appinio
CORONAREPORT

Version for **United Kingdom**

Intro to the study

Introduction to the Appinio coronavirus consumer report
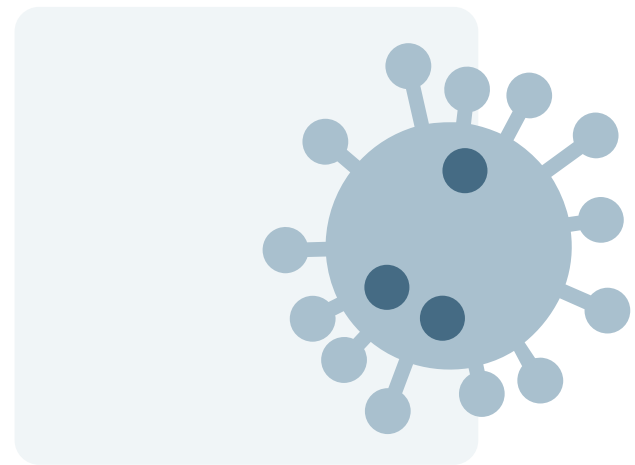
Life in the United Kingdom and other European countries is currently significantly impacted by the **COVID-19 pandemic** (coronavirus pandemic).

That is why the market research company **Appinio**, based in Hamburg, Germany, has been tracking the effects of coronavirus on the German population in the last months, and has also conducted representative studies on the national level in the UK covering the same aspects.

The studies cover, among other things, the implications of the coronavirus pandemic on everyday life and consumer behaviour.

In this report, you will find a synthesis of the main insights of the 4th study.

The main questions of the first survey were also incorporated in the following studies in order to track behavioural changes over time. The studies were conducted one month apart:

1st survey – March 20-23

2nd survey – April 20-21

3rd survey – May 13-20

4th survey – June 16-22

Besides the tracking-questions, the following studies also encompassed new questions that address, among other things, the expectations that British consumers are setting for companies at the moment as well as opinions about how their behaviour will change in the long-run.

You can see all the data and additional filter options (e.g. sociodemographic criteria) in real-time at business.appinio.com

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Agenda

1 Study design & sample

How can you access the study and the tracking-data?
What was the study design and the sample?

2 Key Insights

What are the main changes compared to the first study?
What are the main insights from the new questions?

3 Additional questions

How do Brits perceive the idea of having an app that
tracks their contacts like the one launched in Germany?
Who would download that app and what are the reasons in
favour or against it?

4 News channels & concerns

Which channels are most used and trusted in when getting
information about coronavirus? What are the main
concerns linked to the virus and how concerned are Brits
about their own health? What is their level of satisfaction
in the different areas of life?

5 Avoidance & safety

What is specifically done to reduce the risk of infection?
How many people are currently working from home?

6 Leisure activities &
buying behaviour off- and online

How has the buying behaviour changed for different food
and non-food items? Are big purchases and vacations
already being postponed or cancelled? Has the purchase
volume shifted to online shopping? What are the problems
encountered when shopping online?

7 Ads related to coronavirus

How many Brits have already seen an ad/PR measure
related to coronavirus and how are those perceived?

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Study design & sample

Access to the studies and the tracking-data

Real-time access to the two studies and all the answers on the Appinio analyser dashboard

Step 1

Create a free account at
business.appinio.com

Step 2

Under „Appinio Studies" you'll find the „Corona: Consumer Study UK"
– click on „Go to Analysis"

Corona: Consumer Study - UK

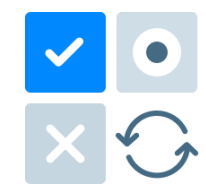| Participants	Questions	Create Date
1000	35	24.03.2020

Go to Analysis

Step 3

Analyse, filter or download the results of the two studies in real-time in your Appinio dashboard (e.g. split by sociodemographic criteria)

Tracking: Study design

Data collection, sample, content

Method & Data collection

- Mobile questionnaire, send out through the Appinio app
- Studies conducted:
- 1st survey 20-23rd March 2020
  - 35 questions
- 2nd survey 20-21st April 2020
  - 40 questions
- 3rd survey 13-20th May 2020
  - 40 questions
- 4th survey 16-22nd June 2020
  - 43 questions

- Data can be accessed, filtered and downloaded at **business.appinio.com**

Sample

- Country – **United Kingdom**
- Age – **16-65 years old**
- **representative at the national level with regard to age and gender**
- 1st survey – **N = 1.000 people**
- 2nd survey – **N = 1.000 people**
- 3rd survey – **N = 1.000 people**
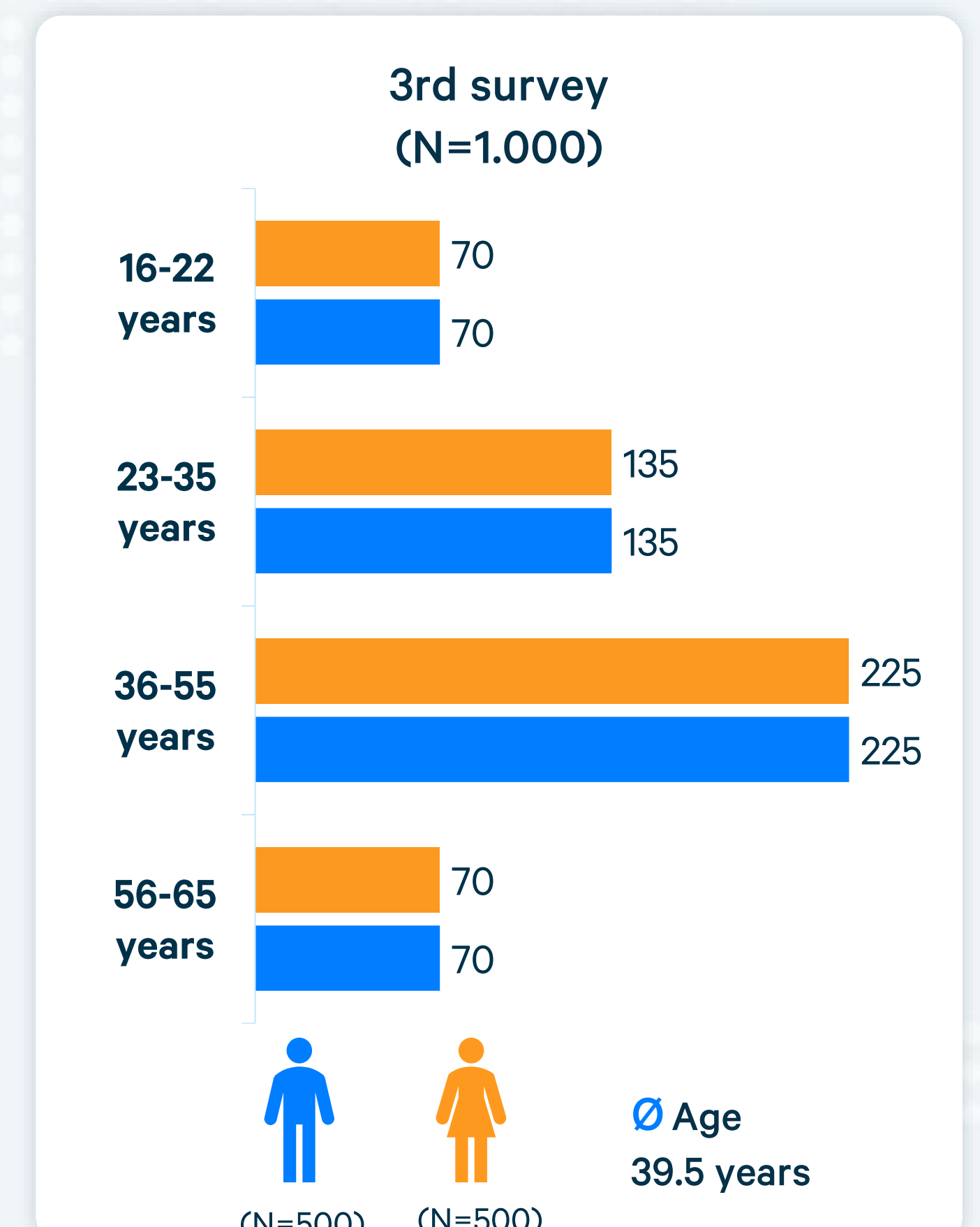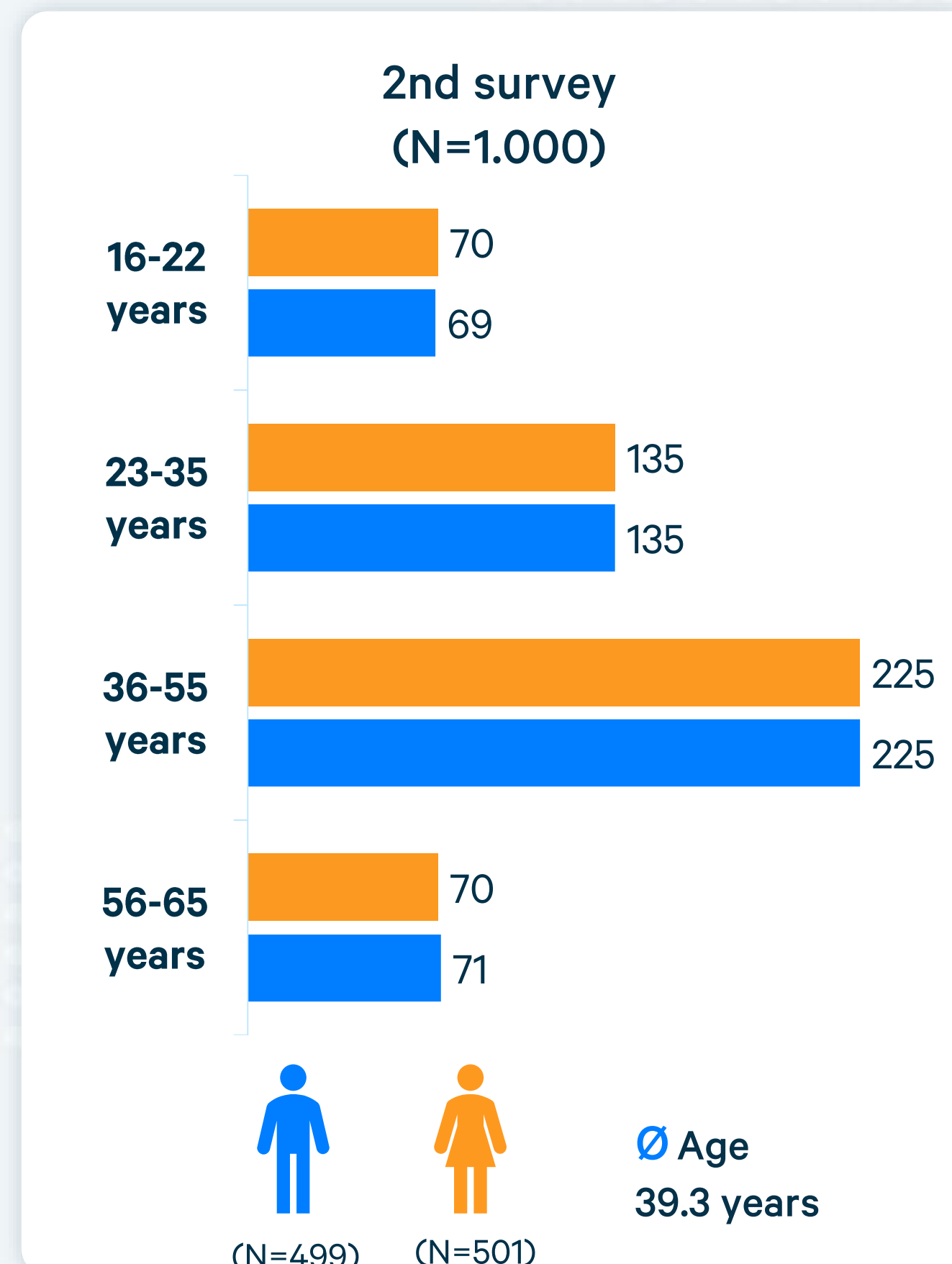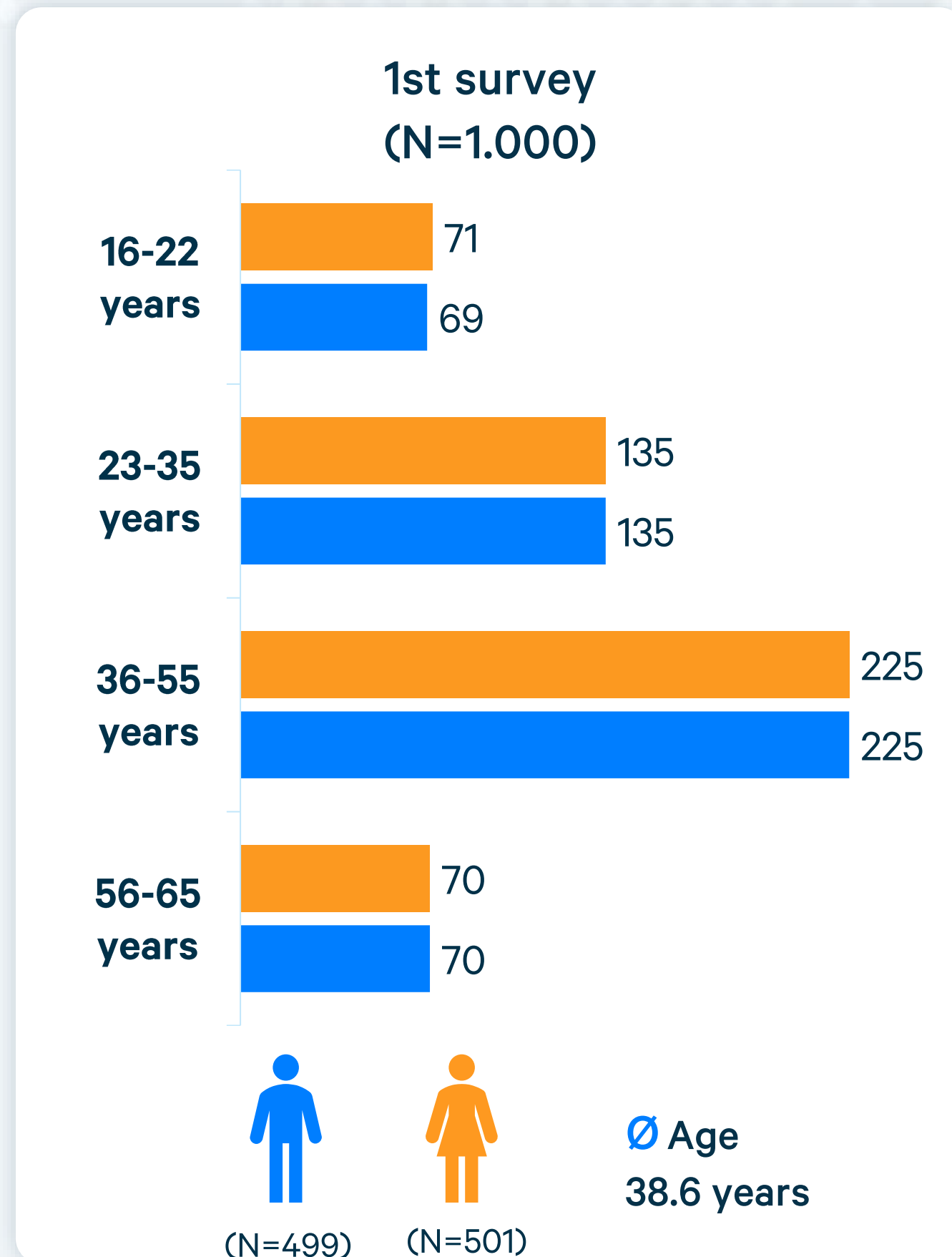- 4th survey – **N = 1.000 people**

Content

- Information channels for news about coronavirus and political opinions
- Main concerns around the virus
- Life satisfaction
- Preventive measures
- Changes in leisure activities
- Changes in consumption and means of transportation
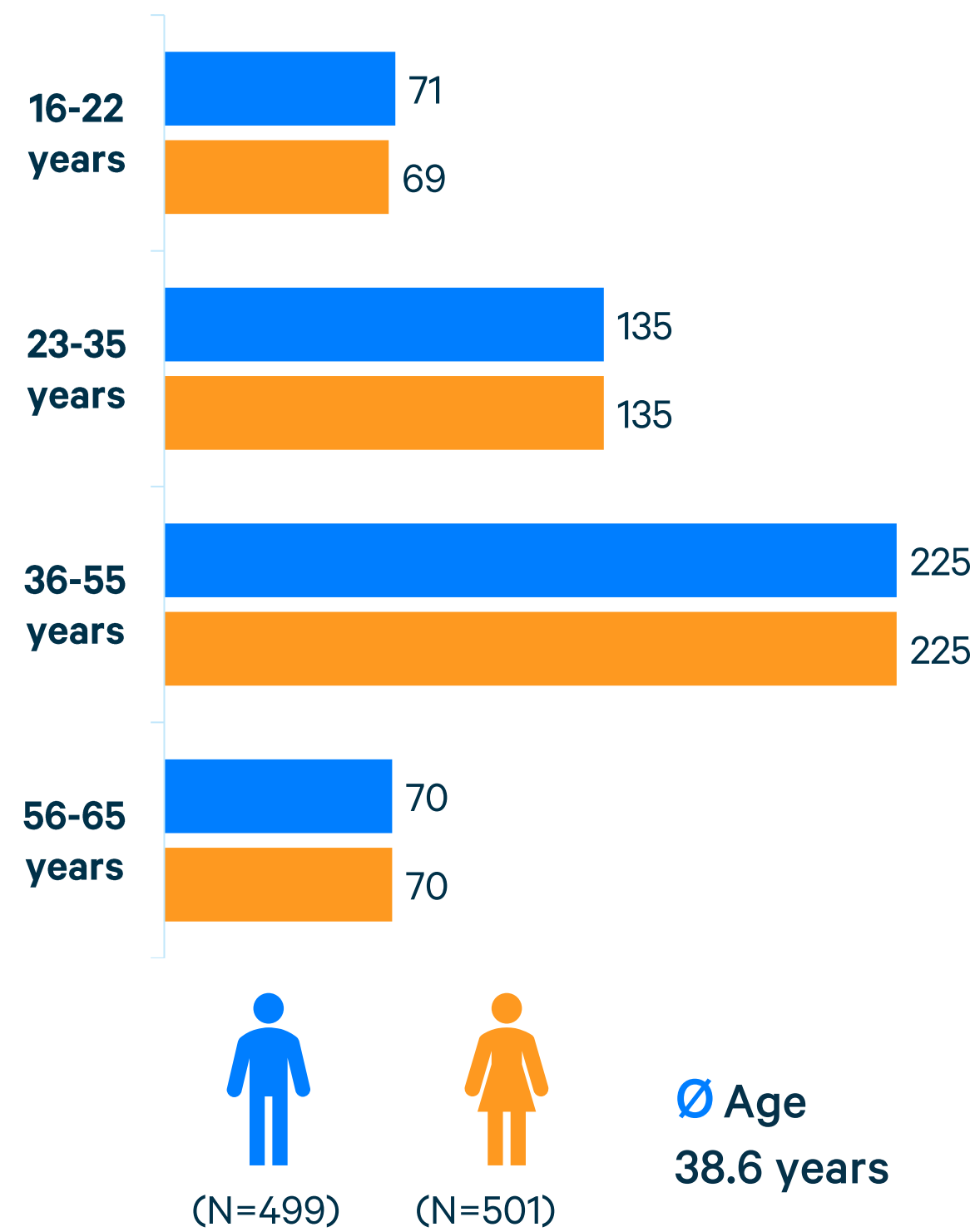- Brand loyalty
- Ads related to coronavirus
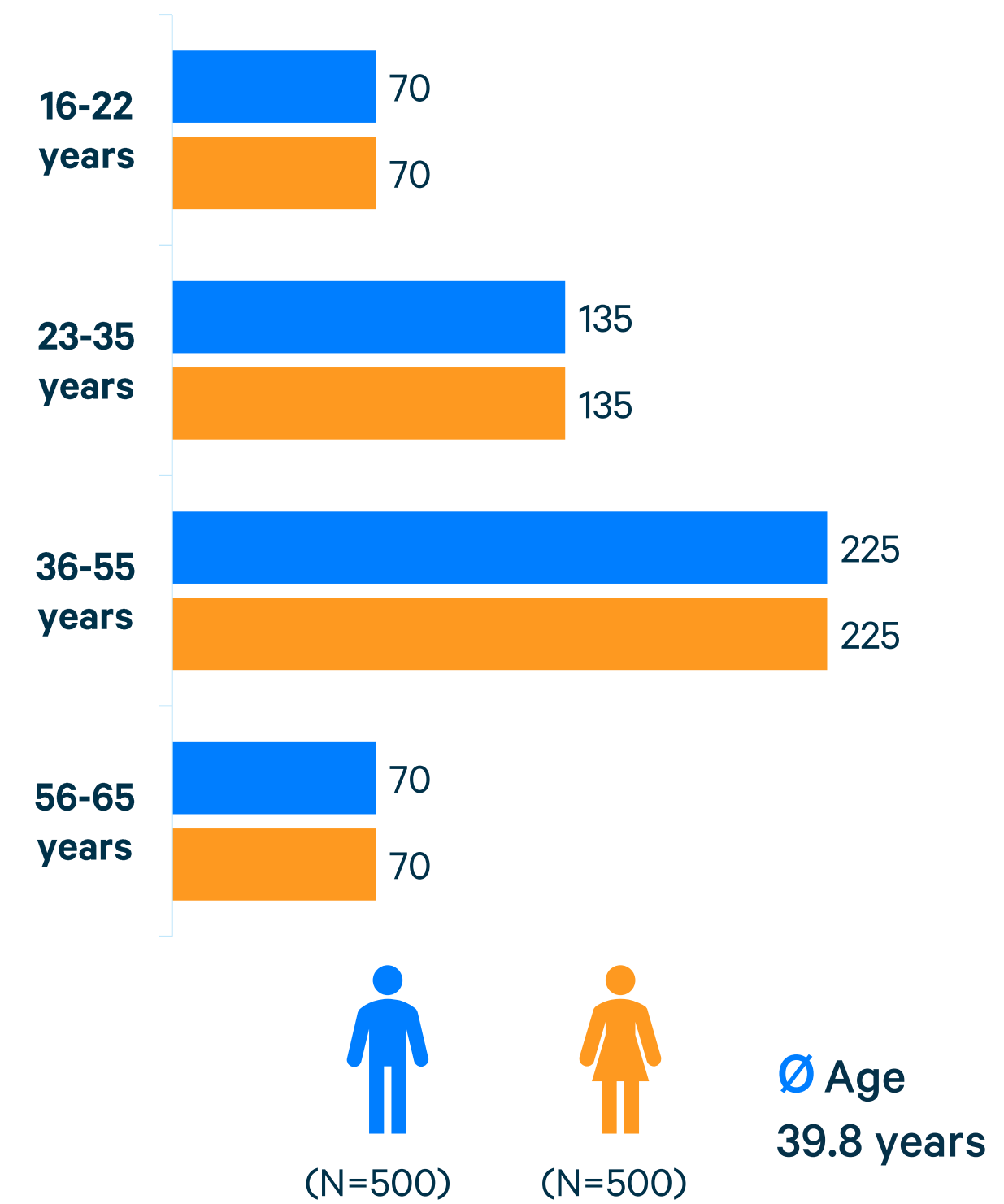
Sample composition

Age & gender for both surveys

1st survey (N=1.000)

Age	Female	Male
16-22 years	71	69
23-35 years	135	135
36-55 years	225	225
56-65 years	70	70

(N=499) (N=501)

Ø Age 38.6 years

2nd survey (N=1.000)

Age	Female	Male
16-22 years	70	69
23-35 years	135	135
36-55 years	225	225
56-65 years	70	71

(N=499) (N=501)

Ø Age 39.3 years

3rd survey (N=1.000)

Age	Female	Male
16-22 years	70	70
23-35 years	135	135
36-55 years	225	225
56-65 years	70	70

(N=500) (N=500)

Ø Age 39.5 years

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Sample composition

Age & gender for all surveys

1st survey (N=1.000)

Age	Male	Female
16-22 years	71	69
23-35 years	135	135
36-55 years	225	225
56-65 years	70	70

(N=499) (N=501)

Ø Age
38.6 years

2nd – 4th survey (N=1.000 each)

Age	Male	Female
16-22 years	70	70
23-35 years	135	135
36-55 years	225	225
56-65 years	70	70

(N=500) (N=500)

Ø Age
39.8 years

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Key Insights

Key Insights

Coronavirus contacts-tracking app

Half of the Brits (**48%**) say that they would **download an app that tracks their contacts** like the one that was launched in Germany.

The main reason in favour is the motivation to be able to help in the **fight against the pandemic** (**40%**) followed by an increased **sense of safety** (**27%**).

Reasons against on the other hand are mainly linked to **privacy issues** (**48%**) or a lack of certainty about the **usefulness** of such an app (**27%**).

Diminishing concerns and slightly higher satisfaction in all areas of life

On average Brits **are less worried about their health** because of coronavirus than in the last 3 months (**3.88/6** vs. 4.14/6 in the 1st survey). Concerns about the **risk of infection of family & friends** as well as about **long-lasting economic consequences** have also declined by 7 and 5 percentage points respectively.

While the level of satisfaction of Brits is higher in all areas of life compared to previous surveys, **satisfaction with respect to "freedom of movement" has increased** the most since last month (**3.38/6** vs. 3.06/6).

The majority of the population is taking important measures to decrease the risk of infection

At this point **57%** of the British working population are **working from home** and **42%** of those can imagine doing most of their **work from home even after the pandemic** is over.

More than **70%** of Brits are **also washing their hands more regularly** (**82%**), **avoiding crowds** (**78%**) or **public transport** (**70%**). There has also been an important increase in the share of people wearing face masks (**+13%-pt.**) so that now **more than one third of Brits wear breathing masks** in public.

Decrease in offline shopping larger than the increase in online shopping for most product categories

Overall, **63%** of Brits are **buying more online** than before the crisis. However, while there has been a decrease in Brits **buying clothes in stores** for example (**-30%-pt.**) the simultaneous increase in online shopping was less important (**+16%-pt.**).

Many Brits have **seen "empty shelves" when shopping online** (**49%**) or offline (**65%**) during the crisis. Specific **products being out of stock** is also the most frequently encountered problem when shopping online during the pandemic in general.
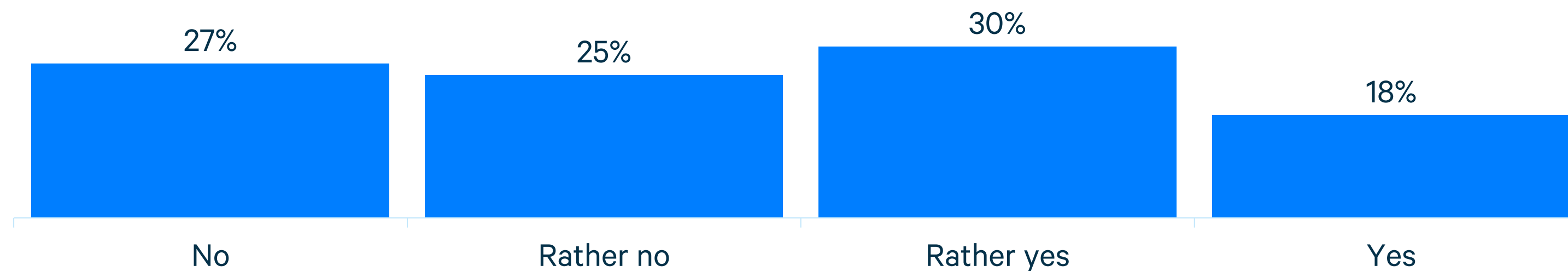
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Additional questions: Coronavirus contacts-tracking app

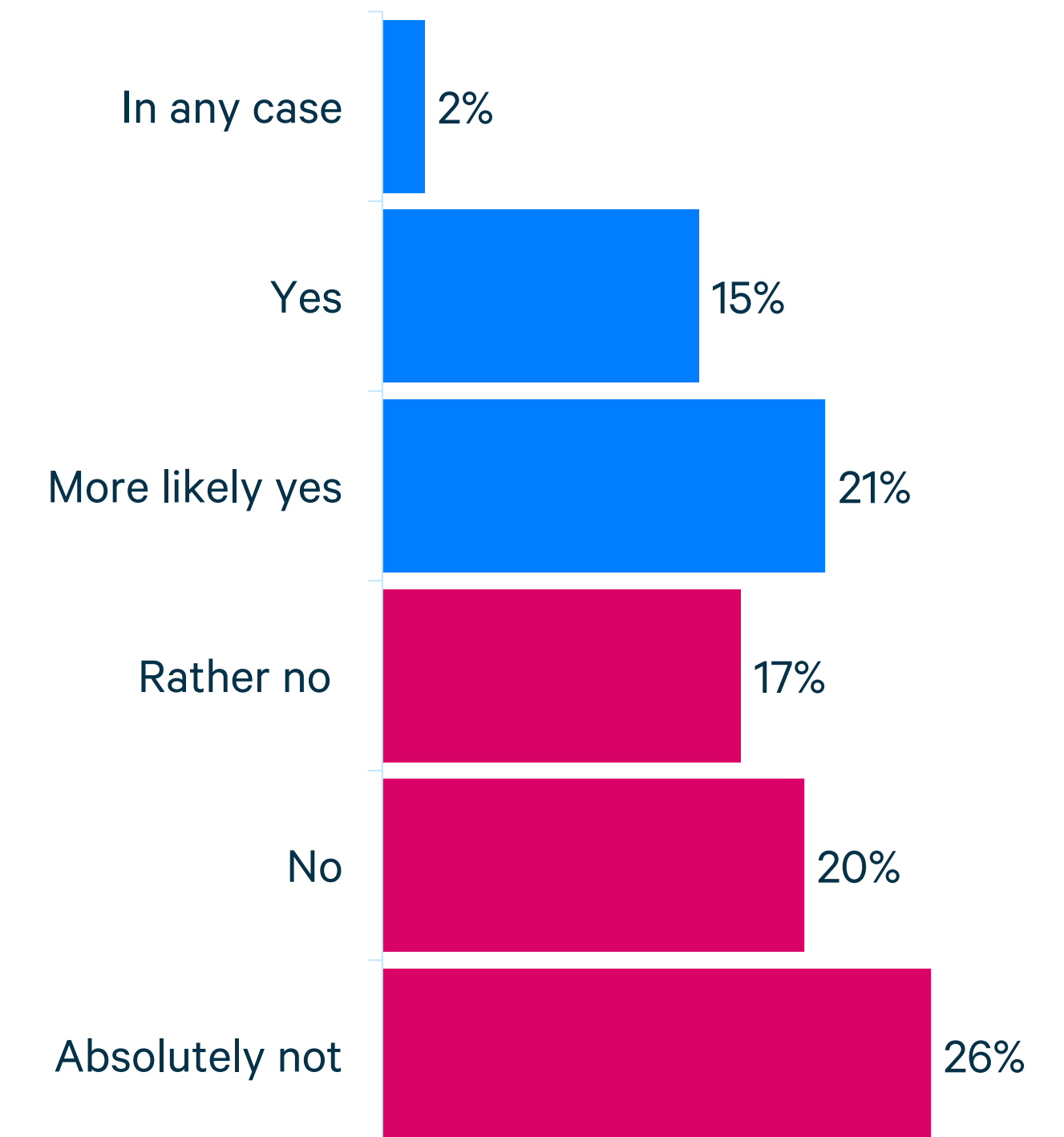# Coronavirus contacts-tracing app – Would Brits download the app?

Total sample

Would Brits download the app?

- 27% No
- 25% Rather no
- 30% Rather yes
- 18% Yes

- 48% of Brits say that they would rather download the app
- Younger participants are more likely to say (rather) yes than older ones: 52% of 16 to 22-year-olds and 37% of 56 to 65-year-olds say that they would (rather) download the app
- Those who say that they are "worried" about their health because of coronavirus are more likely to say that they would consider downloading the app than those who say that they are "not worried": 58% vs. 38%

Should it be mandatory to download the app when it's available?

- In any case: 2%
- Yes: 15%
- More likely yes: 21%
- Rather no: 17%
- No: 20%
- Absolutely not: 26%

"Would you download the app?" // "The use of the app should be voluntary. Do you think it should be mandatory?"
(Basis 4th survey: N=1.000)

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Why wouldn't Brits download the app?

Those who would (rather) not download the app

The importance of privacy is the leading reason against downloading the app

48%	Privacy is too important to me
39%	I don't believe in the sense of the app
19%	My transaction data should not be entered
13%	My data is not necessary when others download the app
7%	I don't have a smartphone
8%	Other
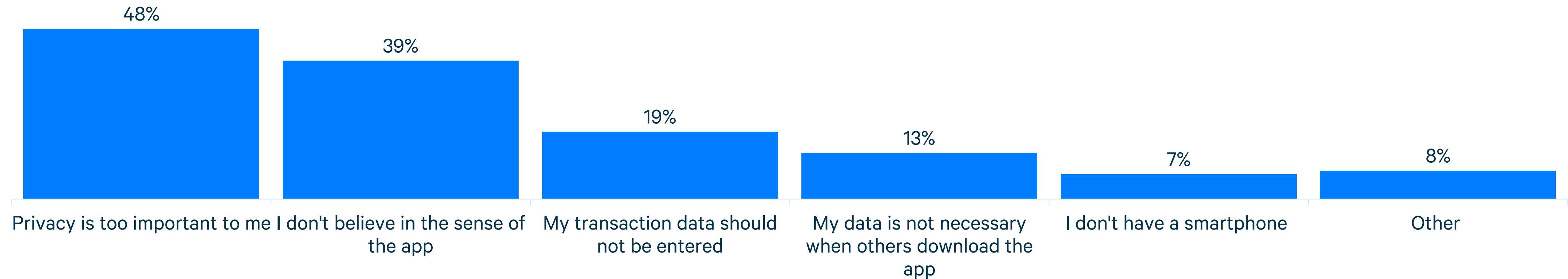
- The biggest concern about the app are privacy issues (48%) followed by the belief that the app wouldn't be useful (39%)
- A frequently occurring topic among the „other" reasons is a lack of trust in the government as well as the fear of inappropriate use of the collected data

"You probably won't download the warning app – why?"
(Base: N=527)

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Why would Brits download the app?

Those who would (rather) download the app

Being of help in the fight against the pandemic is the leading reason why Brits would consider downloading the app

40%	27%	25%	21%	18%	14%
Wanting to help in the fight against the pandemic	Feeling safer with it	Wanting to know if you could be infected	Out of curiosity	Easy access to own coronavirus test results	Information about the risk of infection in my environment
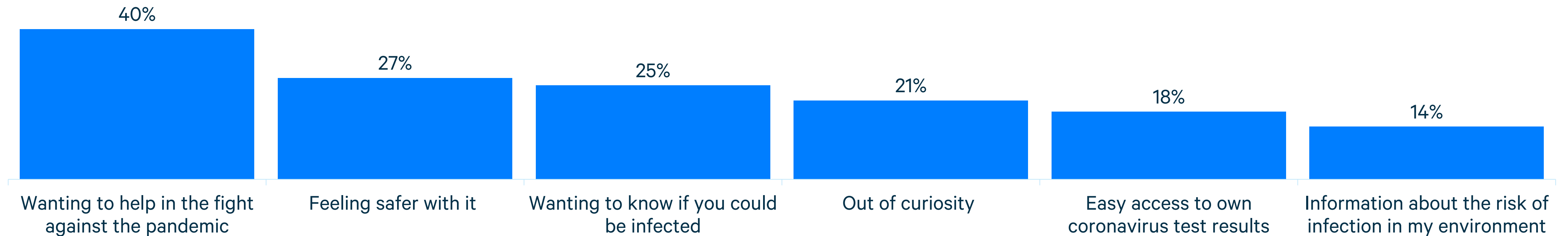
- The most frequently named reason why Brits would consider downloading the app is the motivation to be of help in the fight against coronavirus (40%)
- Only 14% name the access to information about the risk of infection in their environment as a main reason in favour of downloading the app

"You would download the warning app – why?"
(Base: N=473)

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News channels, concerns & life satisfaction

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Which news channels do Brits use? (1/2)

Usage (in %) – sorted by frequency

TV (news and reports)
-3

1st survey	2nd survey	3rd survey	4th survey
75%	74%	78%	75%

Online news channels
+2

1st survey	2nd survey	3rd survey	4th survey
48%	48%	47%	49%

Website of the government
=

1st survey	2nd survey	3rd survey	4th survey
39%	37%	39%	39%
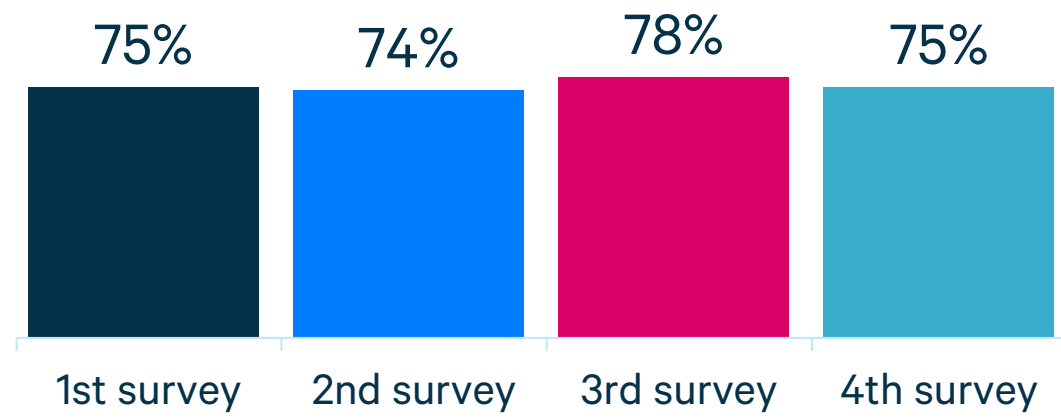
Friends, family and other contacts
+6

1st survey	2nd survey	3rd survey	4th survey
32%	26%	26%	33%

Radio (news)
-1

1st survey	2nd survey	3rd survey	4th survey
30%	29%	27%	26%
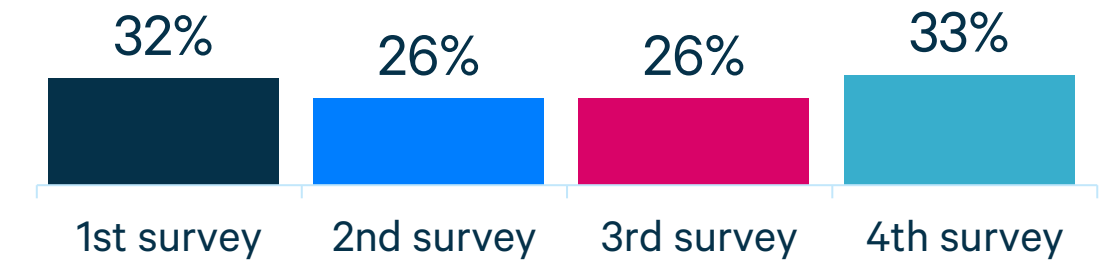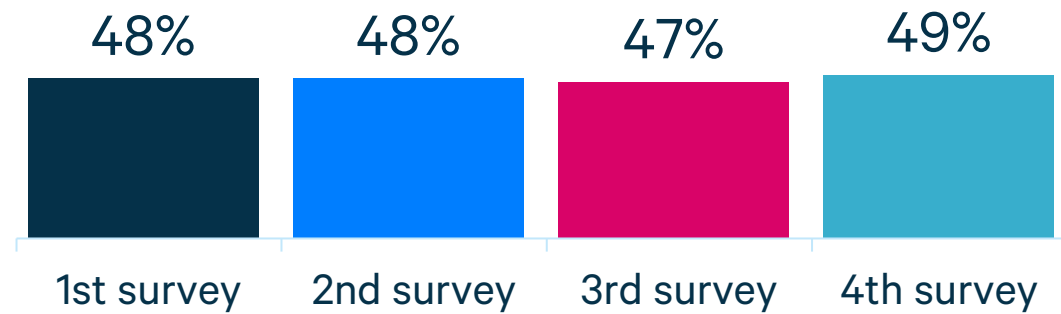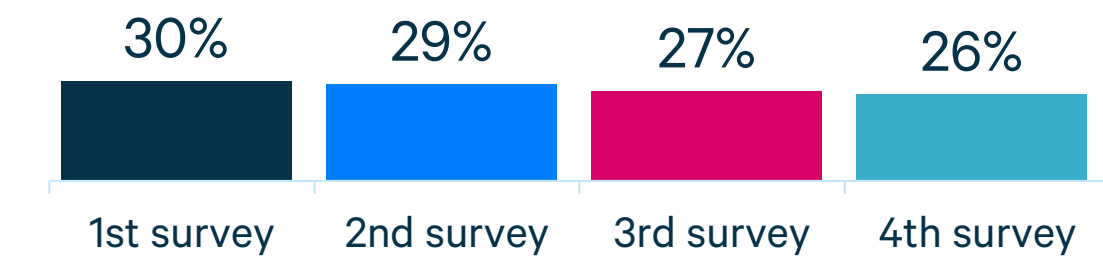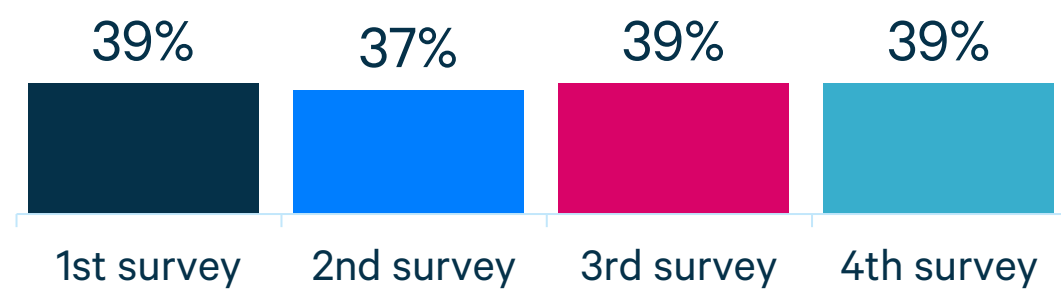
Social media channels of public authorities / news media
+1
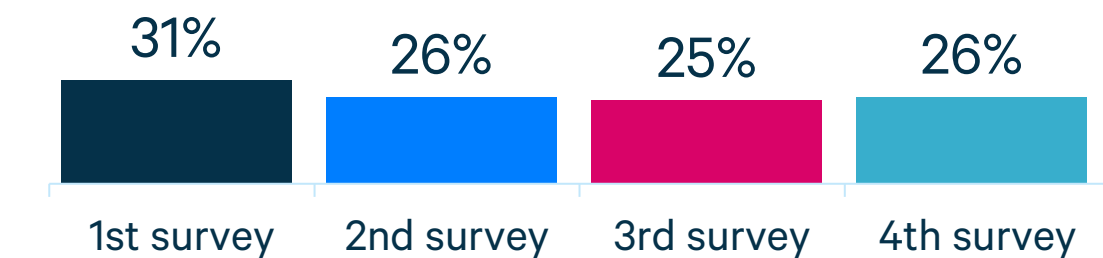
1st survey	2nd survey	3rd survey	4th survey
31%	26%	25%	26%

Numbers in top right corner = Changes compared to last survey in %-Pt.

CORONA**REPORT**
News channels

"Where do you get information about coronavirus?"
(Base: N=1.000 for each survey)

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Which news channels do Brits use? (2/2)

Usage (in %) – sorted by frequency

I just google — +6

1st survey	2nd survey	3rd survey	4th survey
24%	24%	19%	25%

Print media — +5

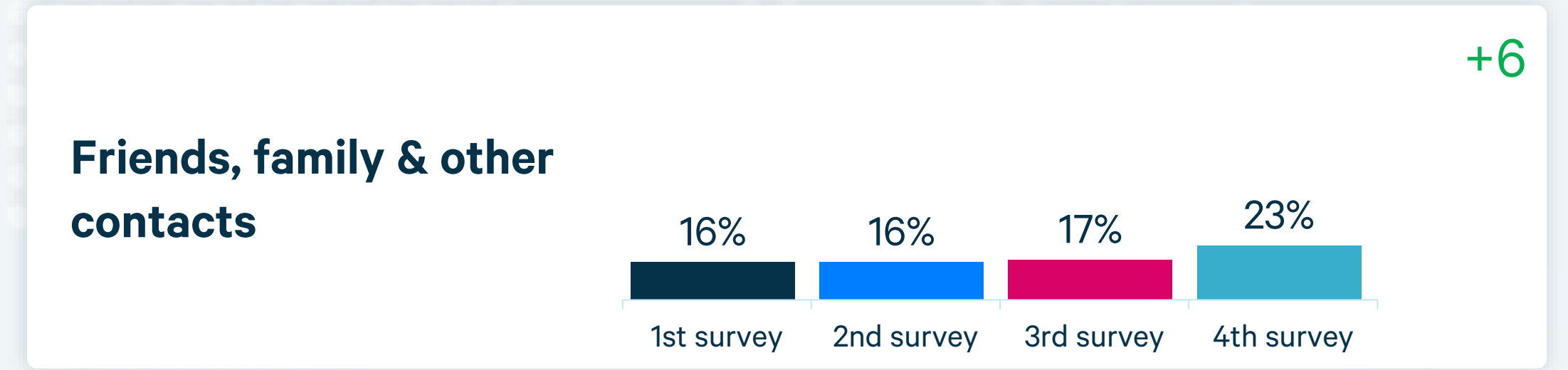| 1st survey	2nd survey	3rd survey	4th survey
15%	14%	13%	18%

Social media channels of private people and influencers — +3
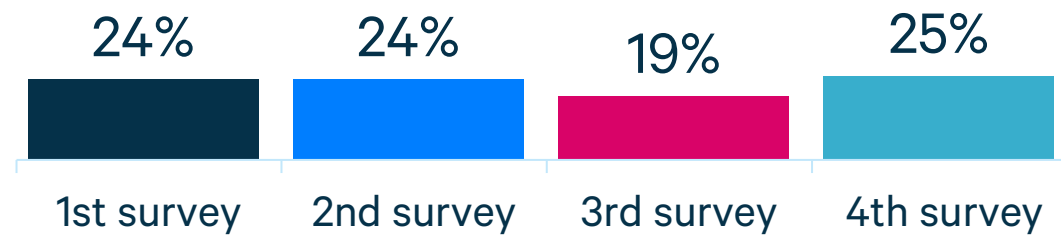
1st survey	2nd survey	3rd survey	4th survey
17%	17%	13%	16%

Website of my city/region — =
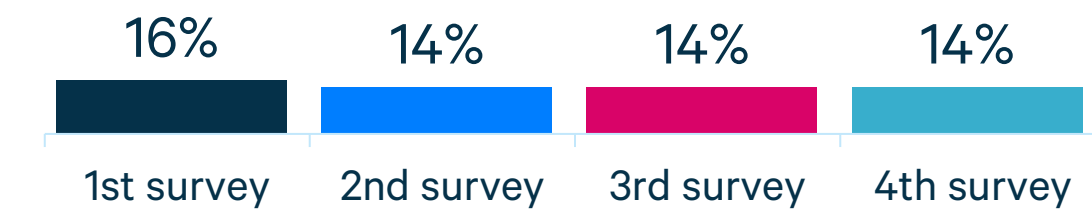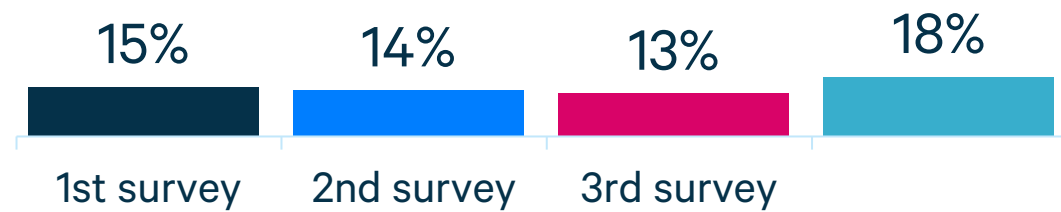
1st survey	2nd survey	3rd survey	4th survey
16%	14%	14%	14%

„chain letters" on WhatsApp or other messenger apps — +1

1st survey	2nd survey	3rd survey	4th survey
5%	7%	3%	4%
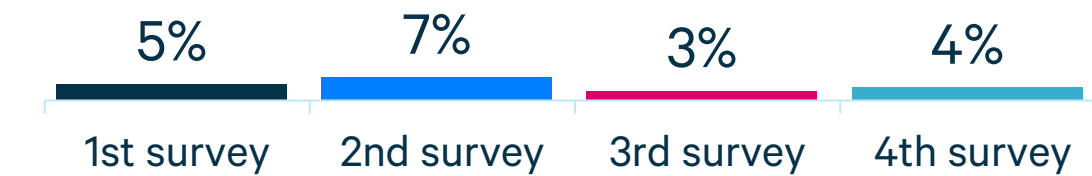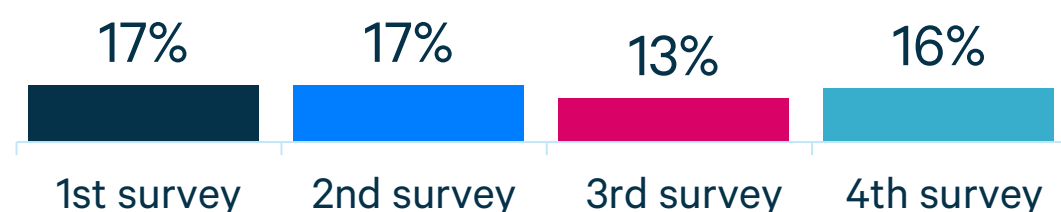
I don't look for information — +1
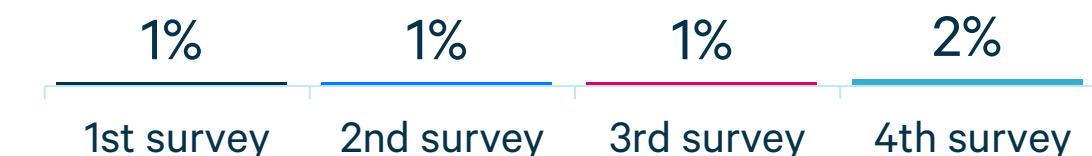
1st survey	2nd survey	3rd survey	4th survey
1%	1%	1%	2%

Numbers in top right corner = Changes compared to last survey in %-Pt.

"Where do you get information about coronavirus?"
(Base: N=1.000 for each survey)

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Which news channels do Brits trust? (1/2)

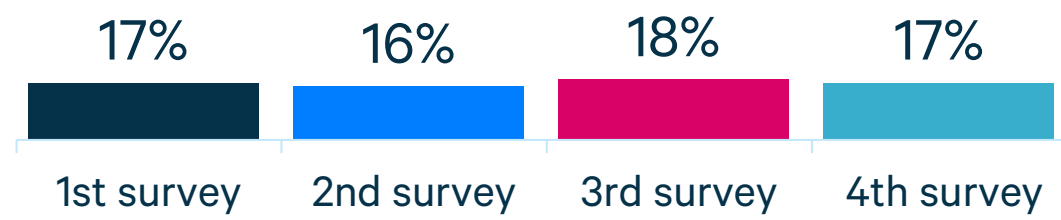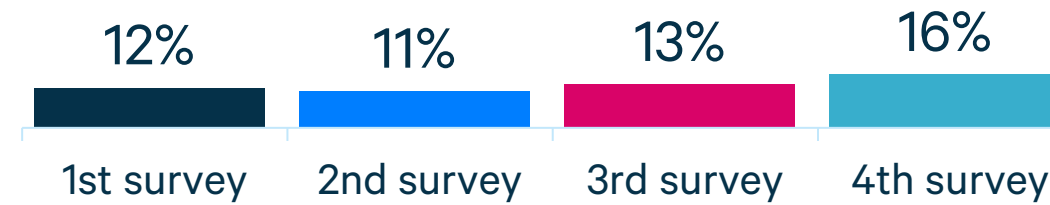Trustworthiness (in %) – Sorted by current trust in the news channel

TV (news and reports)   **-5**

1st survey	2nd survey	3rd survey	4th survey
74%	73%	75%	70%

Website of the government   **-5**

1st survey	2nd survey	3rd survey	4th survey
61%	61%	61%	56%

Online news channels   **-4**

1st survey	2nd survey	3rd survey	4th survey
41%	45%	44%	40%

Radio (news)   **-3**

1st survey	2nd survey	3rd survey	4th survey
32%	29%	31%	28%

Friends, family & other contacts   **+6**

1st survey	2nd survey	3rd survey	4th survey
16%	16%	17%	23%

Google   **+4**

1st survey	2nd survey	3rd survey	4th survey
19%	20%	16%	20%

Numbers in top right corner = Changes compared to last survey in %-Pt.

"Please select the three sources you find most trustworthy with regard to information about coronavirus."
(Base: N=1.000 for each survey)

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Trustworthiness (in %) – Sorted by current trust in the news channel

Website of my region/city −1

17%	16%	18%	17%
1st survey	2nd survey	3rd survey	4th survey

Social media channels of private people and influencers +2

8%	7%	6%	8%
1st survey	2nd survey	3rd survey	4th survey

Print media +3

12%	11%	13%	16%
1st survey	2nd survey	3rd survey	4th survey

„chain letters" on WhatsApp or other messenger apps +1

3%	3%	2%	3%
1st survey	2nd survey	3rd survey	4th survey
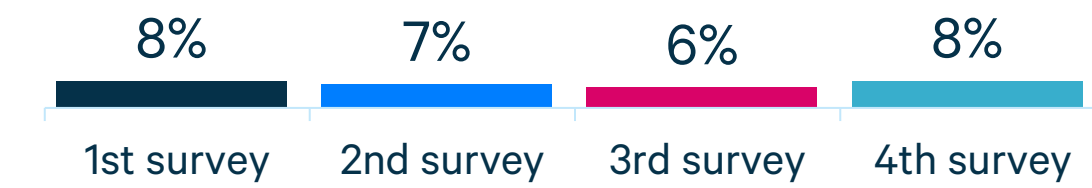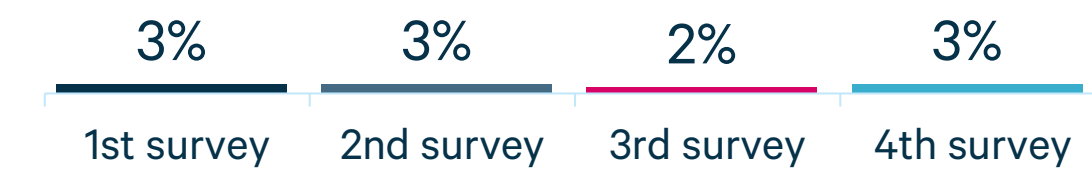
Social media of public authorities / news media =

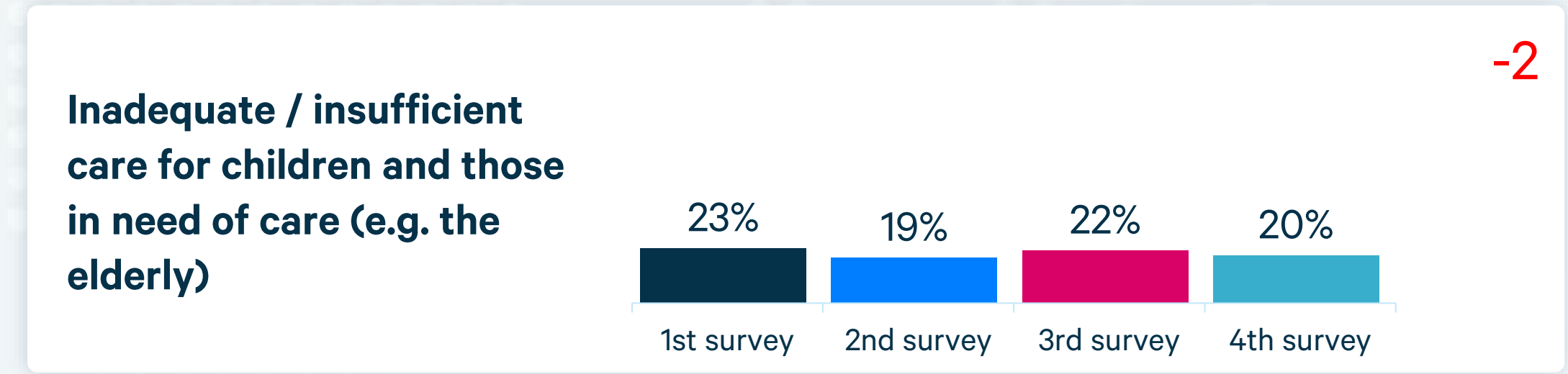| 16%	13%	14%	14%
1st survey	2nd survey	3rd survey	4th survey

Numbers in top right corner = Changes compared to last survey in %-Pt.

"Please select the three sources you find most trustworthy with regard to information about coronavirus." (Base: N=1.000 for each survey)

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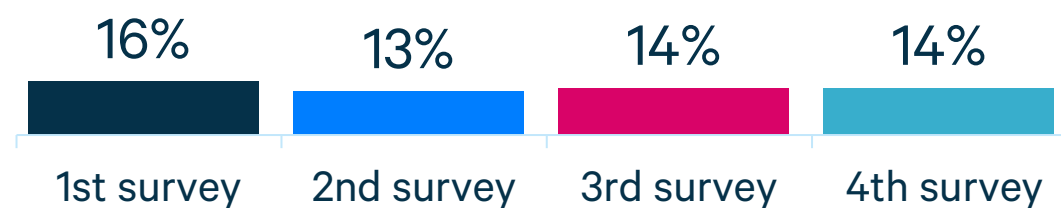
How worried are Brits about their own health?

Total sample & split by age groups – 6-point scale

How worried are you about your own health?
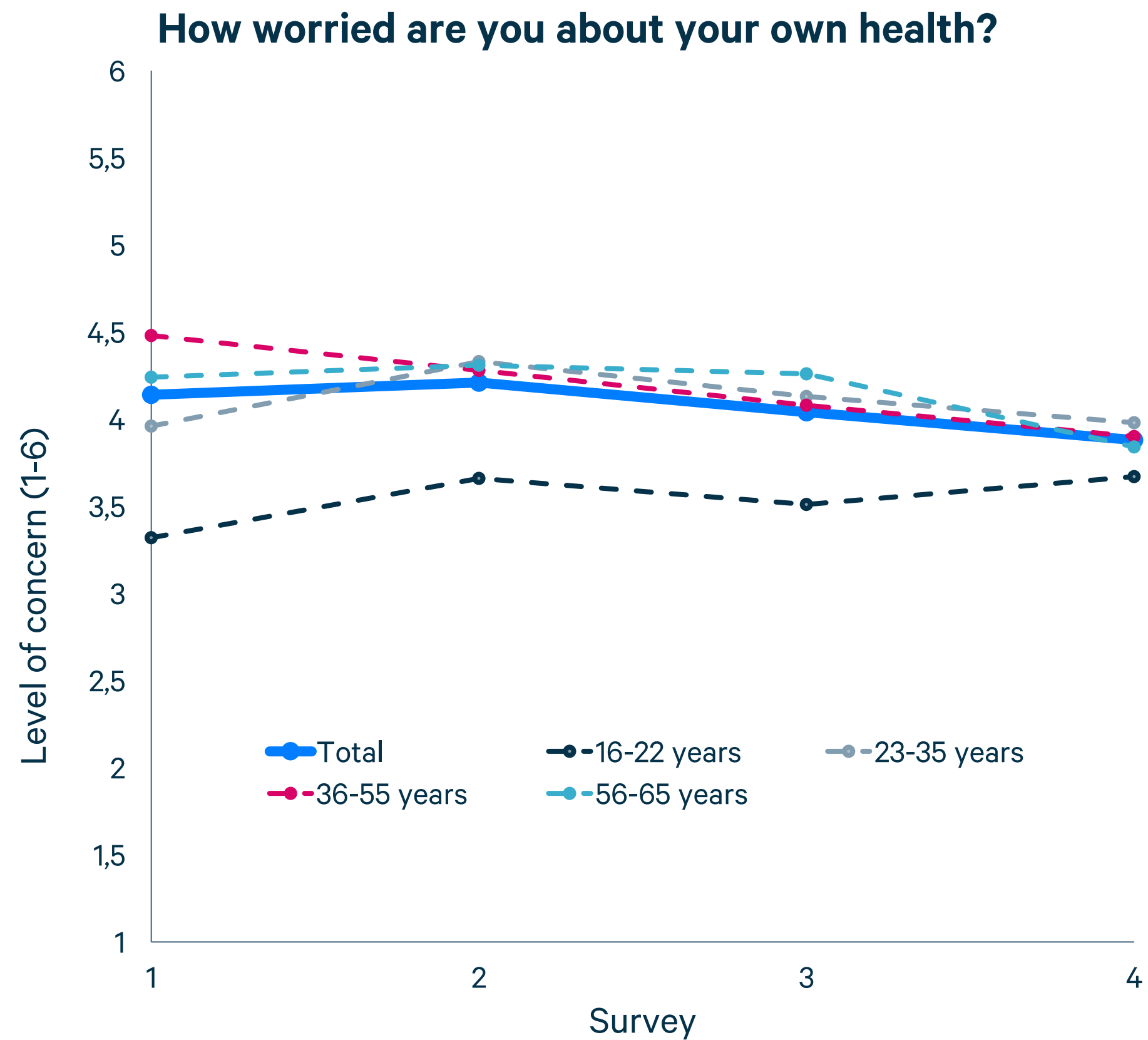
Participants in all age groups except 16 to 22-year olds are less worried than last month. Especially older participants are on average less worried than in all the previous surveys.

Age groups	1st survey Ø (SD)	2nd survey Ø (SD)	3rd survey Ø (SD)	4th survey Ø (SD)
Total	4.14 (1.4)	4.21 (1.4)	4.04 (1.4)	3.88 (1.4)
16-22 years old	3.32 (1.3)	3.65 (1.5)	3.51 (1.4)	3.67 (1.4)
23-35 years old	3.96 (1.4)	4.33 (1.3)	4.13 (1.3)	3.98 (1.4)
36-55 years old	4.48 (1.3)	4.28 (1.4)	4.08 (1.5)	3.90 (1.5)
56-65 years old	4.24 (1.4)	4.31 (1.3)	4.26 (1.5)	3.84 (1.4)

(1=Not worried at all // 6=Very worried)

"To what extent are you worried about your own health because of coronavirus?" (1 = not worried at all // 6 = very worried)
(Base: N=1.000 for each survey)

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What are the main concerns with regard to coronavirus? (1/3)

Total sample – sorted by frequency

Risk of infection (of my friends & family)
-7

1st survey	2nd survey	3rd survey	4th survey
55%	61%	61%	54%

Personal financial consequences (short-time work, possibility of losing my job, investments / shares)
+4

1st survey	2nd survey	3rd survey	4th survey
33%	31%	33%	37%

Long-lasting economic consequences (insolvency of companies, financial situation of the UK, etc.)
-5

1st survey	2nd survey	3rd survey	4th survey
36%	44%	47%	42%

Poor health care in case of infection with coronavirus
=

1st survey	2nd survey	3rd survey	4th survey
28%	24%	27%	27%

Risk of infection (for myself)
+1

1st survey	2nd survey	3rd survey	4th survey
37%	41%	40%	41%

Isolation / quarantine (of friends & family)
-3

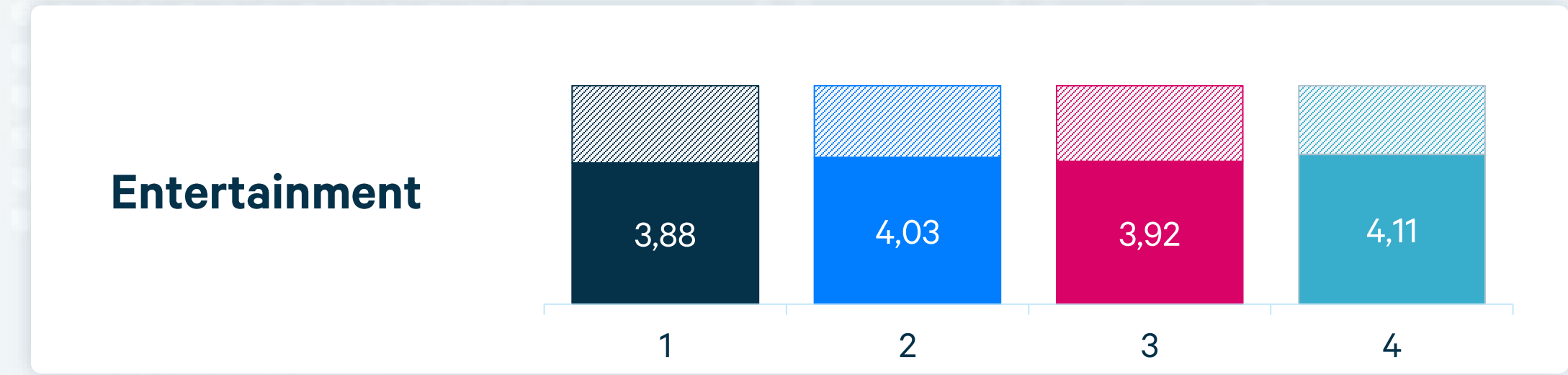| 1st survey	2nd survey	3rd survey	4th survey
29%	29%	28%	25%

Numbers in top right corner = Changes compared to last survey in %-Pt.

"What are your five biggest concerns in regard to coronavirus (no matter if they are already occurring or if they might happen in the future)?" (Base: N=1.000 for each survey)

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Total sample – sorted by frequency

Social distancing / exclusion of sick people — +4

1st survey	2nd survey	3rd survey	4th survey
20%	20%	21%	25%

Reduced travel possibilities (e.g. cancelled flights) — -1

1st survey	2nd survey	3rd survey	4th survey
14%	17%	22%	21%

Public life coming to a standstill (no mobility, confinement) — -1

1st survey	2nd survey	3rd survey	4th survey
29%	25%	25%	24%

Inadequate / insufficient care for children and those in need of care (e.g. the elderly) — -2

1st survey	2nd survey	3rd survey	4th survey
23%	19%	22%	20%

Poor health care in case of illness independently of coronavirus — =

1st survey	2nd survey	3rd survey	4th survey
24%	22%	24%	24%

Mass panic — -1

1st survey	2nd survey	3rd survey	4th survey
39%	19%	19%	18%

Numbers in top right corner = Changes compared to last survey in %-Pt.

"What are your five biggest concerns in regard to coronavirus (no matter if they are already occurring or if they might happen in the future)?" (Base: N=1.000 for each survey)

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Total sample – sorted by frequency

Long-term „extinction" of gastronomy & culture (restaurants, museums etc. closing bc. of missing income)

=

16%	16%	18%	18%
1st survey	2nd survey	3rd survey	4th survey
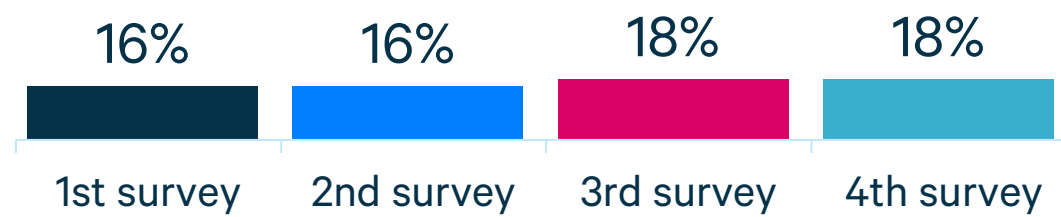
Ban for private events (e.g. weddings)

+1

9%	7%	9%	10%
1st survey	2nd survey	3rd survey	4th survey
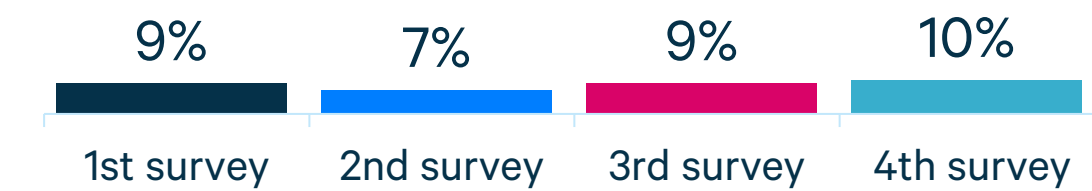
Short-term economic consequences (restricted trade, longer delivery times, etc.)

-3

19%	19%	20%	17%
1st survey	2nd survey	3rd survey	4th survey
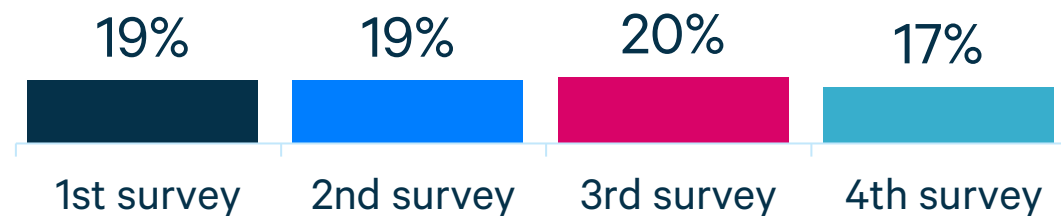
I don't have any concerns

+1

1%	2%	2%	3%
1st survey	2nd survey	3rd survey	4th survey
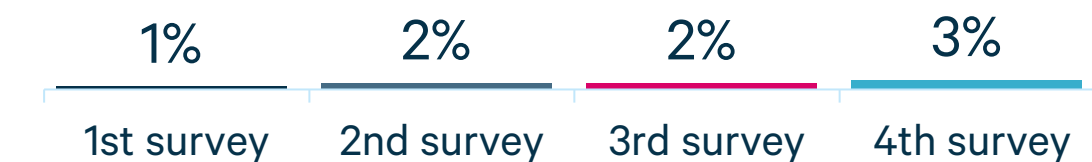
Isolation / quarantine (for myself)

+1

24%	18%	16%	17%
1st survey	2nd survey	3rd survey	4th survey

Numbers in top right corner = Changes compared to last survey in %-Pt.

"What are your five biggest concerns in regard to coronavirus (no matter if they are already occurring or if they might happen in the future)?" (Base: N=1.000 for each survey)

appinio
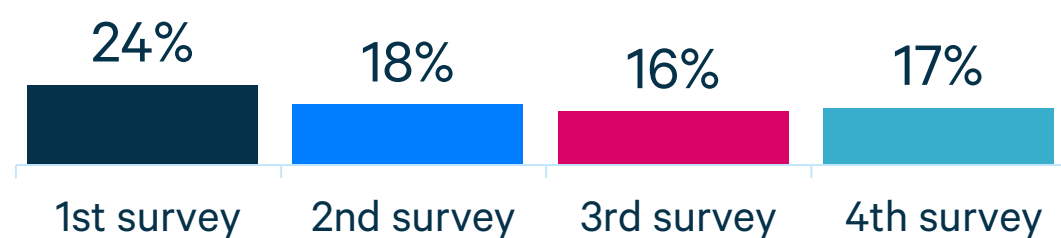
How satisfied are the Brits at the moment? (1/2)

Satisfaction in different areas of life (6-point scale) – total sample

Nutrition/diet

1	2	3	4
3,67	4,04	3,97	4,06

Safety

1	2	3	4
3,54	3,96	3,77	4

Supply/care

1	2	3	4
3,6	4	3,99	4,13

Entertainment

1	2	3	4
3,88	4,03	3,92	4,11

Health

1	2	3	4
3,62	3,97	4	4,01

Relationships/ romantic dates

1	2	3	4
3,66	3,77	3,86	3,93

"How satisfied are you with the following areas of your life at the moment?" (1 = not satisfied at all // 6 = completely satisfied)
(Base: N=1.000 for each survey)

appinio
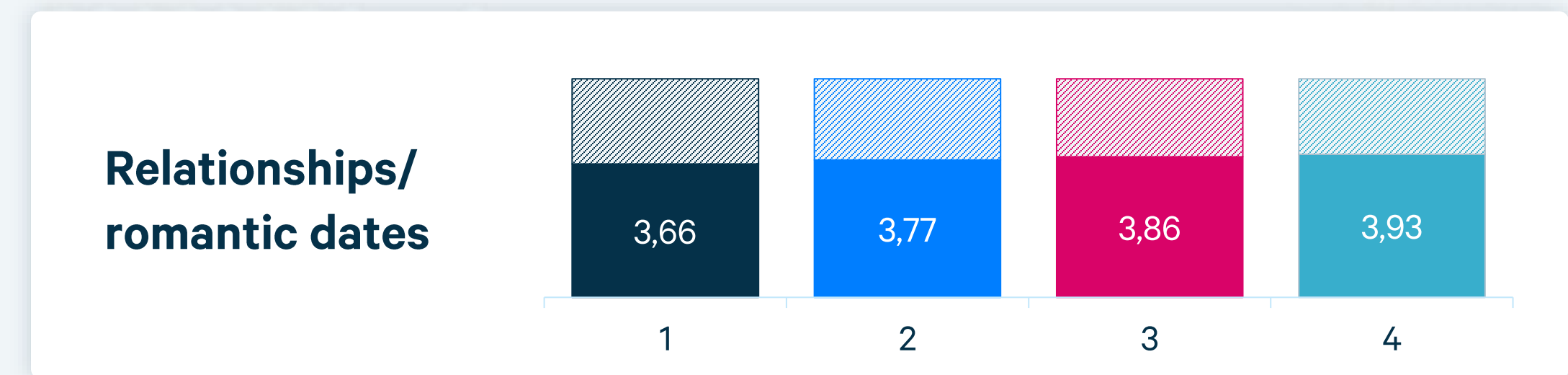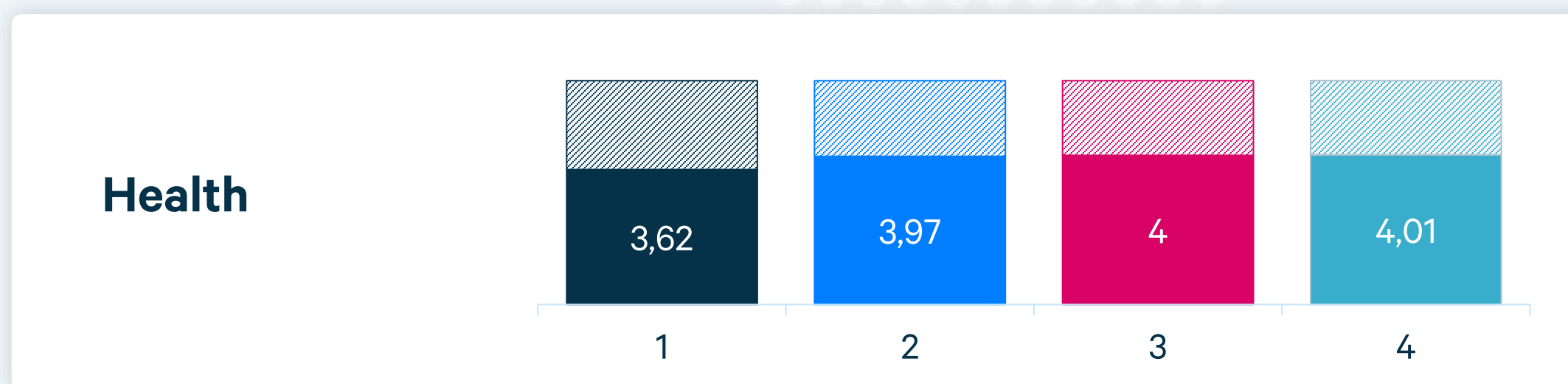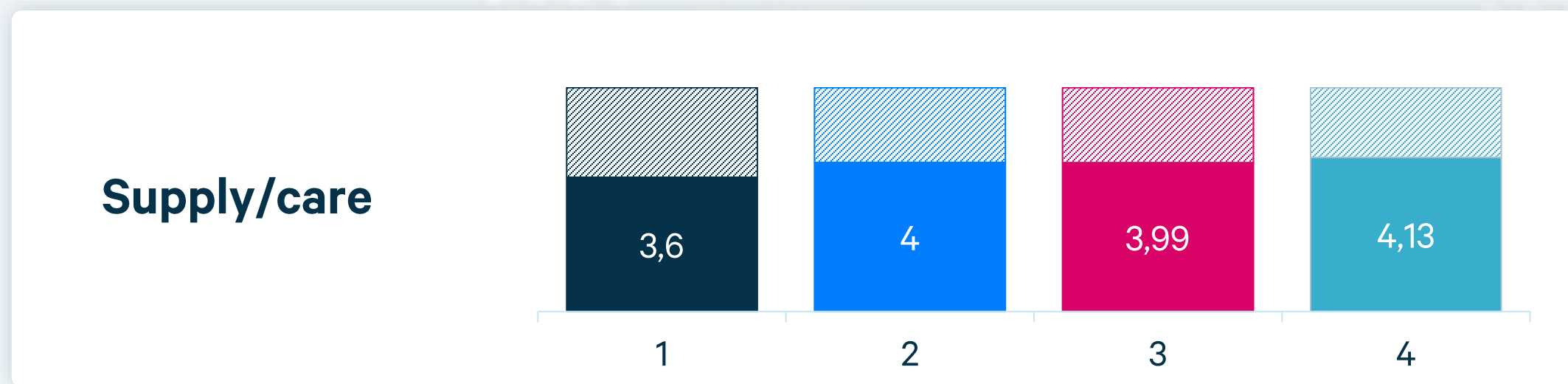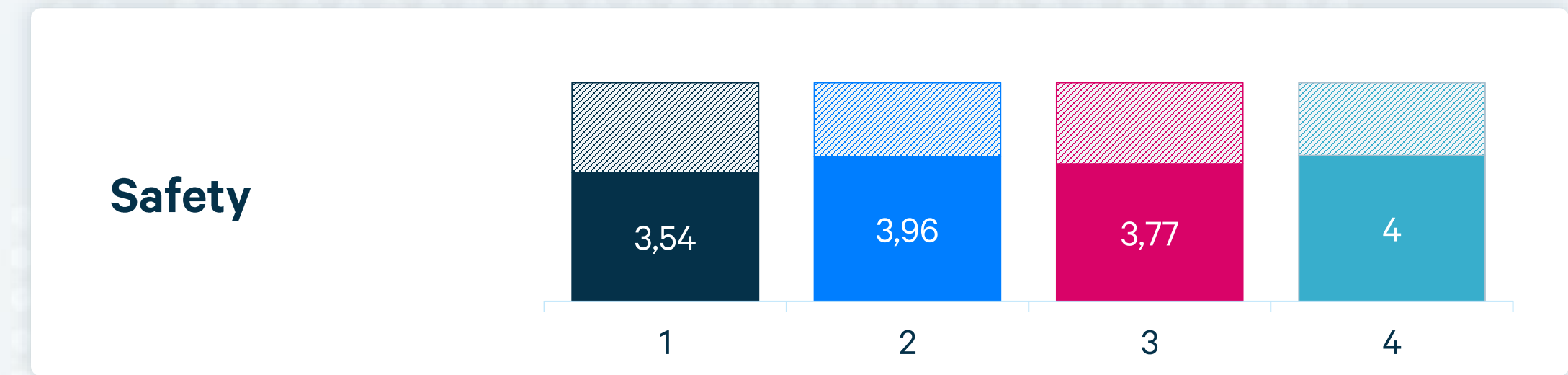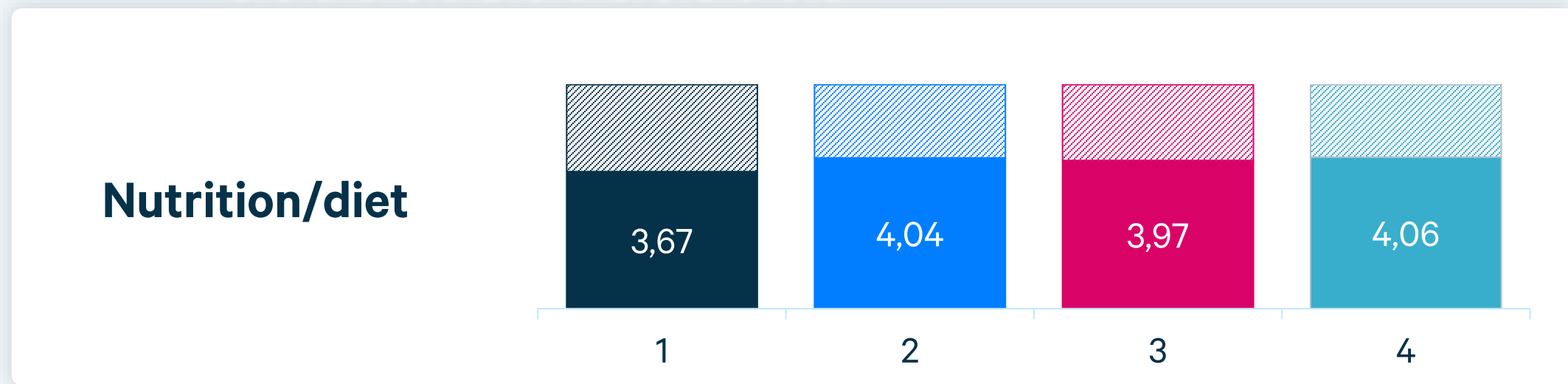
How satisfied are Brits at the moment? (2/2)

Satisfaction in different areas of life (6-point scale) – total sample

Education / work

1	2	3	4
3,32	3,56	3,52	3,71

Social life

1	2	3	4
3,11	3,03	2,86	3,17
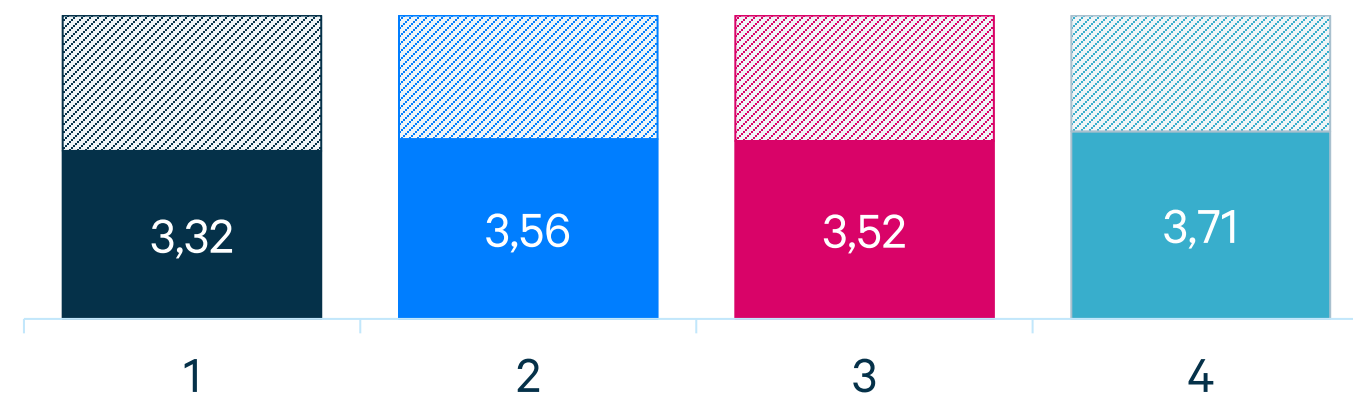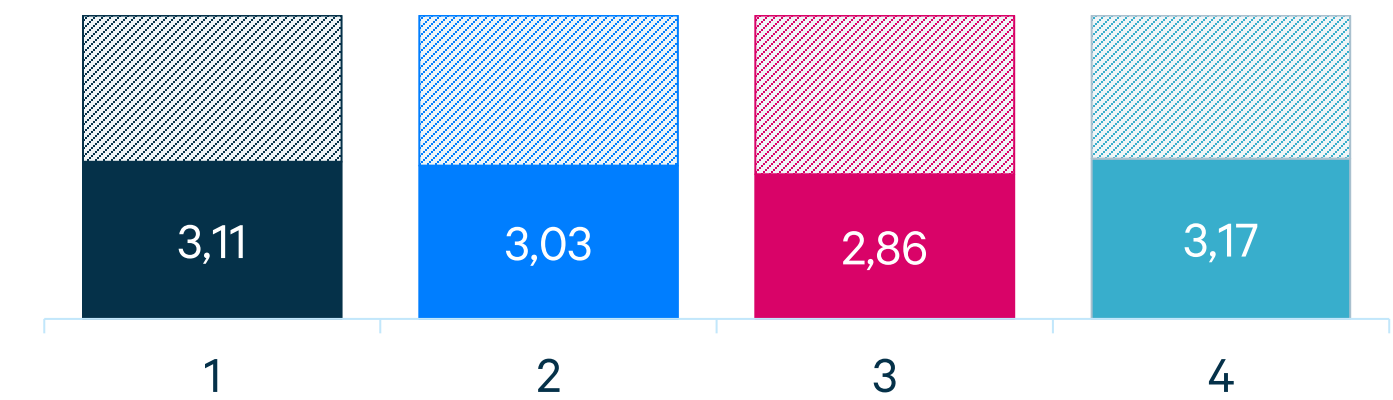
Freedom of movement / mobility

1	2	3	4
3,23	3,07	3,06	3,38

Vacation / travel

1	2	3	4
2,86	2,85	2,62	2,82

"How satisfied are you with the following areas of your life at the moment?" (1 = not satisfied at all // 6 = completely satisfied)
(Base: N=1.000 for each survey)

appinio
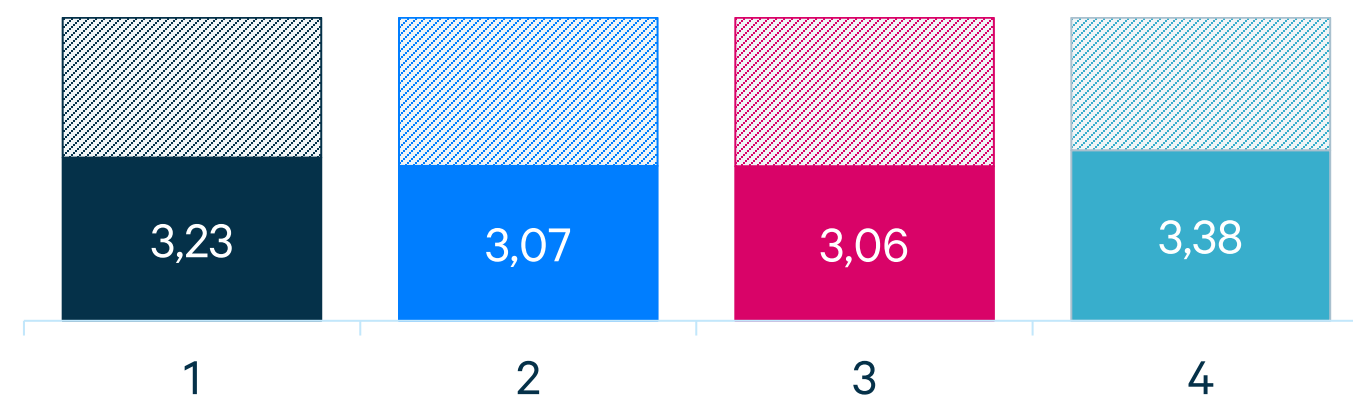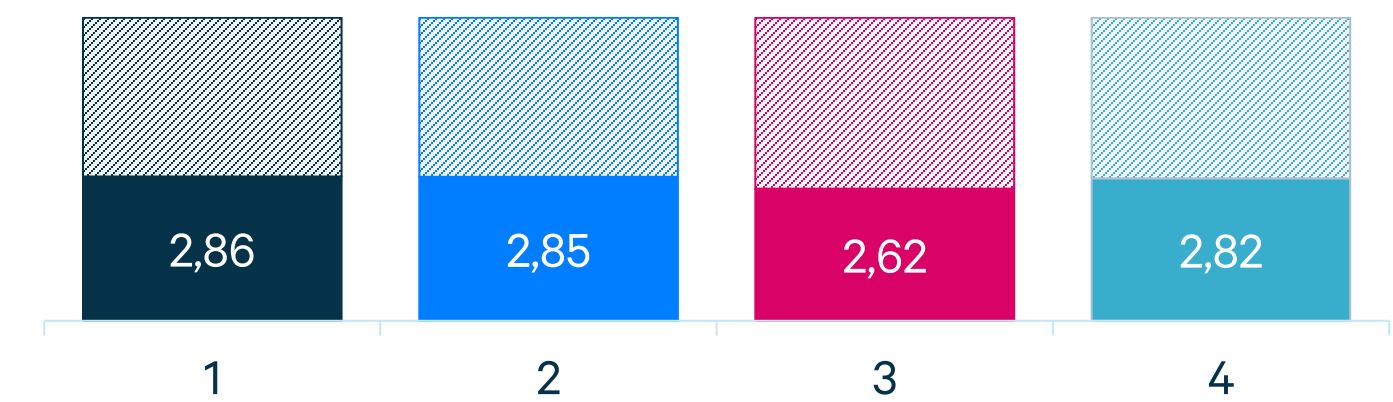
How do Brits rate the handling of the crisis of national governments?

Total sample – Sorted by frequency of positive ratings in %

(+) 68% rate the handling of the crisis of the German government (rather) **positively** – only **38%** (vs. 43% 1 month ago) do so for the British government

(-) 77% (vs. 81% 1 month ago) of Brits are rating the handling of the crisis of the US government (rather) **negatively** **(-)**

4th survey

	Germany	South Korea	France	Spain	Sweden	Italy	United Kingdom	China	United States
+	68%	54%	50%	48%	47%	45%	38%	28%	15%
-	13%	18%	29%	34%	30%	41%	60%	60%	77%

3rd survey

	Germany	South Korea	Sweden	France	Spain	Italy	United Kingdom	China	United States
+	71%	60%	52%	51%	47%	46%	43%	30%	14%
-	18%	18%	27%	30%	40%	55%	57%	61%	81%

"How would you rate the handling of the coronavirus crisis of the governments of the following countries?" (Base: 3rd & 4th survey: N=1.000)
Additional option: "I don't know anything about how this country is handling the crisis"

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5

Measures for avoidance & safety

What do Brits do in order to decrease the risk of infection? (1/3)

Total sample – Sorted by frequency in %

Washing hands more often — -2

1st survey	2nd survey	3rd survey	4th survey
78%	79%	84%	82%

Using hand sanitizer, antibacterial gel and spray — +1

1st survey	2nd survey	3rd survey	4th survey
59%	61%	68%	69%

Avoiding large gatherings/crowds — -2

1st survey	2nd survey	3rd survey	4th survey
72%	78%	80%	78%

Avoiding contact to risk groups — -3

1st survey	2nd survey	3rd survey	4th survey
50%	56%	56%	53%

Avoiding public transport — -2

1st survey	2nd survey	3rd survey	4th survey
54%	67%	72%	70%

Wearing a respiratory mask / breathing mask — +13

1st survey	2nd survey	3rd survey	4th survey
9%	18%	24%	37%

Numbers in top right corner = Changes compared to last survey in %-Pt.

"What are you specifically doing in order to decrease the risk of infections for yourself and others?"
(Base: N=1.000 for each survey)

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What do Brits do in order to decrease the risk of infection? (2/3)

Total sample – Sorted by frequency in %

-1

Avoiding contact with people who recently visited affected regions (e.g. on vacation)

34%	34%	33%	32%
1st survey	2nd survey	3rd survey	4th survey

-4
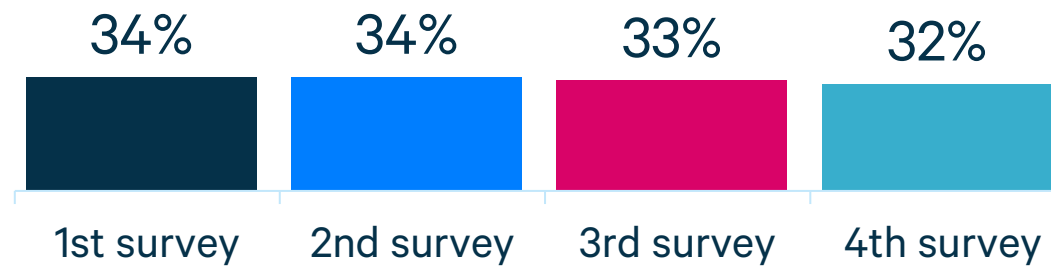
Avoiding contact with people from affected regions (e.g. Italy)

29%	31%	30%	26%
1st survey	2nd survey	3rd survey	4th durvey

-1
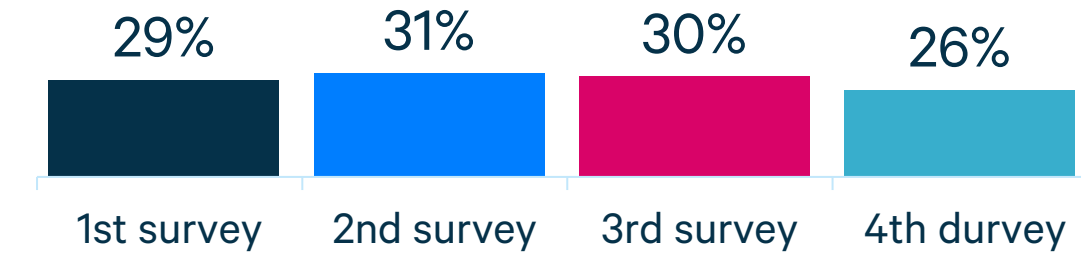
Strengthening my immune system (e.g. nutrition, workouts)

27%	31%	30%	29%
1st survey	2nd survey	3rd survey	4th survey
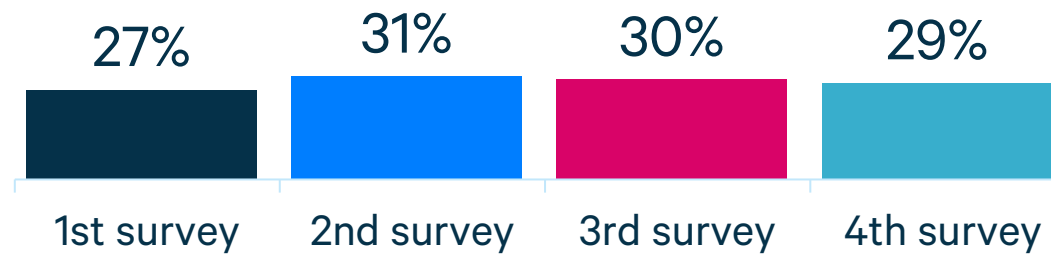
+1

I don't do anything to decrease the risk
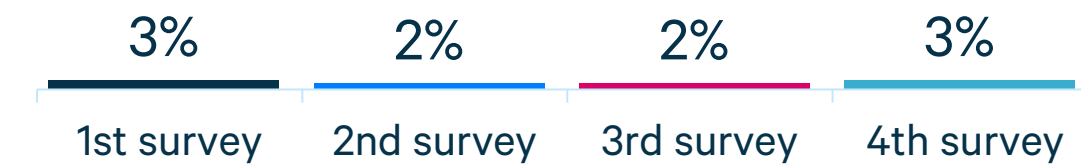
3%	2%	2%	3%
1st survey	2nd survey	3rd survey	4th survey

Numbers in top right corner = Changes compared to last survey in %-Pt.

CORONA**REPORT** Avoidance

"What are you specifically doing in order to decrease the risk of infections for yourself and others?"
(Base: N=1.000 for each survey)

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What do Brits do in order to decrease the risk of infection? (3/3)

Staying at home (total sample) & those who are working from home

- Are spending more time at home
- Are working from home (working population)
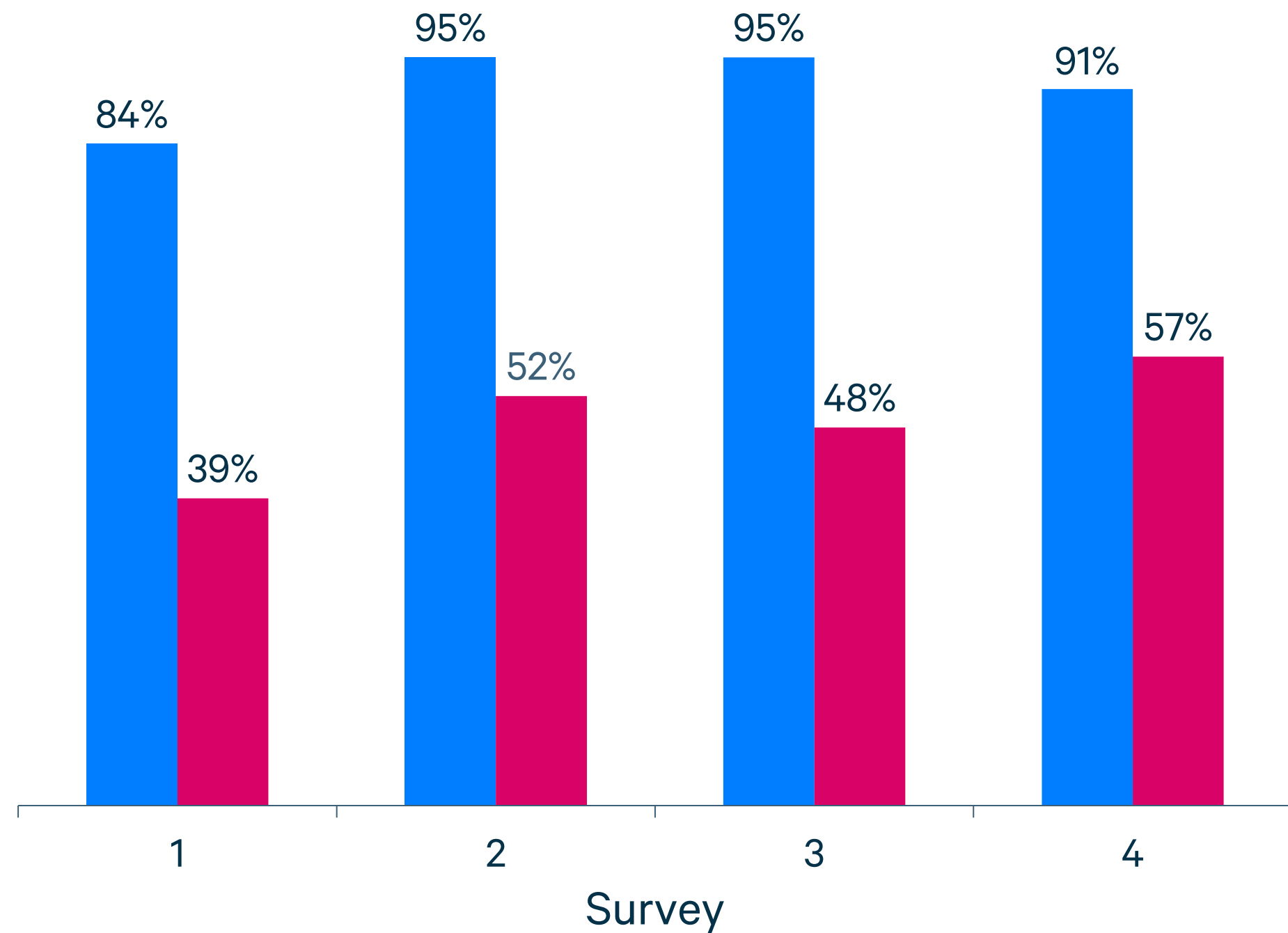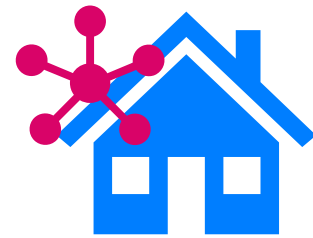
Working from home even after the crisis?
of those who are currently working from home (N = 422 / N = 366 / N = 409)

No, I would rather work in my usual workspace

31%	25%	22%
2nd survey	3rd survey	4th survey

No not all the time, but I would like to spend more time working from home than before the crisis

35%	33%	37%
2nd survey	3rd survey	4th survey

Yes, I can imagine doing most of my work from home even after the crisis

34%	42%	42%
2nd survey	3rd survey	4th survey

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appinio
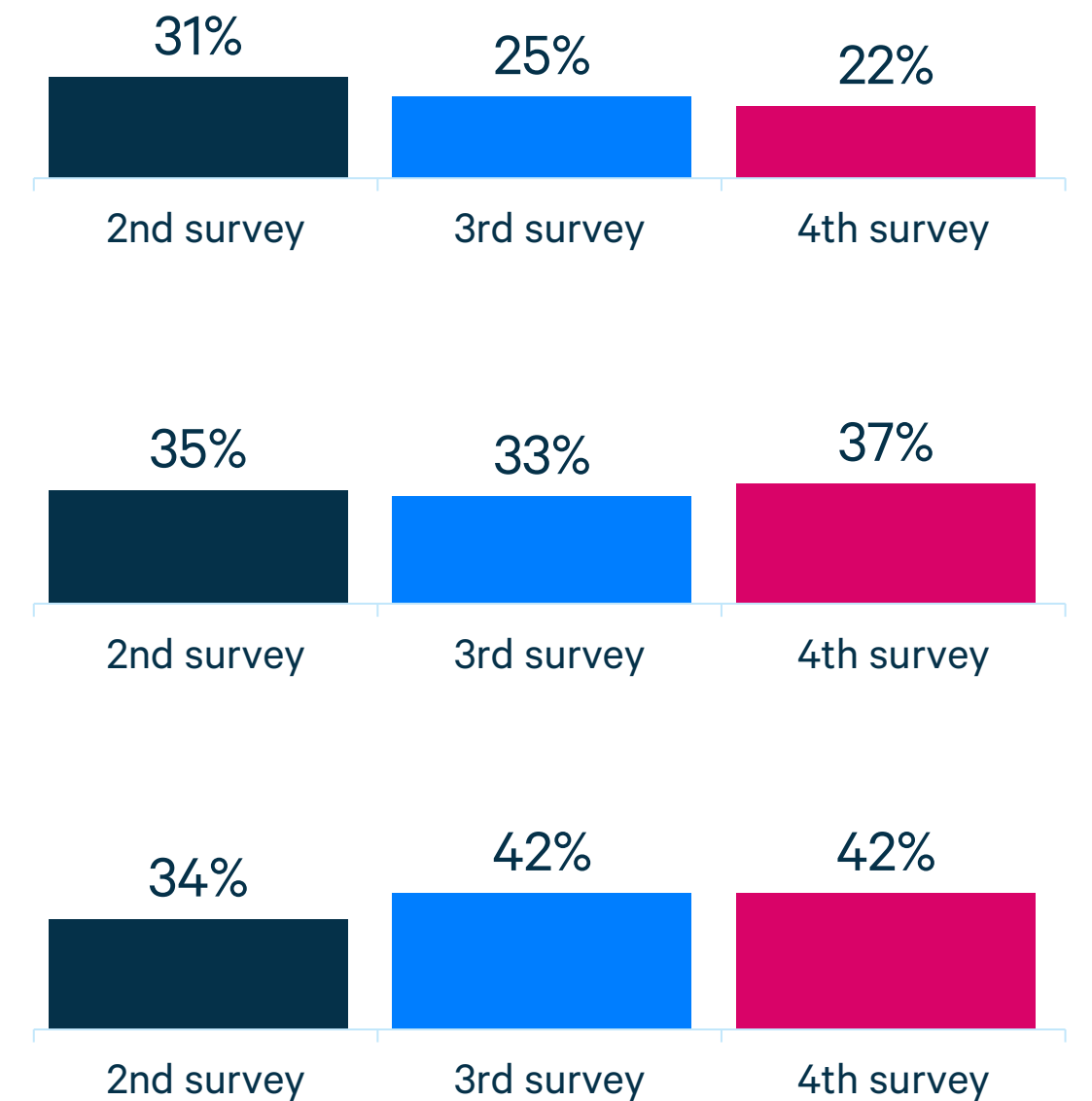
6
Leisure activities & buying behaviour

Shift from offline to **online** shopping for different product categories

Total sample – Sorted by shift in share of people buying more online than offline

Current rank	Product category	Purchased the product more **online** than offline			Purchased the product more **offline** than online		
		Before the crisis (%)	Now (%)	Shift in %-pt.	Before the crisis (%)	Now (%)	Shift in %-pt.
1	Personal hygiene	18	35	+17	68	50	-18
	Clothing / fashion	33	49	+16	47	17	-30
2	Home & Garden, DIY store	14	29	+15	52	27	-25
3	Foods & beverages	17	31	+14	71	60	-11
4	Animal-related products	15	26	+11	35	26	-9
6	Beer, wine, spirits / liquor	13	23	+10	57	44	-13
7	Household supplies	24	32	+8	49	27	-22
8	Toys & child products	17	24	+7	21	11	-10
9	Sports & free time / outdoors	14	21	+7	28	14	-14
10	Books	34	40	+6	26	13	-13
11	Office supplies	17	23	+6	24	12	-12
12	Car / motorcycle	11	15	+4	31	14	-17
13	Electronics (Accessories)	36	39	+3	28	13	-15
14	Watches & jewellery	15	18	+3	23	11	-12
15	Baby products	8	11	+3	17	12	-5

"Are you (or the person making those purchases in your household) buying the following products rather online or offline at the moment?" // "How about before the crisis: Were you (or the person making those purchases in your household) buying the following products rather online or offline before the coronavirus pandemic?"
("Before the crisis" answers from 3rd survey: N=1.000, "Now" answers from 4th survey: N=1.000)

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Negative experiences when shopping online & offline

Total sample

Share of people who weren't able to get the brand product they wanted at a **store** lately

79%	69%	69%	65%
1st survey	2nd survey	3rd survey	4th survey

Share of people who weren't able to get the brand product they wanted **online** lately

51%	50%	49%
2nd survey	3rd survey	4th survey
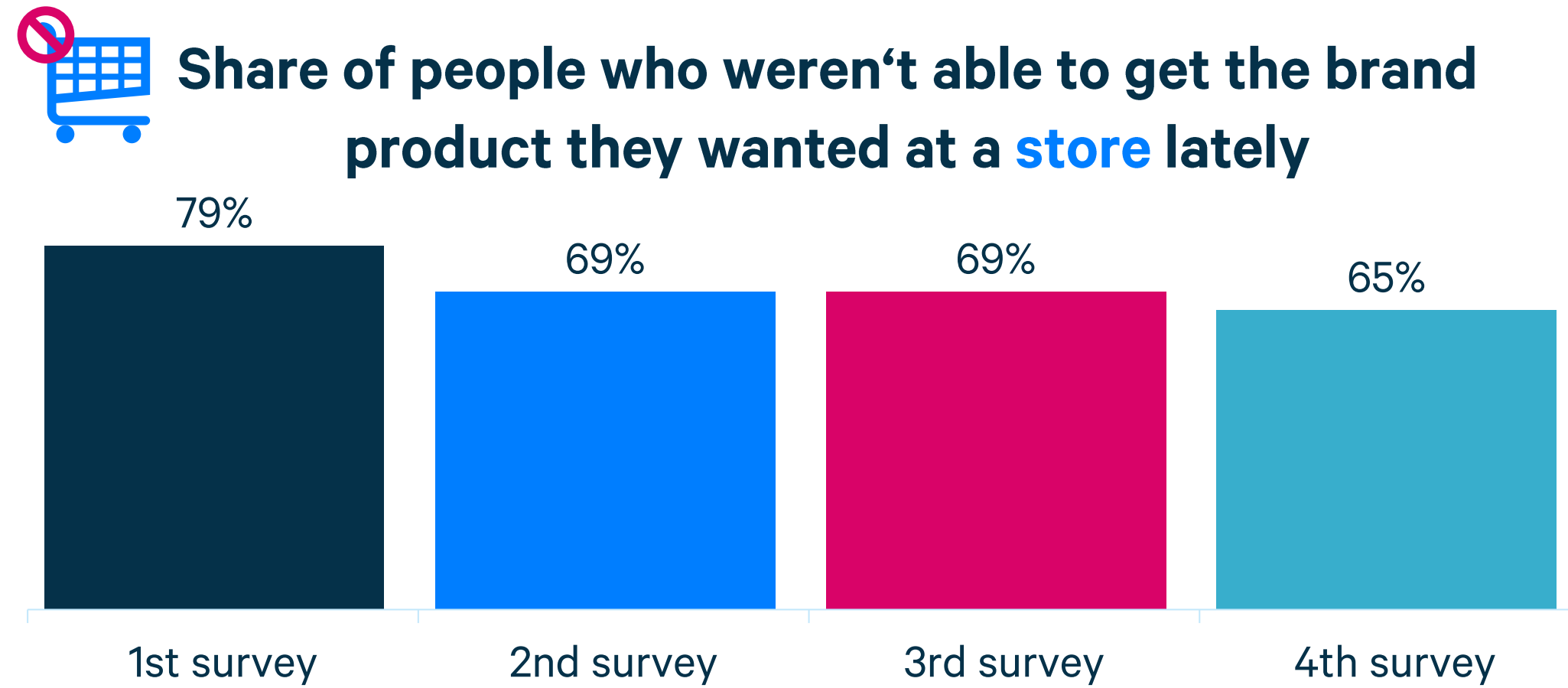
Most frequently encountered problems when shopping online in the last weeks
X% had this negative experience during the crisis

Product was out of stock

28%	26%	25%
2nd survey	3rd survey	4th survey

Delivery time much longer than expected

19%	23%	22%
2nd survey	3rd survey	4th survey

Limit on the amount / number of products to buy

12%	17%	14%
2nd survey	3rd survey	4th survey

Website crashed / didn't work

9%	9%	7%
2nd survey	3rd survey	4th survey

"Were specific products (from a specific brand) that you usually buy not available at your supermarket / drugstore anymore?"
(Base: N=1.000 for each survey)

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Which activities would Brits do as soon as possible?

Total sample

Top 5 Activities
Top-2-Box: Would (rather) do that right away

	Activity	3rd survey	4th survey
👨‍👩‍👧	Visiting family	64%	59% (-5)
🛍️	Shopping /strolling in the city	40%	37% (-3)
✂️	Going to the hairdresser	40%	35% (-5)
🦷	Going to the dentist	35%	33% (-2)
🍴	Going out to restaurants (sitting outdoors)	32%	29% (-3)

Flop 5 Activities
Bottom-2-Box: Would (rather) not do that right away

	Activity	3rd survey	4th survey
🍽️	Going out to restaurants (sitting indoors)	66%	67% (+1)
🎥	Going to the movies	67%	66% (-1)
💃	Going to concerts	64%	65% (+1)
🎨	Going to museums	64%	63% (-1)
🎈	House parties (e.g. birthday parties with friends)	64%	63% (-1)

"Suppose that the restrictions around coronavirus will change in the next weeks: Which of the following activities would you do as soon as they are allowed again?" (Base: 3rd & 4th survey: N=1.000)

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What do Brits do more than usual at the moment?

"I do it a little bit / a lot more than before coronavirus"

Current rank		Activity	1st survey – „I do it a little bit + a lot more"	2nd survey – „I do it a little bit + a lot more"	3rd survey – „I do it a little bit + a lot more"	4th survey – „I do it a little bit + a lot more" (Changes compared to 3rd survey in %-Pt.)
1		Watching TV	54%	60% (+6)	61% (+1)	57% (-4)
2		Being online	64%	55% (-9)	62% (+7)	55% (-7)
3		Streaming	45%	52% (+7)	54% (+2)	52% (-2)
4		Cooking	35%	52% (+17)	51% (-1)	50% (-1)
5		Chatting via messenger apps	45%	50% (+5)	51% (+1)	50% (-1)
6		Using social media	41%	49% (+8)	51% (+2)	47% (-4)
7		Talking over the phone	40%	50% (+10)	50% (=)	47% (-3)
8		Taking walks	18%	32% (+14)	42% (+10)	43% (+1)
9		Reading books	32%	37% (+5)	36% (-1)	35% (-1)
10		Gaming	29%	33% (+4)	33% (=)	30% (-3)
11		Listening to the radio	28%	28% (=)	27% (-1)	26% (-1)
12		Playing board games	22%	26% (+4)	28% (+2)	25% (-3)
13		Sports at home	20%	25% (+5)	27% (+2)	25% (-2)
14		Listening to podcasts	20%	22% (+2)	20% (-2)	20% (=)
15		Reading magazines	20%	22% (+2)	18% (-4)	21% (+3)
16		Listening to audiobooks	14%	13% (-1)	13% (=)	14% (+1)

"How did your behaviour change in regard to the following leisure activities because of coronavirus?"
(Base: N=1.000 for each survey)

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What do Brits do less than usual at the moment?

"I do it a little bit / a lot less than before coronavirus"

Current rank		Activity	1st survey– „I do it a little bit + a lot less"	2nd survey – „I do it a little bit + a lot less"	3rd survey – „I do it a little bit + a lot less"	4th survey – „I do it a little bit + a lot less" (Changes compared to 3rd survey in %-Pt.)
1		Meeting friends	69%	79% (+10)	83% (+4)	77% (-6)
2		Visiting family	65%	77% (+12)	79% (+2)	75% (-4)
3		Going out to restaurants	66%	73% (+7)	79% (+6)	75% (-4)
4		Short trips / city trips	62%	73% (+11)	76% (+3)	70% (-6)
5		Going on vacation	60%	69% (+9)	74% (+5)	69% (-5)
6		Going out to bars	55%	62% (+7)	68% (+6)	65% (-3)
7		Going to the movies	54%	63% (+9)	66% (+3)	65% (-1)
8		Going out to party	50%	58% (+8)	62% (+4)	61% (-1)
9		Going to museums	41%	54% (+13)	58% (+4)	57% (-1)
10		Going to the theatre	40%	54% (+14)	56% (+2)	55% (-1)
11		Grocery shopping	40%	51% (+11)	44% (-7)	42% (-2)
12		Sports at a gym	36%	43% (+7)	45% (+2)	40% (-5)
13		Sports in a club	33%	41% (+8)	42% (+1)	39% (-3)
14		Taking walks	33%	33% (=)	28% (-5)	24% (-4)

"How did your behaviour change in regard to the following leisure activities because of coronavirus?"
(Base: N=1.000 for each survey)

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Which foodstuffs are bought more than before?

"Buying it (much) more than before coronavirus"

| Current rank	Product	1st survey – „Buying it (much) more than before"	2nd survey – „Buying it (much) more than before"	3rd survey – „Buying it (much) more than before"	4th survey – „Buying it (much) more than before" (Changes compared to 3rd survey in %-Pt.)
1	Sweets / salty snacks	20%	34% (+14)	35% (+1)	32% (-3)
2	Frozen food (e.g. frozen pizza, vegetables)	28%	33% (+5)	31% (-2)	32% (+1)
3	Preserves / tinned food	33%	34% (+1)	32% (-1)	31% (-1)
4	Vegetables	19%	20% (+1)	32% (+12)	31% (-1)
5	Fruits	19%	32% (+13)	31% (-1)	31% (=)
6	Coffee / tee / cacao	21%	30% (+9)	30% (=)	30% (=)
7	Bread / buns	21%	30% (+9)	29% (-1)	30% (+1)
8	Soft drinks	21%	32% (+11)	26% (-6)	30% (+4)
9	Fresh milk	19%	23% (+4)	30% (+7)	29% (-1)
10	Pasta	27%	30% (+3)	22% (-8)	28% (+6)
11	Rice	23%	27% (+4)	26% (-1)	26% (=)
12	Long-life milk	25%	28% (+3)	25% (-3)	24% (-1)
13	Flour / semolina etc.	14%	25% (+11)	25% (=)	24% (-1)
14	Ready-made meals	23%	27% (+4)	23% (-4)	21% (-2)
15	Mineral water	14%	20% (+6)	16% (-4)	21% (+5)

"To what extent has your buying behaviour changed in regard to the following products because of coronavirus?" (Base: N=1.000 for each survey)

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Which non-food products are bought more than before?

Top 2 in %: "Buying it (much) more than before coronavirus"

Current rank	Product	1st survey	2nd survey – Top 2 (Changes compared to 1st survey in %-pt.)	3rd survey – Top 2 (Changes compared to 2nd survey in %-pt.)	4th survey – Top 2 (Changes compared to 3rd survey in %-pt.)
1	Hand sanitizer / antibacterial gel & spray	33%	42% (+9)	49% (+7)	50% (+1)
2	Mask / mouth protection	16%	25% (+9)	33% (+8)	42% (+9)
3	Soap / handwash	32%	40% (+8)	41% (+1)	41% (=)
4	Cleaning products	29%	36% (+7)	34% (-2)	35% (-1)
5	Disposable gloves	18%	28% (+10)	28% (=)	33% (+5)
6	Alcohol	18%	28% (+10)	31% (+3)	30% (-1)
7	Toilet paper	28%	30% (+2)	25% (-5)	29% (+4)
8	Tissues / handkerchiefs	22%	27% (+5)	26% (-1)	25% (-1)
9	Books	17%	22% (+5)	23% (+1)	23% (+1)
10	(Laundry) detergents	19%	23% (+4)	22% (-1)	22% (=)
11	Drugs / medicine	24%	23% (-1)	17% (-6)	21% (+4)
12	Video games	15%	21% (+6)	19% (-2)	20% (+1)
13	Board games	12%	18% (+6)	17% (-1)	17% (=)
14	Animal products	17%	20% (+3)	15% (-5)	15% (=)

"To what extent has your buying behaviour changed in regard to the following products because of coronavirus?" (Base: N=1.000 for each survey)

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Which non-food products are bought less than before?

Bottom 2 in %: "Buying it (much) less than before coronavirus"

Current rank		Product	1st survey – Bottom 2	2nd survey – Bottom 2 (Changes compared to 1st survey in %-pt.)	3rd survey – Bottom 2 (Changes compared to 2nd survey in %-pt.)	4th survey – Bottom 2 (Changes compared to 3rd survey in %-pt.)
1		Clothing / shoes	27%	43% (+16)	41% (-2)	35% (-6)
2		Make-Up / decorative cosmetics	20%	22% (+2)	22% (=)	21% (-1)
3		Furniture	27%	30% (+3)	27% (-3)	20% (-7)
4		Household appliances	25%	28% (+3)	26% (-2)	20% (-6)
5		Entertainment	19%	20% (+1)	16% (-4)	16% (=)
6		Stationary / office supplies	24%	25% (+1)	19% (-6)	16% (-3)
7		Books	18%	19% (+1)	16% (-3)	15% (-1)
8		Alcohol	22%	20% (-2)	15% (-5)	15% (=)
9		Magazines	22%	19% (-3)	17% (-2)	14% (-3)
10		Video / computer games	18%	17% (-1)	15% (-2)	14% (-1)
11		Board games	21%	16% (-5)	13% (-3)	14% (+1)
12		Tabaco / cigarettes	21%	13% (-8)	8% (-5)	10% (+2)

CORONA**REPORT** Buying behaviour "To what extent has your buying behaviour changed in regard to the following products because of coronavirus?" (Base: N=1.000 for each survey)

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How did the buying behaviour change online & offline?

Total sample

General purchasing volume

	1st survey	2nd survey	3rd survey	4th survey
Buying more than before	24%	25%	24%	26%
Buying less than before	6%	11%	9%	6%
Buying as much as before	70%	64%	68%	69%

▨ Buying as much as before   ■ Buying less than before
■ Buying more than before
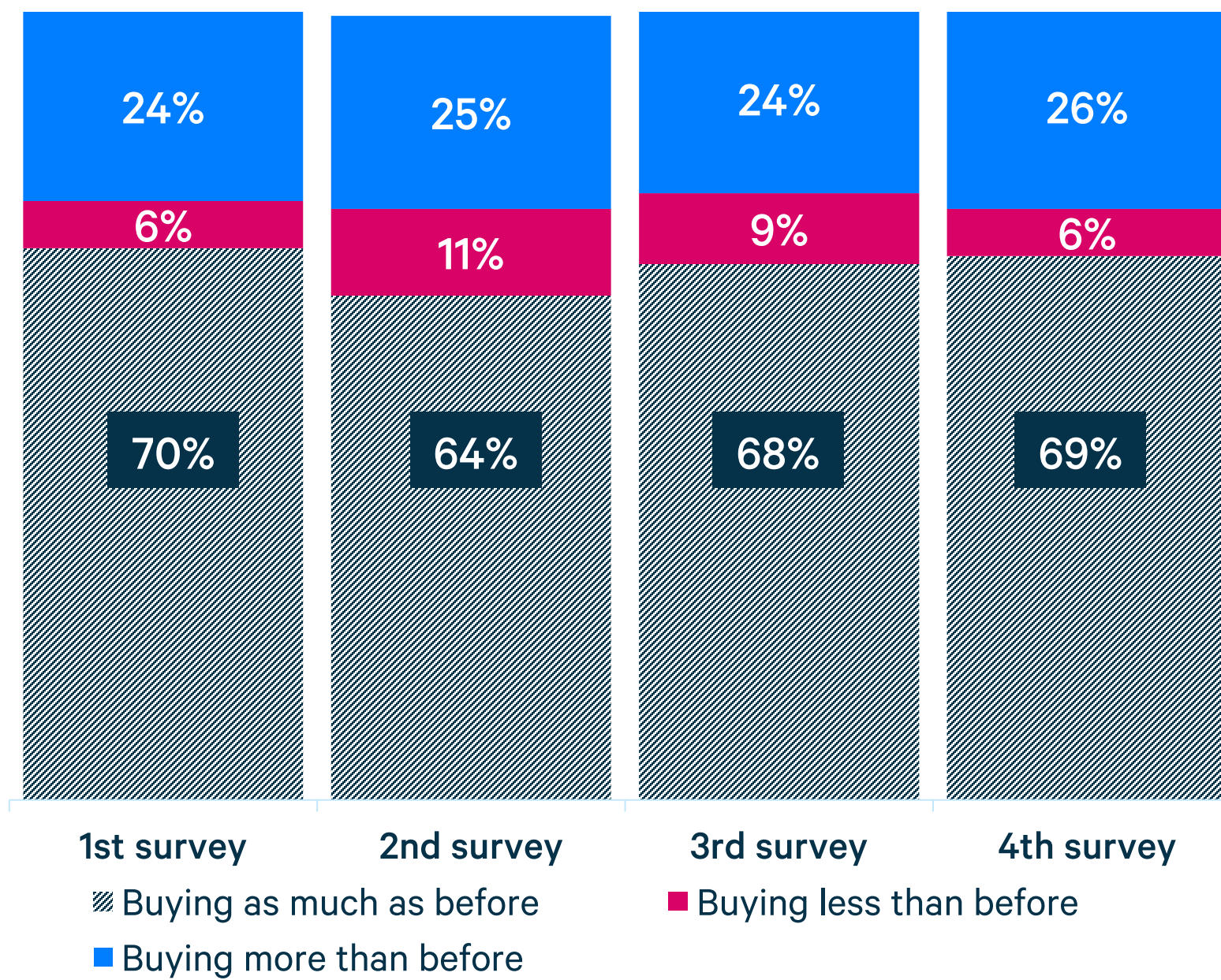
Changes in on- and offline purchases

	1st survey	2nd survey	3rd survey	4th survey
Buying more online than before	41%	52%	58%	63%
Buying less online than before	11%	16%	13%	9%
Buying as much online as before	49%	33%	30%	28%

▨ Buying as much online as before   ■ Buying less online than before
■ Buying more online than before

	1st survey	2nd survey	3rd survey	4th survey
Buying more offline than before	21%	19%	15%	16%
Buying less offline than before	28%	43%	46%	48%
Buying as much offline as before	52%	39%	40%	36%

▨ Buying as much offline as before   ■ Buying less offline than before
■ Buying more offline than before

"Has your buying behaviour online or in stores (offline) changed because of coronavirus?"
(Base: N=1.000 for each survey)

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Ads related to coronavirus

How is advertisement that refers to coronavirus perceived in the UK?

Total sample – 6-point scale

Share of people who have already seen ads / PR measures linked to coronavirus:

Survey: 1 = 34%, 2 = 47%, 3 = 46%, 4 = 38%

Perception of those ads / PR measures

1st survey: (Very) negatively 11%, (Very) positively 29%
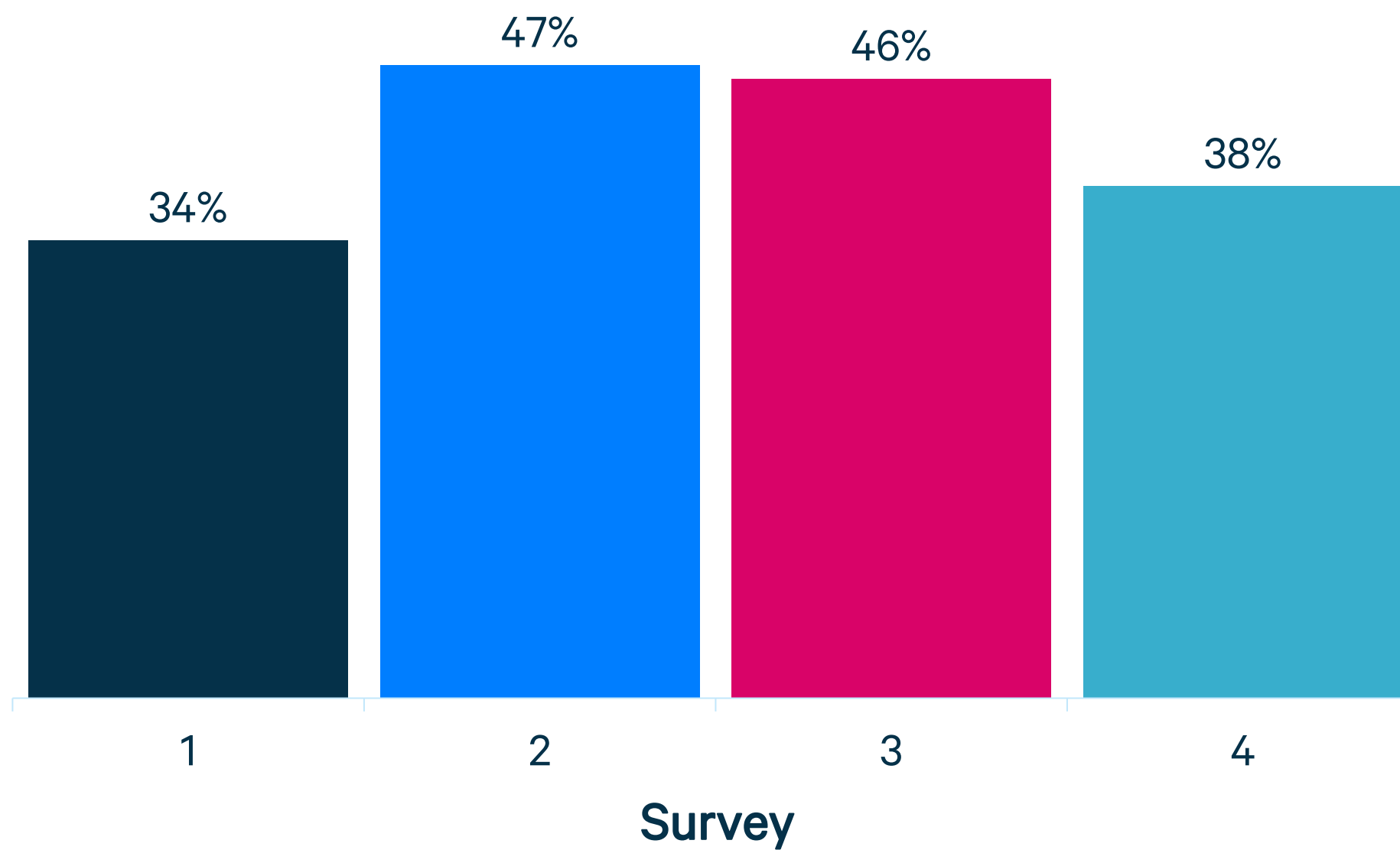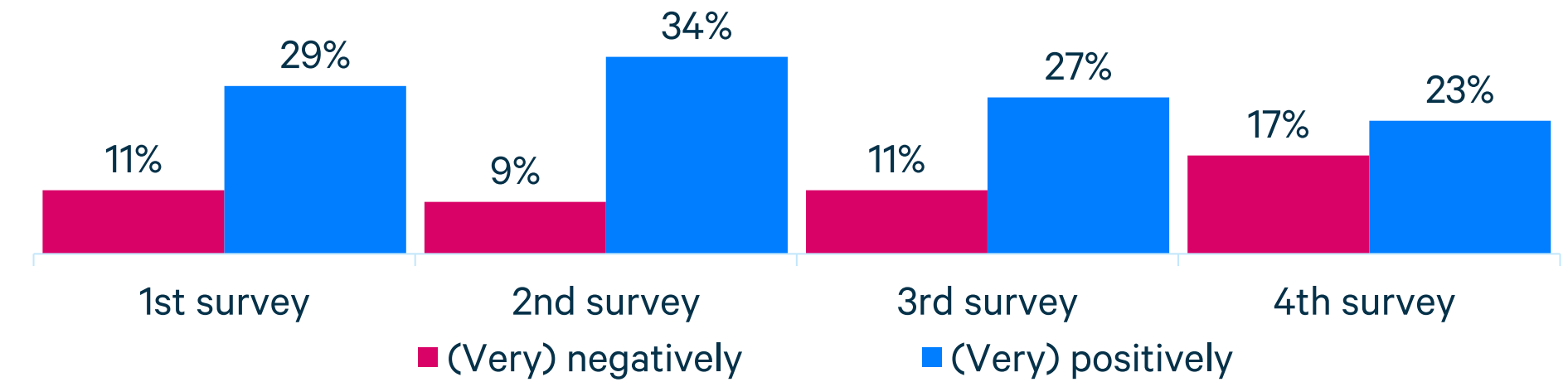2nd survey: (Very) negatively 9%, (Very) positively 34%
3rd survey: (Very) negatively 11%, (Very) positively 27%
4th survey: (Very) negatively 17%, (Very) positively 23%

■ (Very) negatively   ■ (Very) positively

Age groups	1st survey- Ø	2nd survey Ø (SD)	3rd survey Ø (SD)	4th survey Ø (SD)
Total	3.9 (1.2)	4.06 (1.2)	3.85 (1.2)	3.63 (1.3)
16-22 years old	3.73	4.09 (1.2)	3.96 (1.1)	4.08 (1.2)
23-35 years old	3.9	4.26 (1.1)	3.93 (1.1)	3.80 (1.2)
36-55 years old	4.0	4.0 (1.2)	3.8 (1.2)	3.54 (1.3)
56-65 years old	3.77	3.82 (1.3)	3.71 (1.3)	3.15 (1.3)

(1=Very negatively // 6= Very positively)

CORONA**REPORT**
Advertisement

"By now there are companies doing advertising campaigns about/linked to the coronavirus. Have you seen such ads / PR measures?" // "How do you perceive such advertisements overall?" (Base: N=1.000 for each survey)

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