



Growth  
from  
Knowledge

#MasterTheCrisis

# Changes in online behavior across Europe

June 2020





# Online usage Index

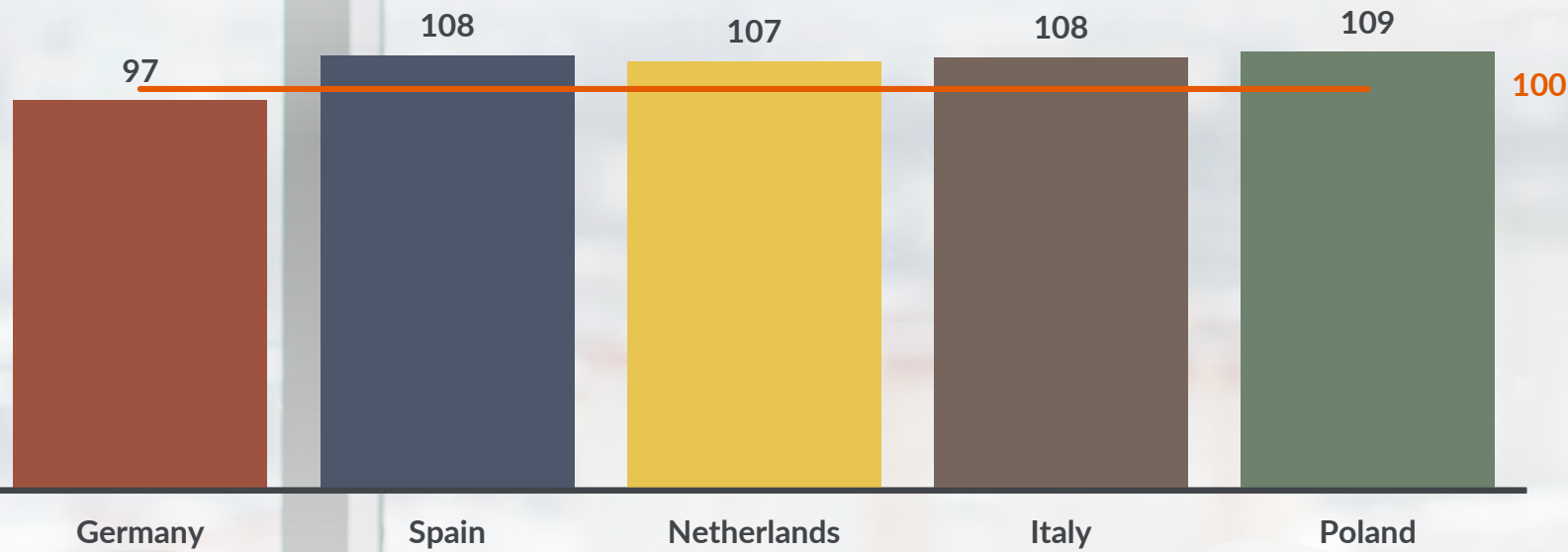
**Which categories of online use have increased and decreased the most before and during COVID-19 crisis?**

- GfK analyzed daily time spent in each category before the crisis: (1 January – 15 March) vs latest findings (8 June – 5 July)
- Index figures. An index of 100 shows no increase or decrease
- **Germany 14+**
- **Spain 18+**
- **Netherlands 13+**
- **Italy 15+**
- **Poland 15 +**



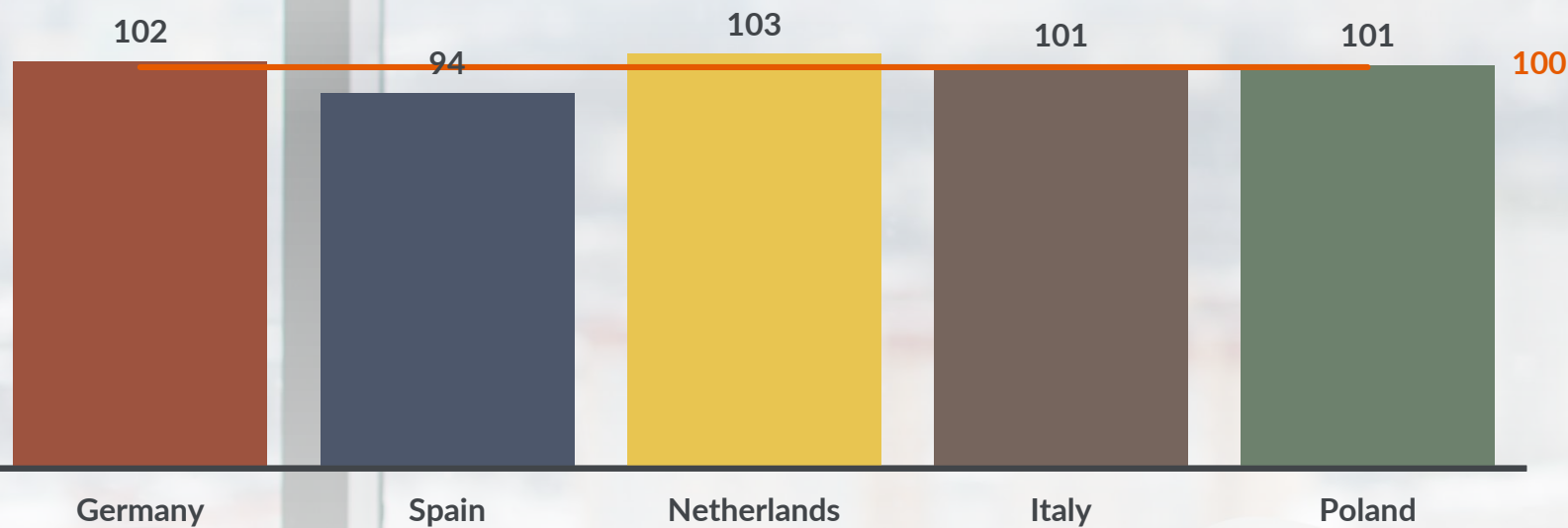
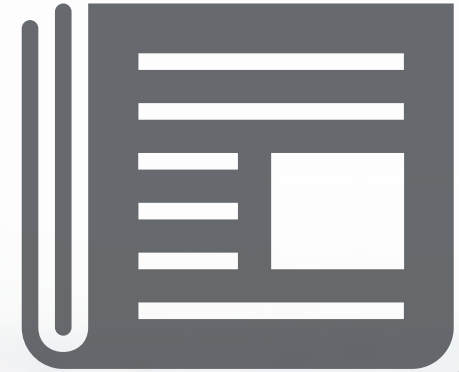
# TOP categories: Communication

8 June – 5 July vs pre-lockdown



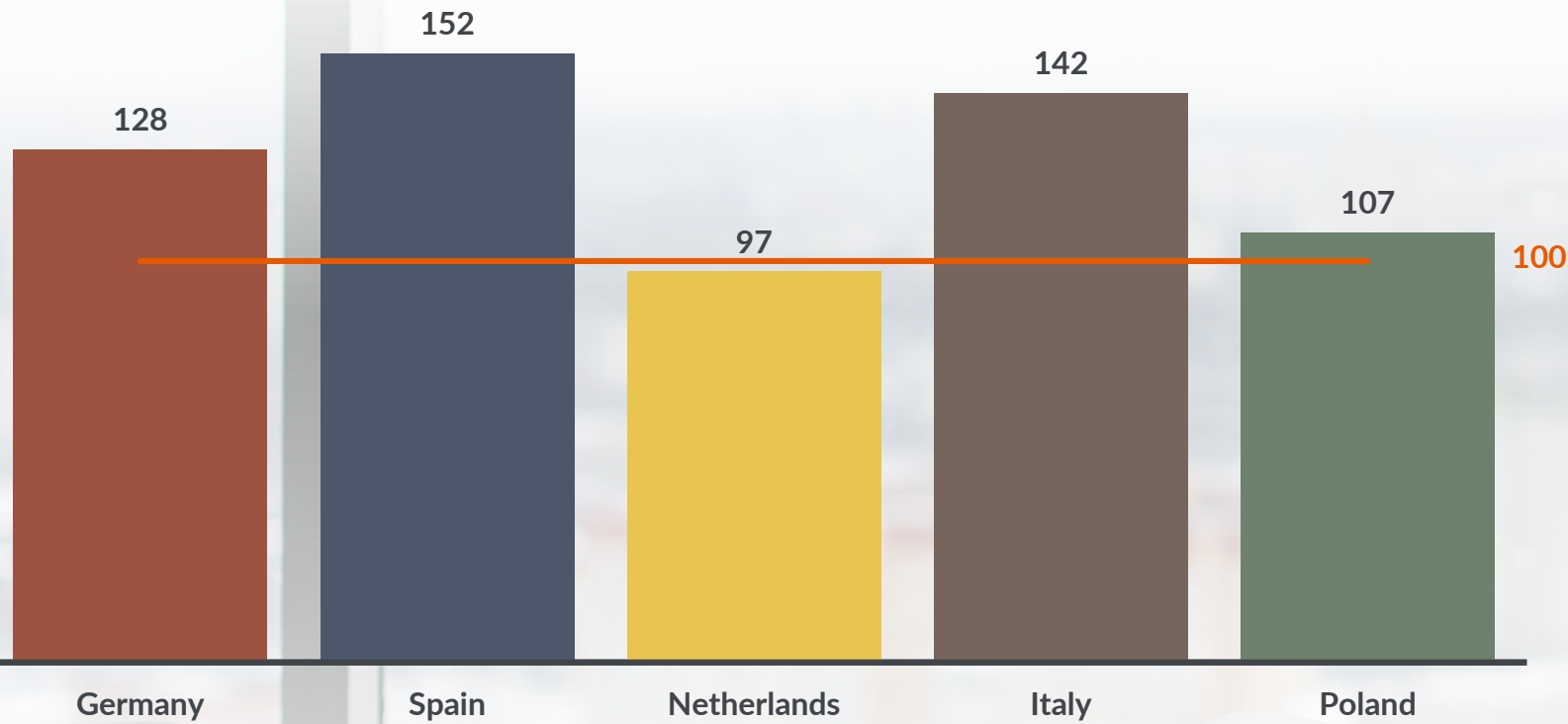
# TOP categories: News

8 June – 5 July vs pre-lockdown



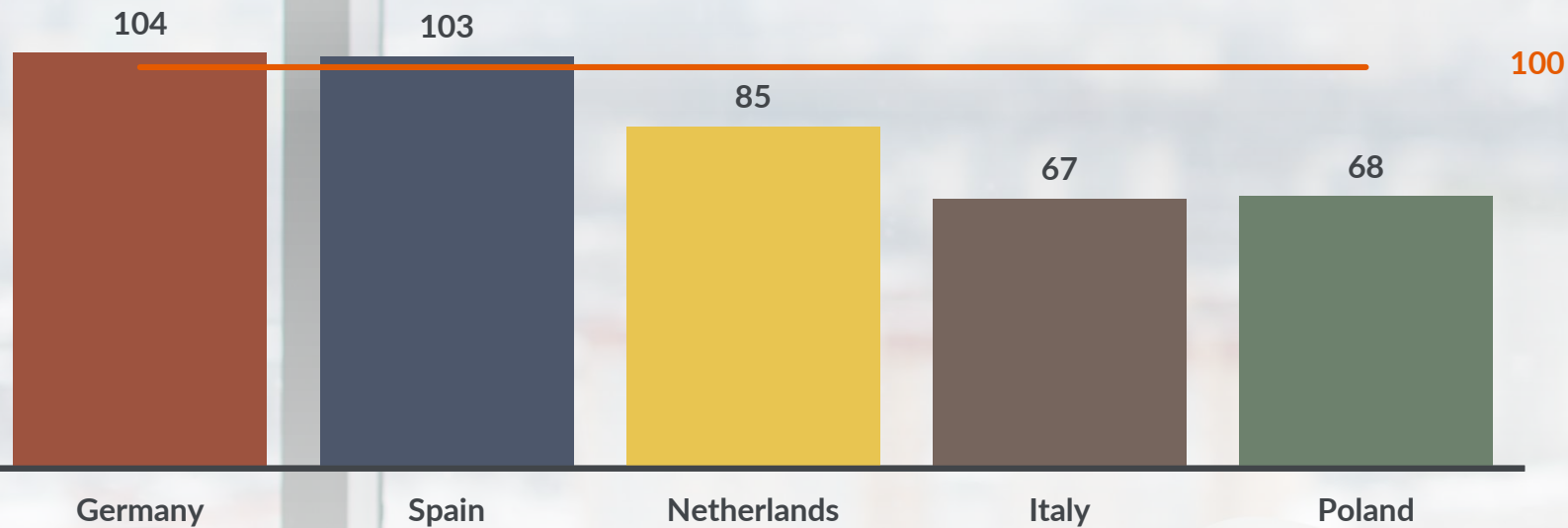
# TOP categories: Public Services

8 June – 5 July vs pre-lockdown



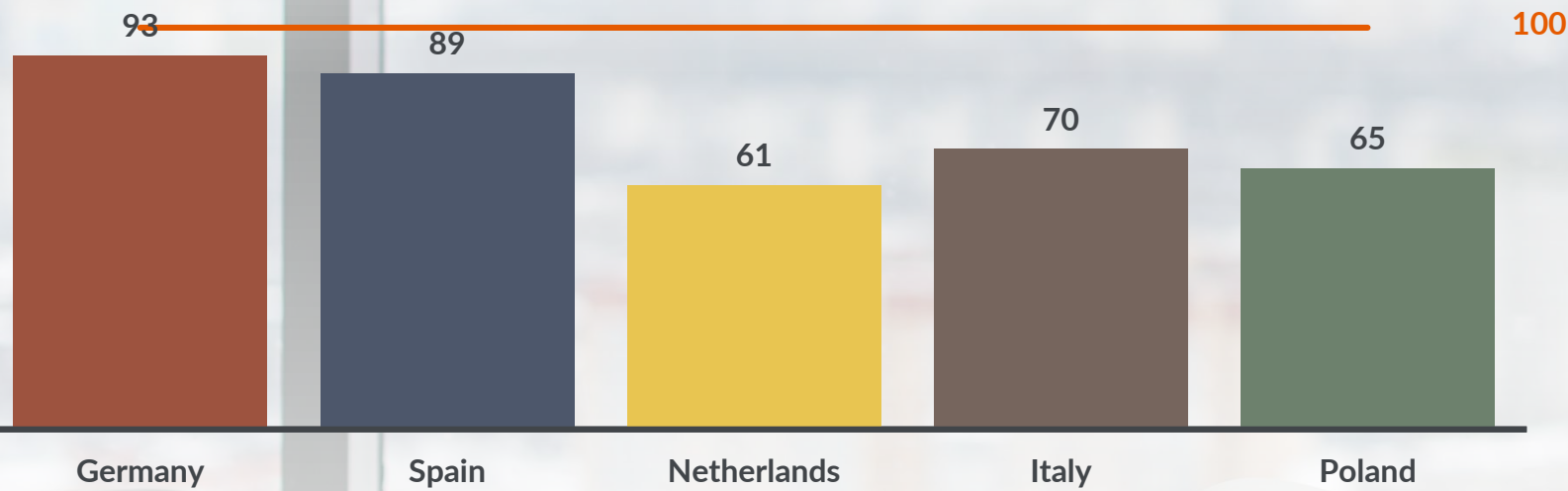
# BOTTOM categories: Automotive

8 June – 5 July vs pre-lockdown



# BOTTOM categories: Sports

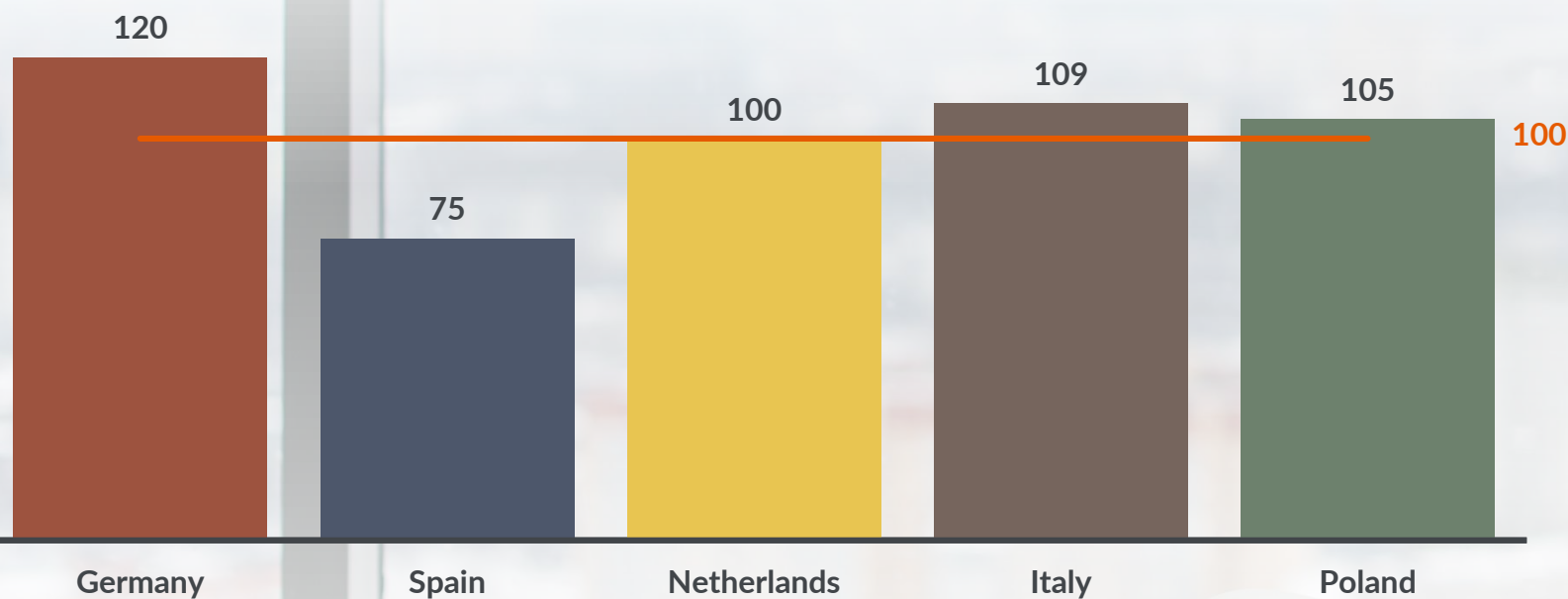
8 June – 5 July vs pre-lockdown





# BOTTOM categories: Travel

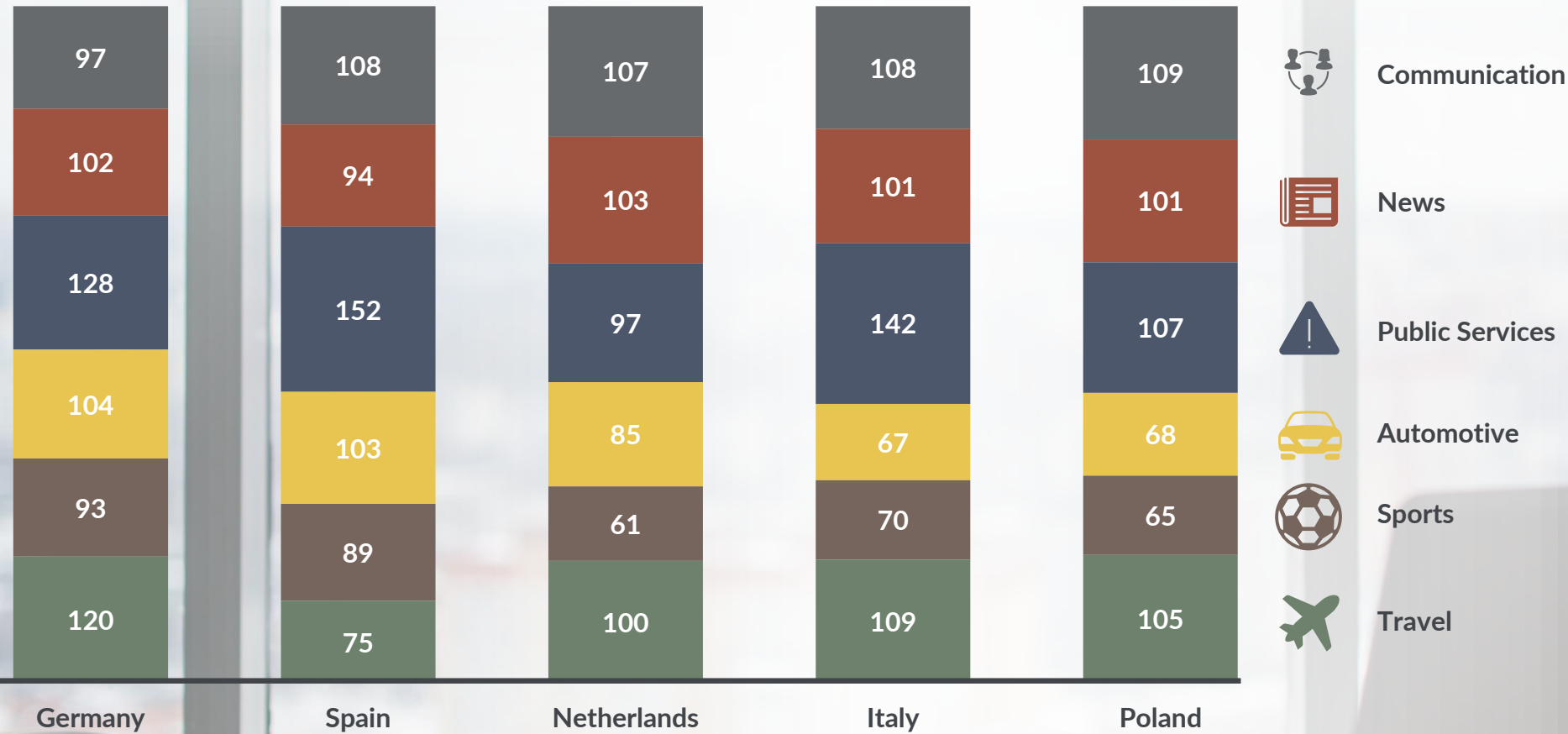
8 June – 5 July vs pre-lockdown





# Online usage: Europe snapshot

8 June – 5 July vs pre-lockdown



# Changes in online behavior over time

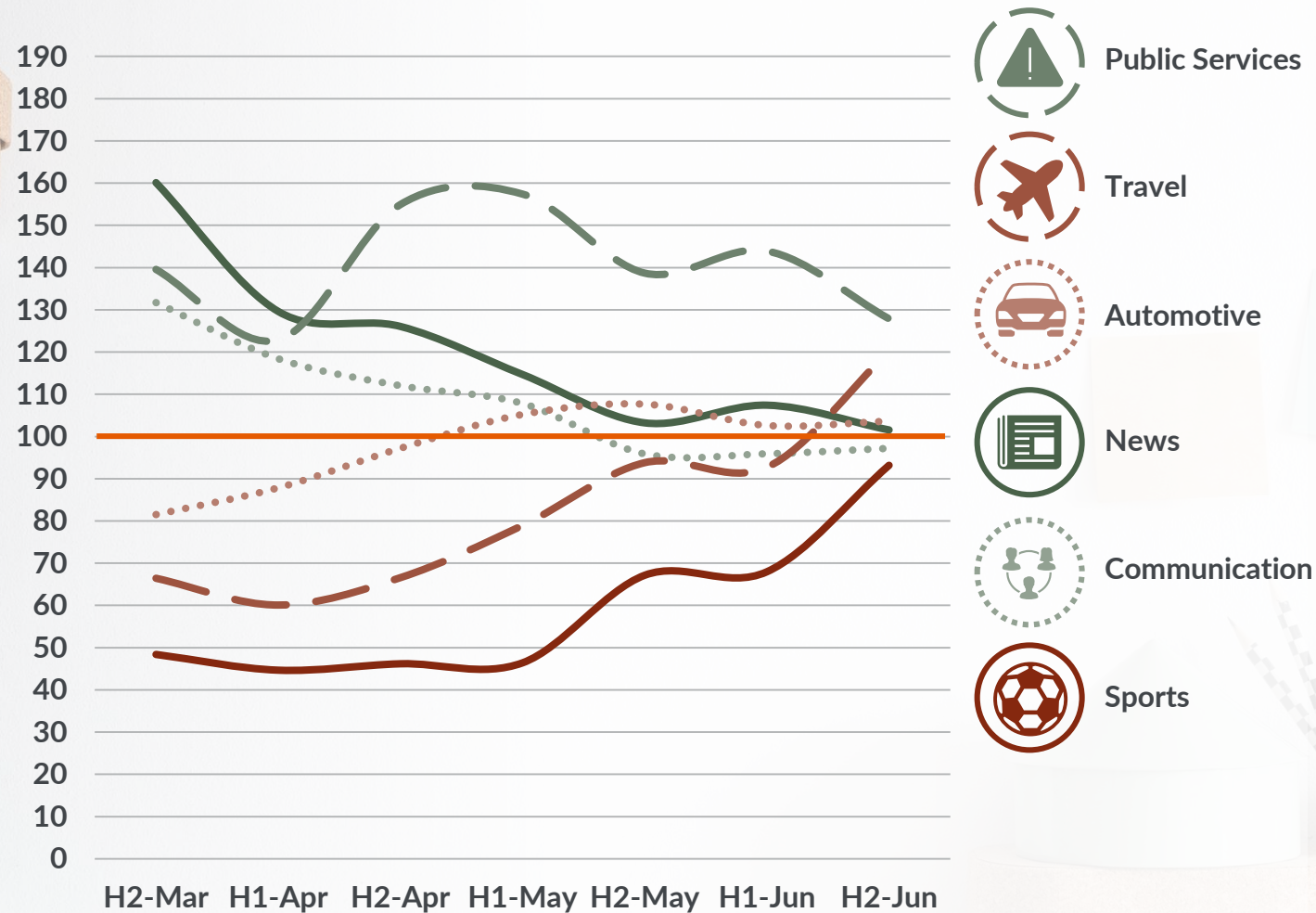
Which categories of online use have increased and decreased the most?

|                            | Period 1<br>(H2 March)    | Period 2<br>(H1 April)    | Period 3<br>(H2 April)    | Period 4<br>(H1 May)      | Period 5<br>(H2 May)      | Period 6<br>(H1 June)     | Period 7<br>(H2 June)     |
|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| <b>Germany<br/>14+</b>     | 16-Mar-20<br>to 31-Mar-20 | 01-Apr-20<br>to 12-Apr-20 | 13-Apr-20<br>to 26-Apr-20 | 27-Apr-20<br>to 10-May-20 | 11-May-20<br>to 24-May-20 | 25-May-20<br>to 07-Jun-20 | 08-Jun-20<br>to 05-Jul-20 |
| <b>Spain<br/>18+</b>       | 15-Mar-20<br>to 31-Mar-20 | 01-Apr-20<br>to 12-Apr-20 | 13-Apr-20<br>to 26-Apr-20 | 27-Apr-20<br>to 10-May-20 | 11-May-20<br>to 24-May-20 | 25-May-20<br>to 07-Jun-20 | 08-Jun-20<br>to 05-Jul-20 |
| <b>Netherlands<br/>13+</b> | 15-Mar-20<br>to 31-Mar-20 | 01-Apr-20<br>to 12-Apr-20 | 13-Apr-20<br>to 26-Apr-20 | 27-Apr-20<br>to 10-May-20 | 11-May-20<br>to 24-May-20 | 25-May-20<br>to 07-Jun-20 | 08-Jun-20<br>to 05-Jul-20 |
| <b>Italy<br/>15+</b>       | 09-Mar-20<br>to 31-Mar-20 | 01-Apr-20<br>to 12-Apr-20 | 13-Apr-20<br>to 26-Apr-20 | 27-Apr-20<br>to 10-May-20 | 11-May-20<br>to 24-May-20 | 25-May-20<br>to 07-Jun-20 | 08-Jun-20<br>to 05-Jul-20 |
| <b>Poland<br/>15+</b>      | 12-Mar-20<br>to 31-Mar-20 | 01-Apr-20<br>to 12-Apr-20 | 13-Apr-20<br>to 26-Apr-20 | 27-Apr-20<br>to 10-May-20 | 11-May-20<br>to 24-May-20 | 25-May-20<br>to 07-Jun-20 | 08-Jun-20<br>to 05-Jul-20 |



# Changes in online behavior over time – Germany

## Highest and lowest indexing categories post lockdown





# Changes in online behavior over time – Spain

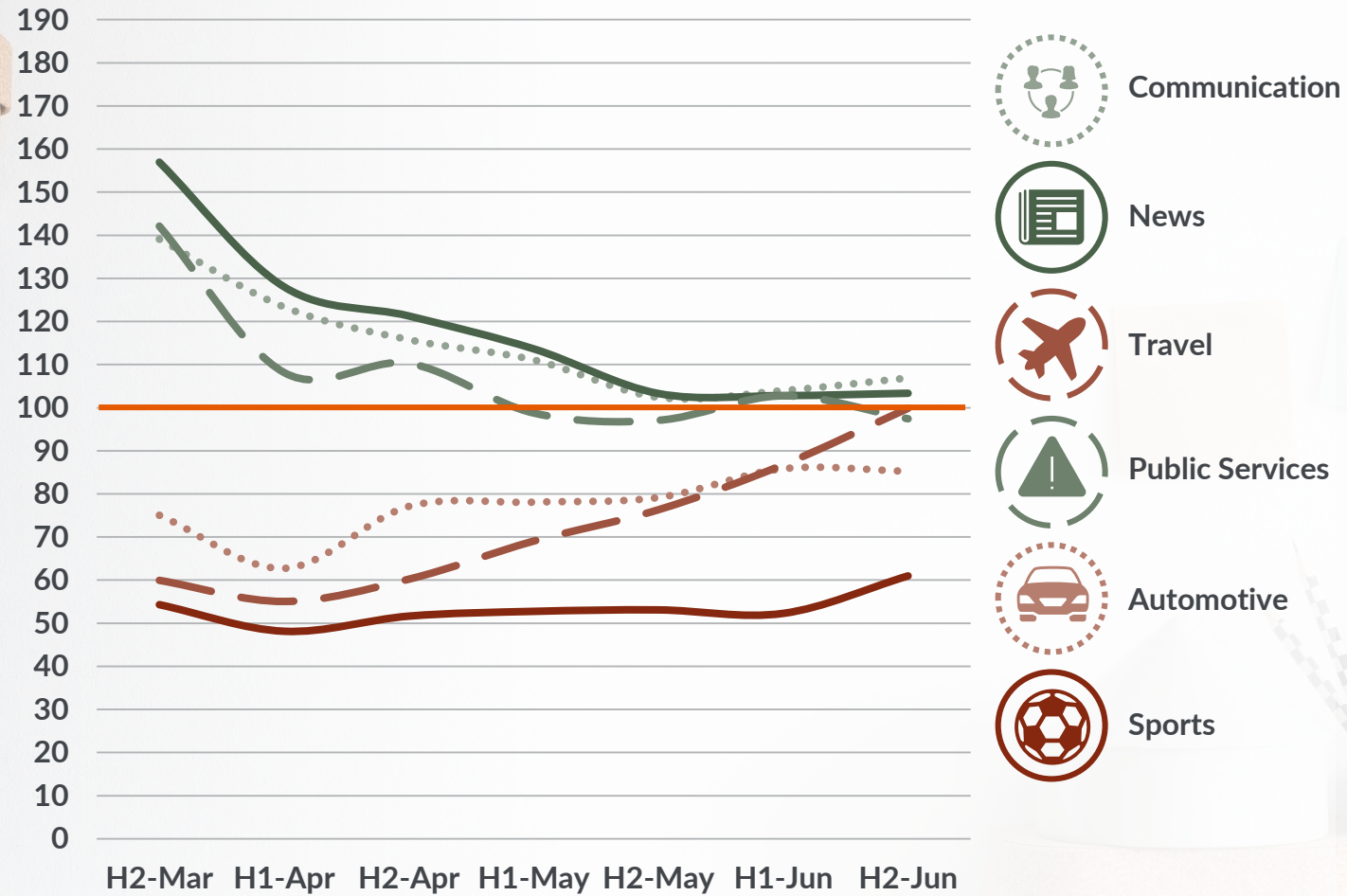
## Highest and lowest indexing categories post lockdown





# Changes in online behavior over time – Netherlands

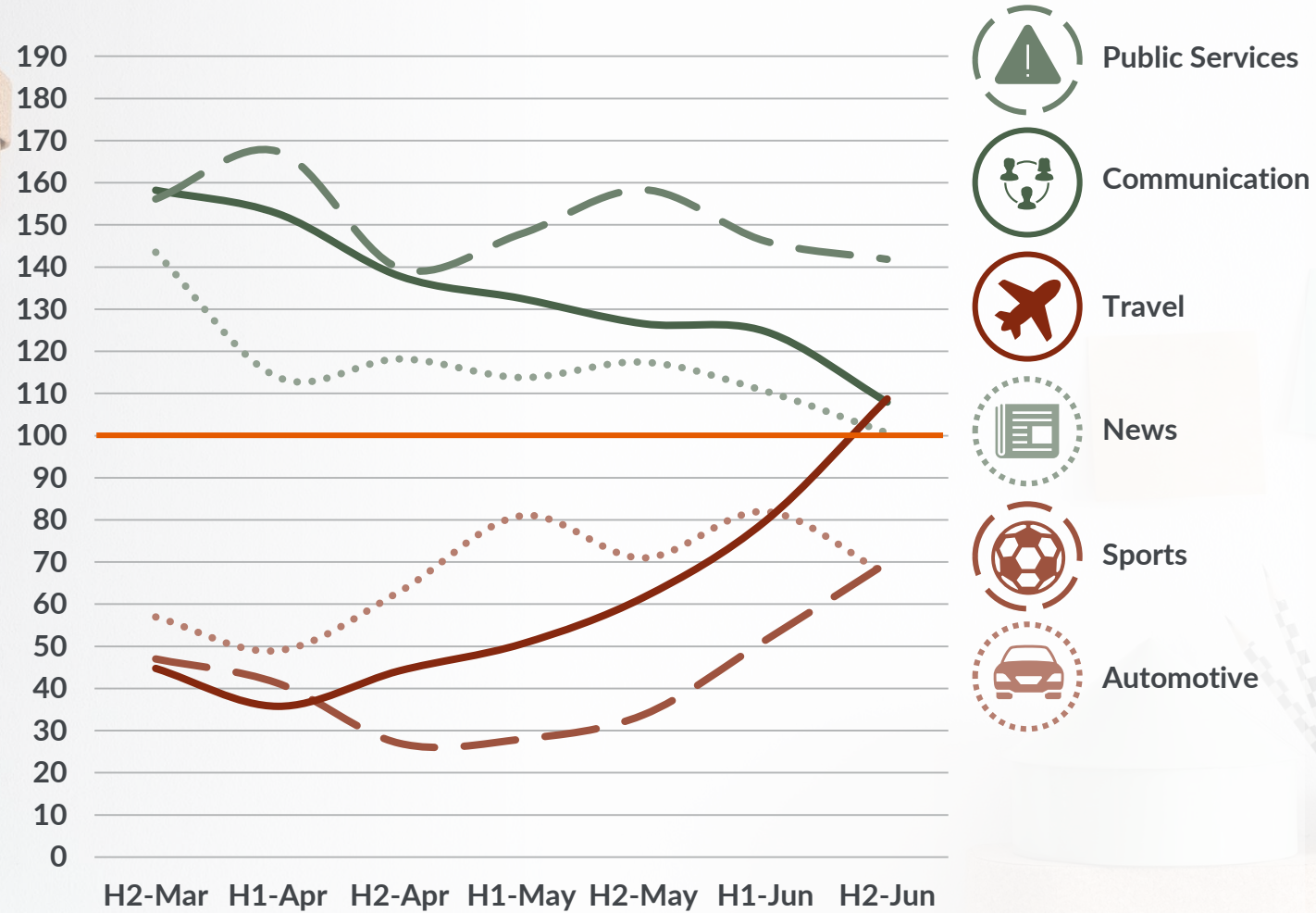
## Highest and lowest indexing categories post lockdown





# Changes in online behavior over time – Italy

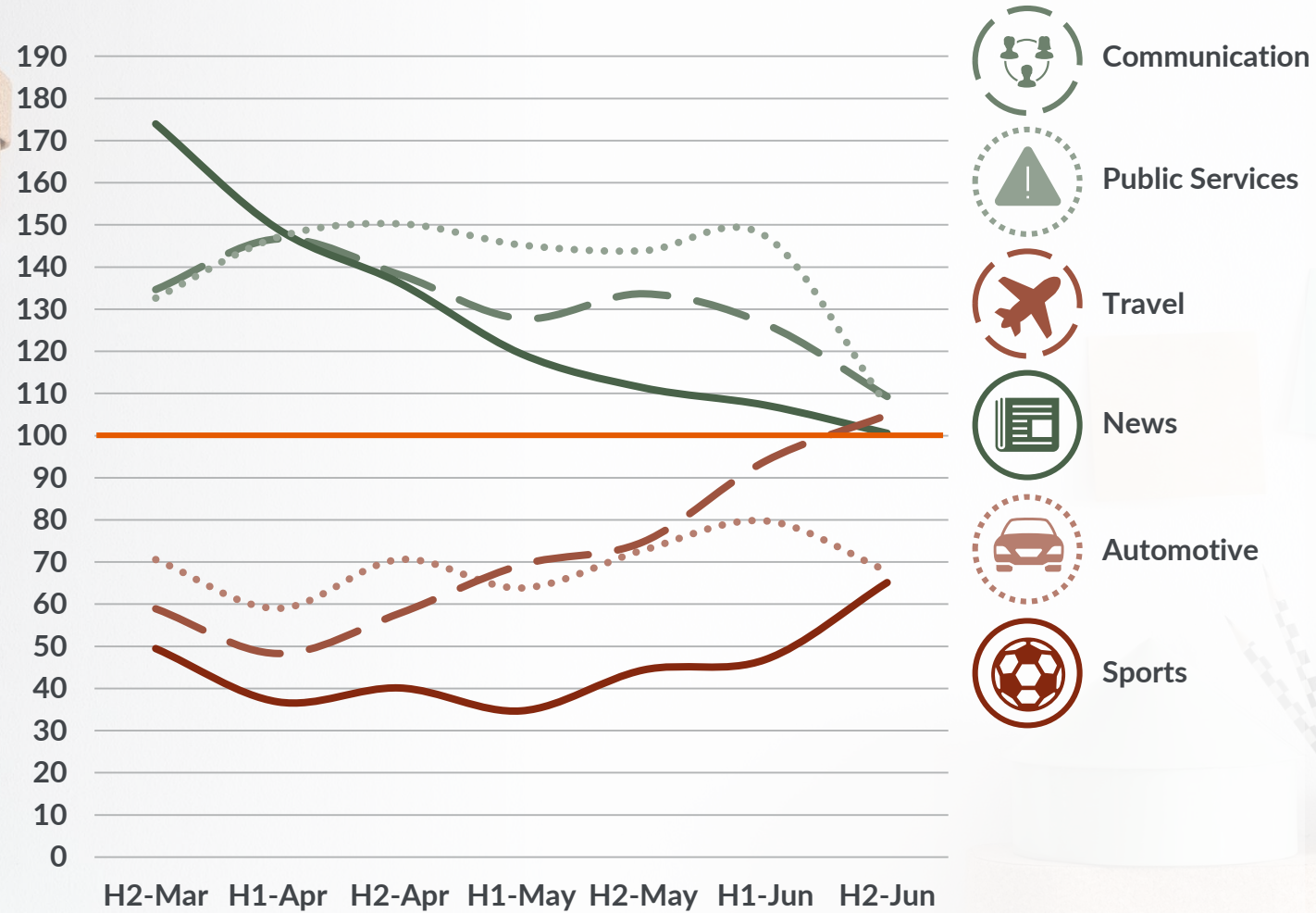
## Highest and lowest indexing categories post lockdown





# Changes in online behavior over time – Poland

## Highest and lowest indexing categories post lockdown





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For more info contact  
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