



Growth
from
Knowledge

#MasterTheCrisis

Changes in online behavior across Europe

COVID-19

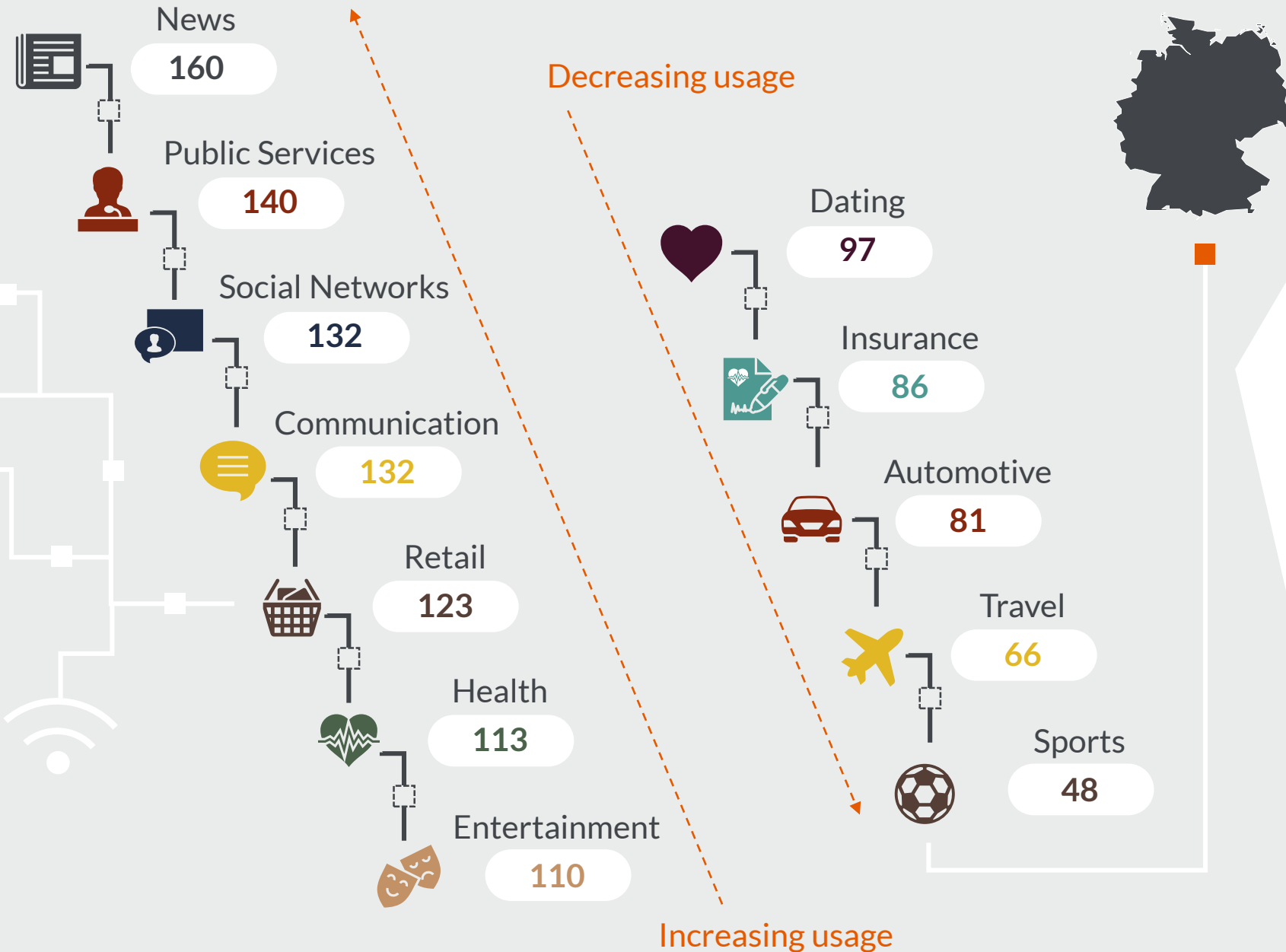


Online usage Index

Which categories of online use have increased and decreased the most before and during COVID-19 crisis?

- Germany
- Spain
- Netherlands
- Italy
- Poland





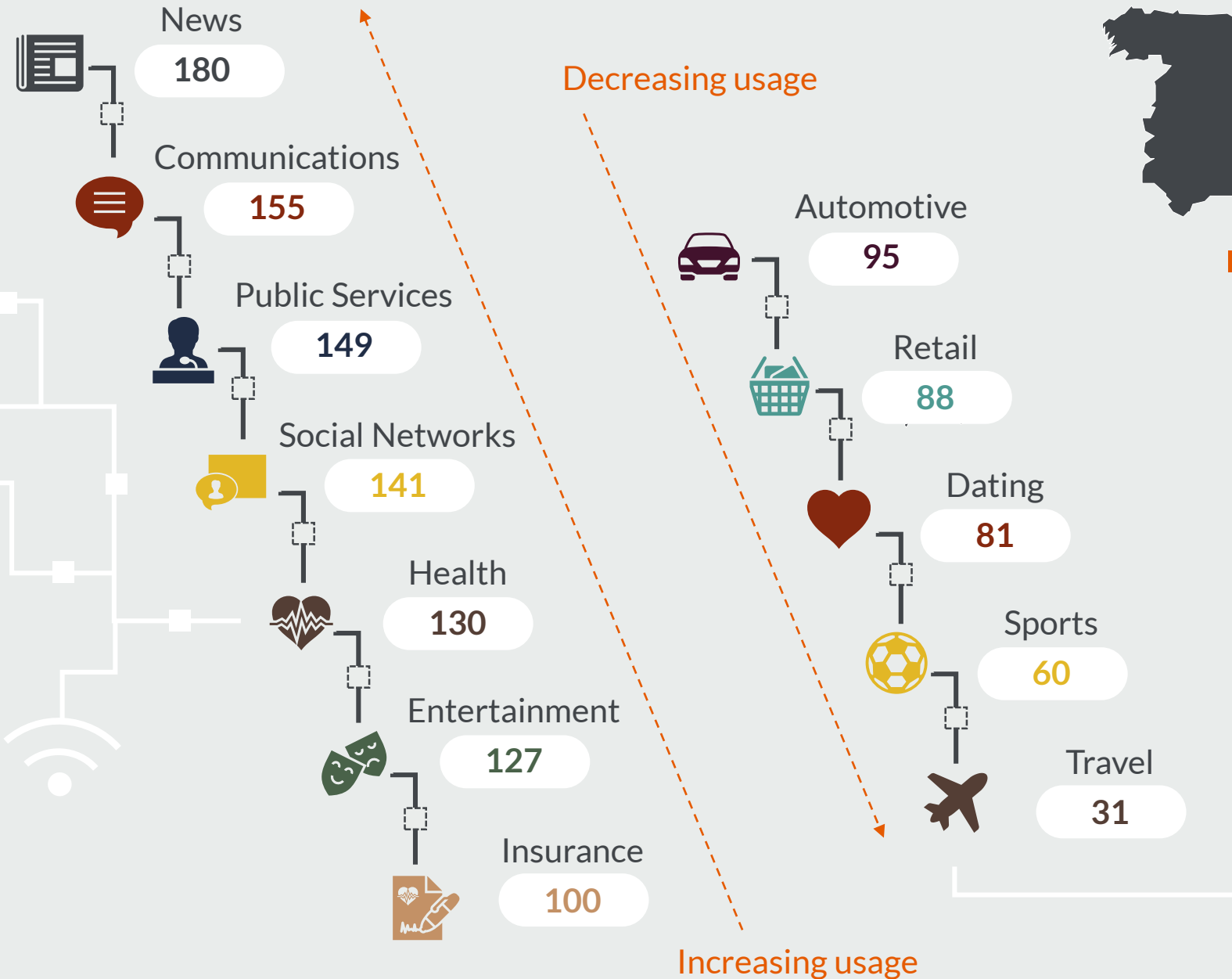
Online usage Index Germany

Changes before and during Corona-Crisis

- GfK analyzed daily time spent in each category before the crisis: (1 January – 15 March) compared with during crisis (16 – 26 March)
- Index figures. An index of 100 shows no increase or decrease
- Data based on individuals 14+

Source: GfK cross-media single source panel

9-Apr-20 ■ Online usage Index



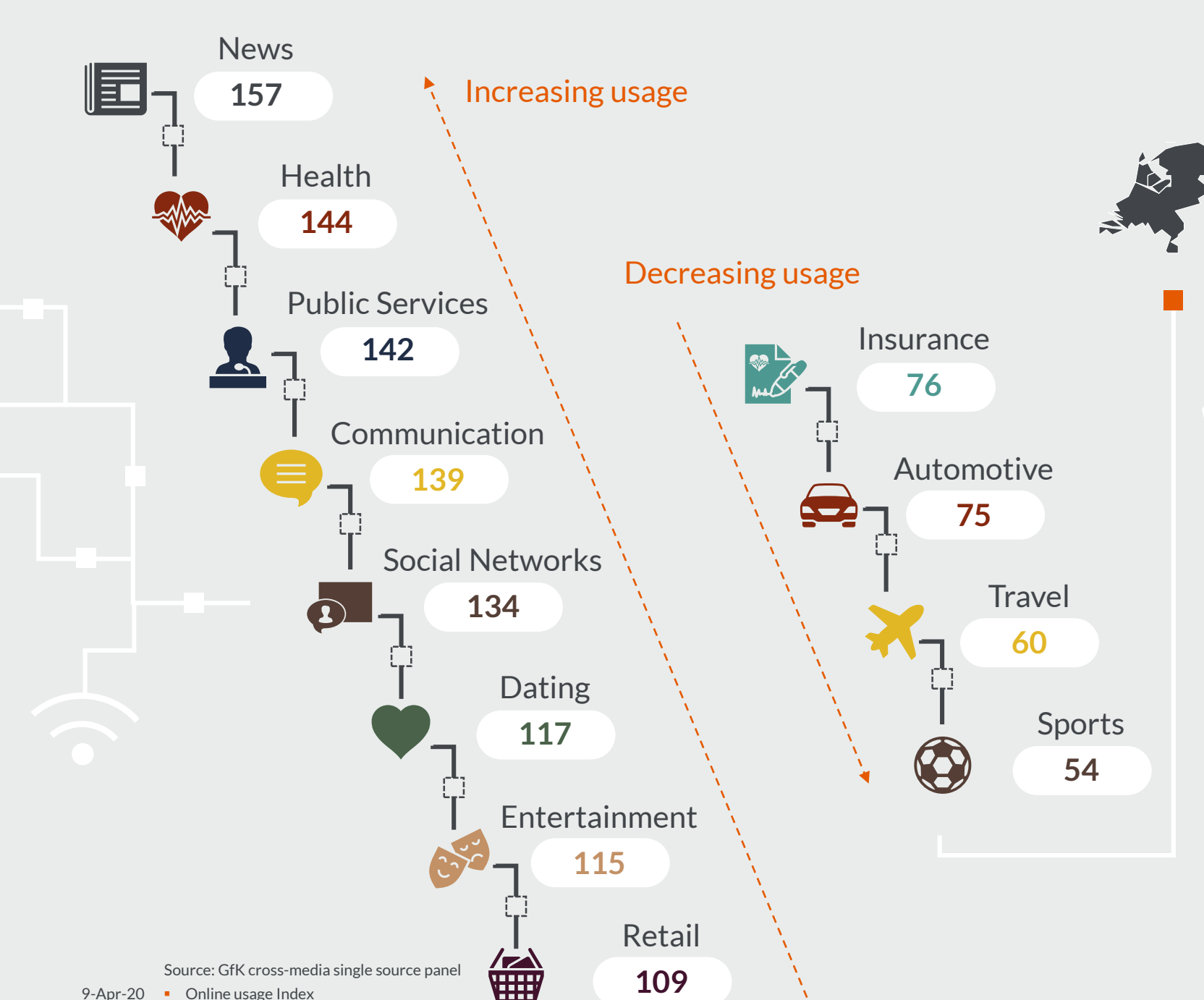
Online usage Index Spain

Changes before and during Corona-Crisis

- GfK analyzed daily time spent in each category before the crisis: (1 January – 14 March) compared with during crisis (15 – 29 March)
- Index figures. An index of 100 shows no increase or decrease
- Data based on individuals 18+

Source: GfK cross-media single source panel

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Online usage Index Netherlands

Changes before and during Corona-Crisis

- GfK analyzed daily time spent in each category before the crisis: (1 January – 14 March) compared with during crisis (15 – 29 March)
- Index figures. An index of 100 shows no increase or decrease
- Data based on individuals 13+

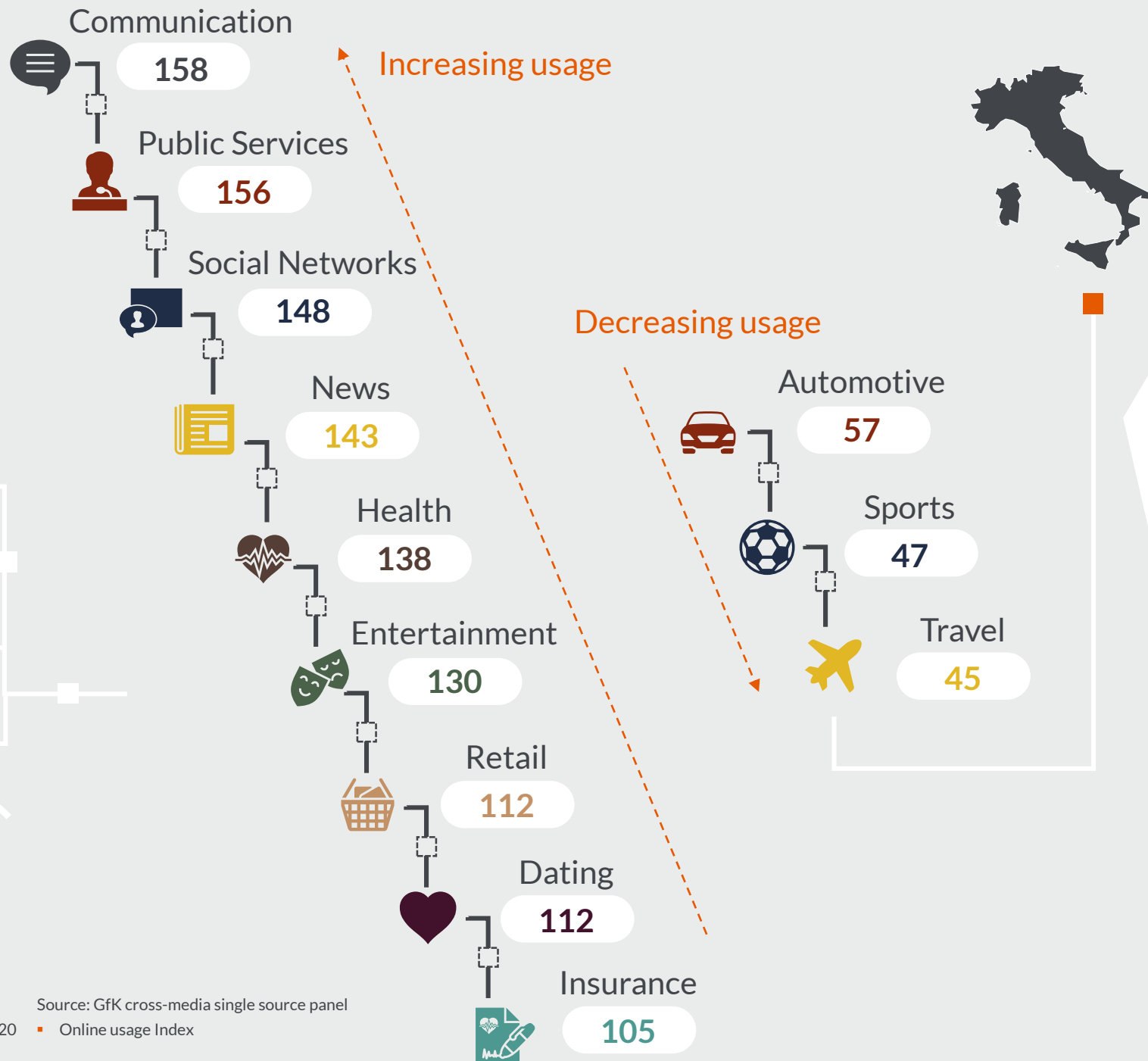
Source: GfK cross-media single source panel

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Online usage Index Italy

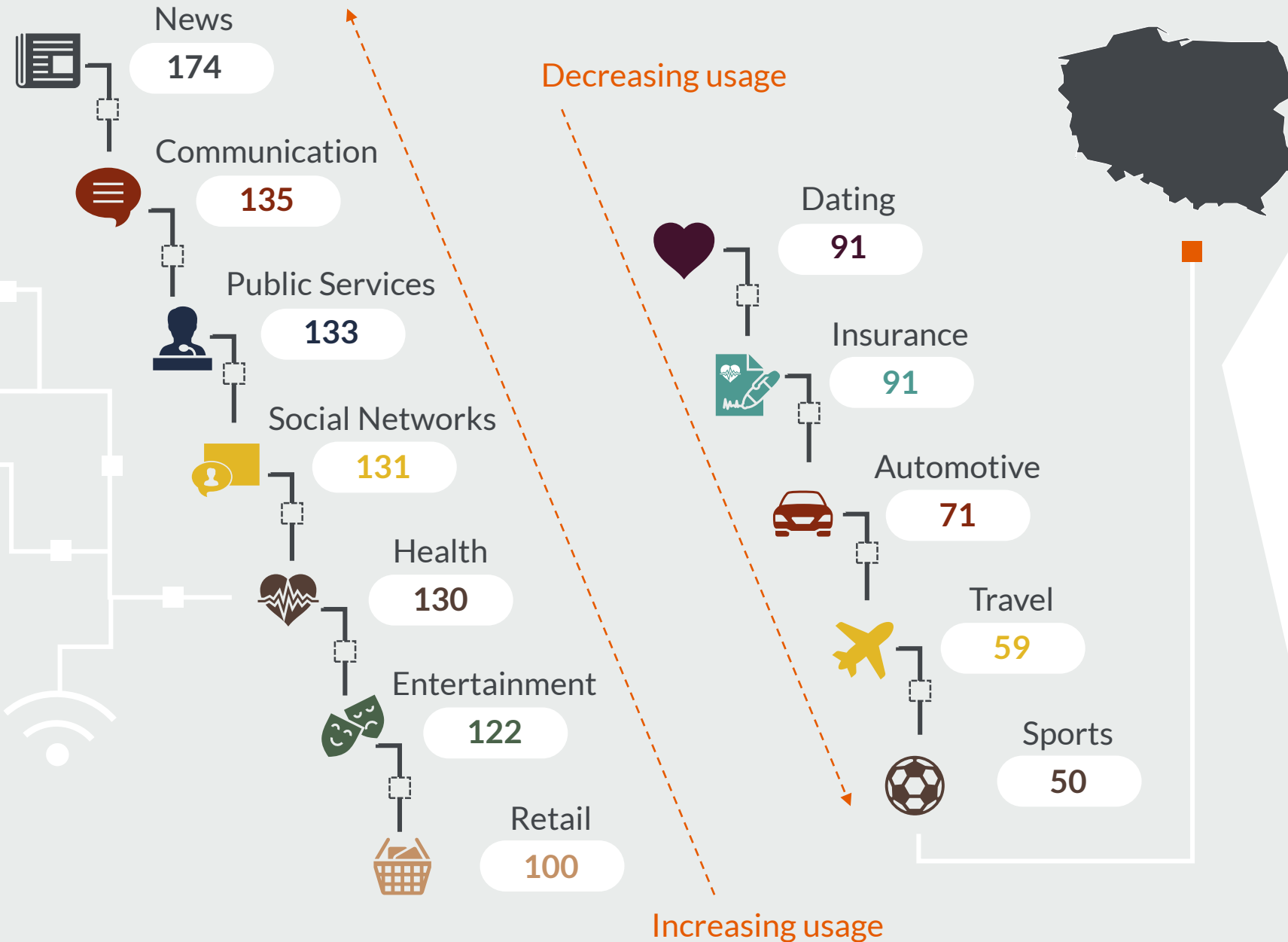
Changes before and during Corona-Crisis

- GfK analyzed daily time spent in each category before the crisis: (1 January – 8 March) compared with during crisis (9 – 29 March)
- Index figures. An index of 100 shows no increase or decrease
- Data based on individuals 15+



Source: GfK cross-media single source panel

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Online usage Index Poland

Changes before and during Corona-Crisis

- GfK analyzed daily time spent in each category before the crisis: (1 January – 11 March) compared with during crisis (12 – 29 March)
- Index figures. An index of 100 shows no increase or decrease
- Data based on individuals 15+

Source: GfK cross-media single source panel

9-Apr-20 ■ Online usage Index