

Press Release

Coronavirus: Infection and mass panic are biggest concerns for UK population

Products and services that benefit in the crisis

Hamburg, March 24, 2020 – In times of the coronavirus pandemic, every second Briton (55 per cent) is worried about a possible infection of friends and family with coronavirus. 39 per cent fear a mass panic. 37 per cent fear for their own infection. In fourth place among the five greatest concerns are long-term economic consequences such as insolvency of companies or the overall financial situation of the UK (36 per cent). One in three is concerned about personal financial consequences such as short-time work or the possibility of losing their job or investments.

[Market research platform Appinio](#) surveyed 1,000 Britons between 16 and 65 years of age from March 20 to 23, 2020, in a mobile/online survey representative of the population by age and gender. The comprehensive study deals with the effects of the COVID-19 pandemic on everyday life and consumption behaviour of the British population and examines, among other things, general concerns, health concerns, sources of information, leisure activities, buying behaviour for food and other products, and brand loyalty.

What do the British do in order to decrease the risk of infection?

78 per cent of the respondents say they wash their hands more often, 72 per cent avoid crowds. 59 per cent use hand sanitizers, antibacterial gel or spray more often than usual. One in two say they avoid public transport (54 per cent) and contact to risk groups in order to not infect them (50 per cent). Only one-third (34 per cent) avoids contact with people who recently visited affected regions.

The British are “rather worried” about their health

The British population is "rather worried" about the risk of coronavirus for their own health. The average score is 4.14 on a scale of 6 (1 = not worried at all, 6 = very worried). Currently, 70 per cent of the British people worry about their health due to the coronavirus. The older, the more worried. While the value for 16 to 22 year-olds is lowest with 3.32, the respondents aged 36 to 55 have the highest average value of 4.48, the 56 to 65 year-olds surveyed have a value of 4.24

How leisure activities have changed because of coronavirus

In contrast to countries such as Germany and Italy, Britain just set out strict new measures on Monday evening (March 23) aimed at protecting people from the coronavirus outbreak. However, even before this, most Britons said that they visited friends less often (70 per cent), went to restaurants (66 per cent) or visited family members less often (65 per cent). 54 per cent went to bars and pubs less. One in two partygoers went to fewer parties than usual. 41 per cent said they had reduced their grocery shopping. 37 per cent did less sport in fitness centres. One in three went for walks less.

Entertainment, media and telecommunications are the main beneficiaries

84 per cent of the population spend more of their leisure time at home than usual due to coronavirus. Of those, 8 per cent are officially quarantined, 43 per cent put themselves in self-quarantine and 49 per cent simply leave the house less often than usual in their free time.

Every second respondent (54 per cent) says that they watch more TV in their free time than usual, and 45 per cent of those interviewed say they watch streaming. 49 per cent surf the Internet more. In addition to the increased use of social media (41 per cent), 40 per cent of those surveyed use the telephone more frequently. One third (35 per cent) stated that they cooked more often than usual or read books (32 per cent). Gaming (29 per cent), listening to the radio (28 per cent), playing board games (22 per cent) and playing sports at home (20 per cent) are also on the increase.

Such products are bought less

Coronavirus also has an impact on the purchasing behaviour of the British population. The study by Appinio examined which foodstuffs, drugstore products and non-food products the British population buys (much) more or less than before the coronavirus crisis. 27 per cent say that they buy less furniture. Other products affected are: clothing and shoes (- 26 per cent), household appliances (-25 per cent), alcohol (-23 per cent), make-up (-20 per cent) and tobacco/cigarettes (-20 per cent).

In addition, one fourth (26 per cent) of the respondents postponed a big purchase because of coronavirus. The most frequently mentioned deferred purchases (free text) include cars, TVs, holidays and furniture.

Stationary retail versus online: Coronavirus crisis as an opportunity for e-commerce

In the course of the coronavirus crisis, 25 per cent generally buy more, 6 per cent generally buy less and 70 per cent buy about the same amount as before – regardless of whether in a shop or online. That means there is an increase in overall consumption, especially online. 41 per cent of respondents buy more online than before the coronavirus crisis, 49 per cent as much as before, 11 per cent buy less online. 21 per cent say they buy more in shops than usual. 52 per cent buy the same amount offline and 28 per cent buy less in stores than usual.

The complete survey report is available for download at <https://www.appinio.com/en/uk-coronavirus-report>. Journalists are welcome to receive the report on request at anne.richter@appinio.com.

Study profile

From March 20 to 23, 2020, the market research platform Appinio conducted a mobile/online survey of 1,000 people in the UK between the ages of 16 and 65 whose age and gender distribution reflected the distributions in the overall population. Participants answered 34 questions on the following topics related to the coronavirus crisis: general concerns in coronavirus crisis, health concerns, sources of information, changes in leisure activities, buying behaviour of food and other products, brand loyalty and advertising perception.

The complete study is available report for download at <https://www.appinio.com/en/uk-coronavirus-report>. Data can be seen, filtered and downloaded at business.appinio.com.

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Survey Charts

[Main concerns of the British with regard to coronavirus](#)

[Personal measures to decrease the risk of infection for oneself and others](#)

[These leisure activities have decreased because of coronavirus](#)

[These leisure activities have increased because of coronavirus](#)

More images in the survey report.

About Appinio:

Appinio is the global market research platform that enables companies worldwide to obtain thousands of opinions from specific target groups in just a few minutes. For the first time, anyone can validate decisions and ideas in real time - with representative results from consumers. As the fastest solution for market research, Appinio delivers feedback from 50+ markets. More than 400 companies from all industries use Appinio's all-in-one survey platform to put agility and consumer centricity into practice. Customers include VW, Unilever, Beiersdorf, Telekom, Bertelsmann, Warner Brothers, Samsung, Jägermeister, Red Bull and About You as well as all major agencies and management consultancies. Appinio has received several awards, including the Top European Business Startup at the Pioneers Festival, the Best of Mobile and the Best of Hamburg Award. Jonathan Kurfess, Founder and CEO of Appinio, belongs to Forbes 30 under 30 in Europe 2020. www.appinio.com

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