip	33%
Worked remotely/from home	30%
Bought emergency supplies	21%
Used a food delivery service/app	16%
Delayed a major purchase	13%

«weil etwas wo immer so weit weg erscheint auf einmal vor deiner Haustür ist»

«Je ne sais pas ce que nous réserve l'avenir. Si tout va revenir bientôt à la normale»

WHICH COMPANIES SHOULD COMMUNICATE DURING THIS TIME?

Essential services	
Health care brands	65%
Food brands	63%
Utility services	51%
Those impacting people	
Home care brands	46%
Travel/Hotel brands	45%
Financial service brands	44%
Non-essentials	
Technology brands	43%
Personal care brands	41%
Entertainment brands	41%
Insurance brands	40%
Retail brands	37%
Auto brands	30%
Luxury brands	27%

WHAT DO PEOPLE THINK COMPANIES CAN DO TO HELP WITH COVID-19



KEY ATTITUDES

I'm deliberately choosing media content that will help me to keep up to date with everything at the moment

I'm confident I can weather this storm from a financial perspective

I'm more aware of my hygiene habits and behaviours now

BRANDS PEOPLE HAVE NOTICED ARE HELPING DURING THIS PERIOD

- Migros Dyson Sunrise LVMH
- ZKB Roger Federer Roche
- Vaudoise Nestlé BAG Swisscom
- Nike Armani Coop UBS Dettol
- Helsana Denner SWISS Allianz Hakle 3M

