appinio corona report

16th survey – 16 June 2021

United Kingdom

appinio

Intro to the study

View all data incl. filter options at appinio.com/login

Introduction to the Appinio Coronavirus Consumer Report

Last year, in March 2020, COVID-19 became a worldwide problem. The UK began its first lockdown, something that had never happened before.

Different economic sectors were suddenly paralysed and no one across the world was able to predict how our daily lives or economy would change.

It was precisely at this point that Appinio decided to set up a comprehensive follow-up study to better understand the impact of the pandemic on the daily life and consumption behavior of the German population. This report was then implemented in the UK in mid 2020.

Over the past year, this report has helped thousands of companies in Germany and the UK to better understand consumers and their behaviours during this global pandemic.

Our new report not only features a new design, but also a new questionnaire - better adapted to current concerns, with topics such as vaccinations. We will also publish 'additional questions' in each report on more current or debated topics.

All data and other filtering options (e.g., age or gender) can be viewed in real time on our research platform: research.appinio.com. This report is also available in other European countries, namely France and Spain, but not Germany.

Appinio's analysis supports companies in all sectors. In these turbulent times, it is important to understand how market research helps each of us better understand the world we live in.

Thank you for your continued support.

Yours,
Jonathan Kurfess

01
Study design & sample

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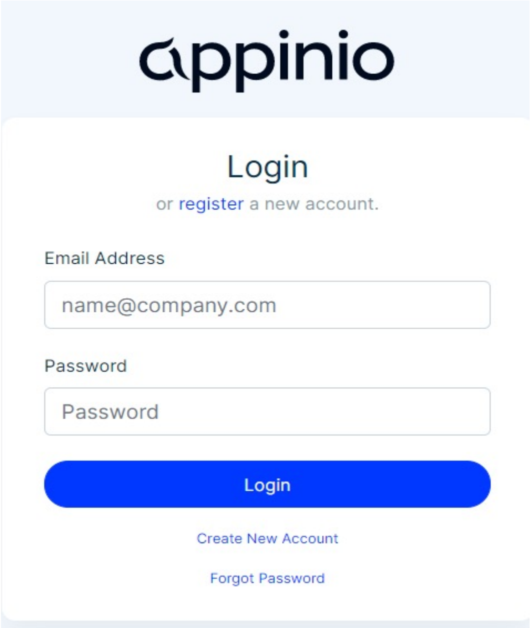
Access to the studies and the tracking-data

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

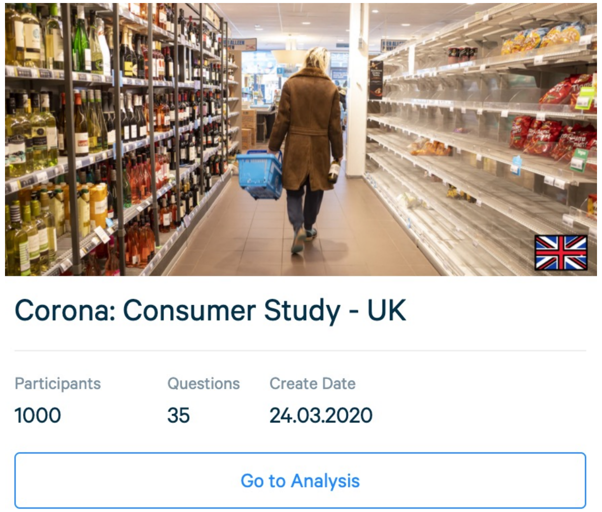
1. Free account registration

- Create a free account at research.appinio.com



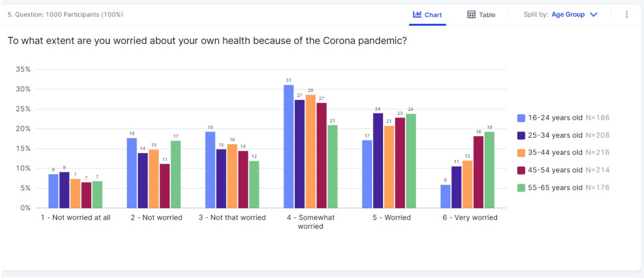
2. Open the report

- Under "Appinio Studies", you'll find the "Corona: Consumer Study UK"
- Click on "Go to Analysis"



3. Analyse the results

- View and track the results in real-time in the dashboard
- Flexible splitting and filtering (e.g. according to age groups or diet types)



Tracking: Study design

Data collection, sample and content

Method

- Mobile questionnaire, played out via the Appinio app
- The survey took place between June 9 and 14th, 2021
- Data can be accessed, filtered and downloaded at research.appinio.com

Sample

- Country: United Kingdom
- Age: 16 – 65 years old
- Representative at national level regarding age and gender
- Survey 1 to 16: N=1000

Content

Current supplemental questions:
Pride Month 2021 in the UK

  - How much do Brits know about Pride Month and LGBTQ+ community?
  - What influence do initiatives and campaigns by brands and companies have on the perception of Pride Month in the UK?
  - Are advertising and initiatives around Pride Month perceived differently by people who identify as LGBTQ+ compared to those who don't?

- Concerns and feelings about coronavirus
- Vaccination readiness and reasons against vaccination
- Safety and mobility in everyday life
- Purchasing behavior online and offline

02
Key Insights

Key Insights – Additional Questions

The most interesting insights of the week

Pride Month is well-established in the UK.

- Awareness for the pride month in the UK is high: nearly **80 percent** of Brits **have heard of it.**
- The younger the respondents, the more they know of Pride Month. Among Gen Zs **(16-24 year olds), 90 percent** of the respondents **have heard of it.**
- In the UK, **13 percent** of our respondents consider themselves to be **part of the LGBTQ+ community**. An additional **22 percent** say that **they are an ally**.
- **11 percent** say that they **actively participate in Pride Month.**

Pride Month initiatives are most noticed by members of the LGBTQ+ community and allies.

- **39 percent** of Brits have seen **brands/companies promote Pride-related initiatives.** An even greater share of **LGBTQ+ respondents and allies** took notice **at 59 and 55 percent**, respectively.
- **Brand-led initiatives for Pride Month** were primarily seen **online (68%) and on social media (62%). Just over a quarter (28%)** of respondents said they had seen initiatives **outside via posters and billboards**.

The majority of respondents think that brands only use Pride Month for commercial purposes.

- **More than three quarters (78%)** of respondens think **brands use Pride Month for commercial purposes**. This feeling is slightly more common among the **LGBTQ+ community (83%) and allies (81%)**.
- Despite this, respondents, including members of the LGBTQ+ community and allies, **think that is good brands are raising awareness about Pride Month. T**hey also largely feel that **brands should do more to support the LGBTQ+ community beyond Pride Month.**

03

Additional Questions

Pride Month 2021 in the UK

- How much do Brits know about Pride Month and the LGBTQ+ community?
- What influence do initiatives and campaigns by brands and companies have on the perception of Pride Month in the UK?
- Are advertising and initiatives around Pride Month perceived differently by people who identify as LGBTQ+ and those who don’t?

Definition of terms

LGBTQ+ and Pride Month

LGBTQ+

is a collective term used to define groups of people who identify as lesbian, gay, bisexual, transgender and / or other sexualities and gender identities.

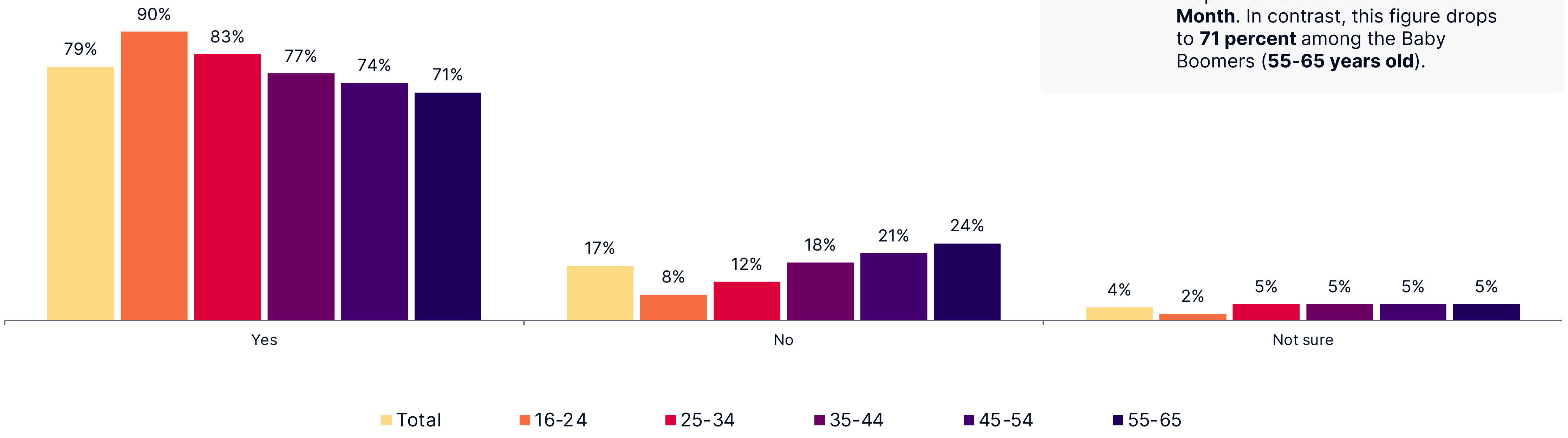
Pride Month

is a month (June) that celebrates sexual and gender diversity and that hosts several events around the world.

Pride Month in the United Kingdom

Total sample

Have you ever heard of the so-called “Pride Month”?



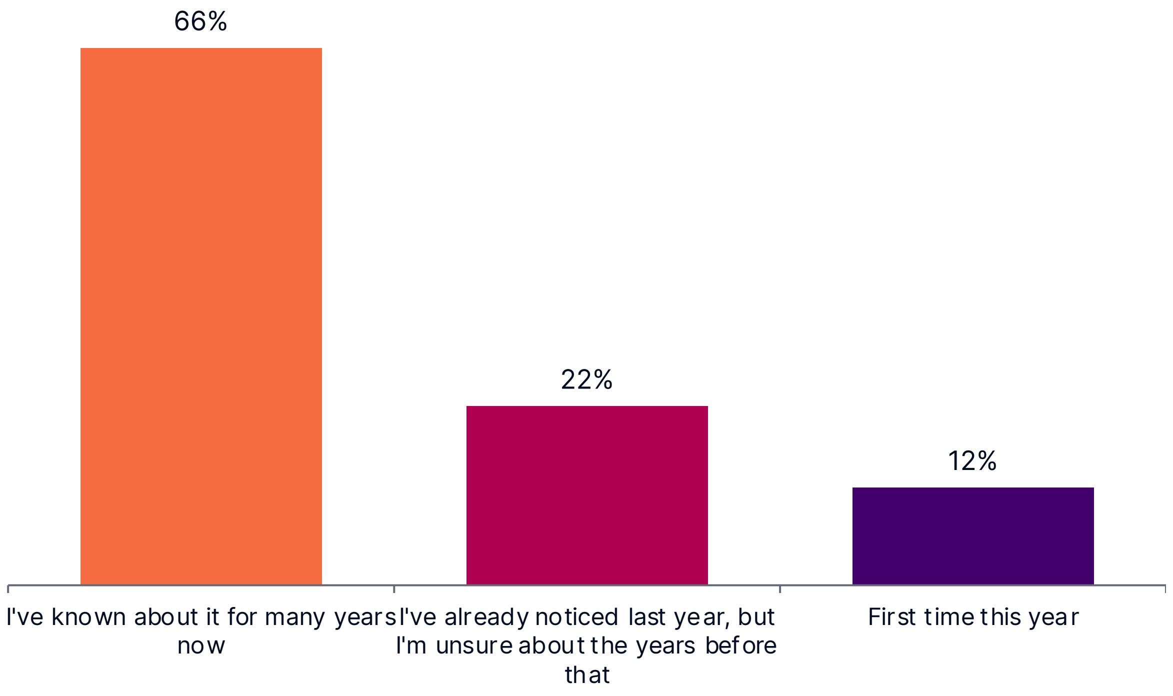
- Overall, **79 percent** of Brits **have heard of Pride Month.**
- **The younger the respondents, the more they know about it:**
  - Among Gen Zs (**16-24 years old**), around **90 percent** of the respondents **know about Pride Month**. In contrast, this figure drops to **71 percent** among the Baby Boomers (**55-65 years old**).

Have you ever heard of Pride Month? (Base: N=1000)

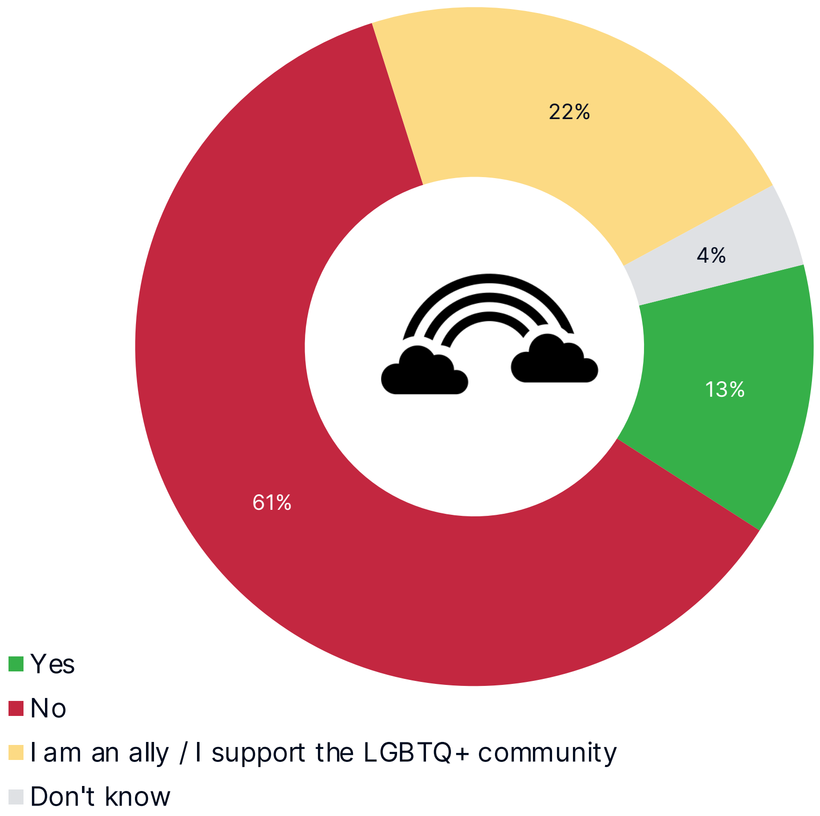
Pride Month 2021 in the United Kingdom

Total sample

When did you first hear about Pride Month?



Do you consider yourself part of the LGBTQ+ community?

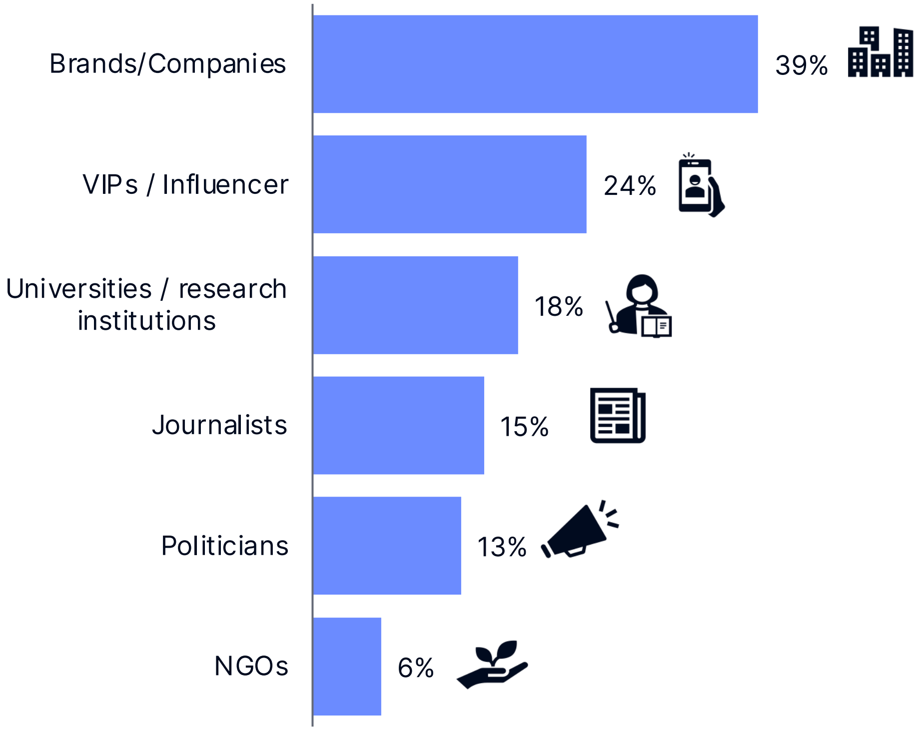


When did you first hear about Pride Month? (Base: N=1000) Do you consider yourself to be part of the LGBTQ+ community? (Base: N=1000)

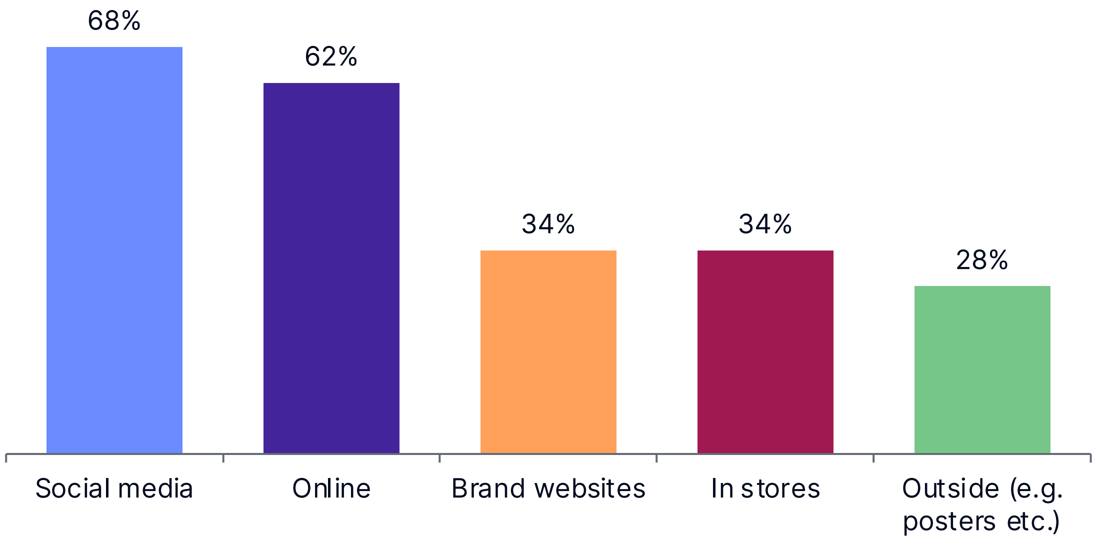
Pride Month 2021 in the United Kingdom

Total sample

Which of the following groups have you seen promote Pride-related initiatives?



On which channels did you notice that brands are getting involved in Pride Month?



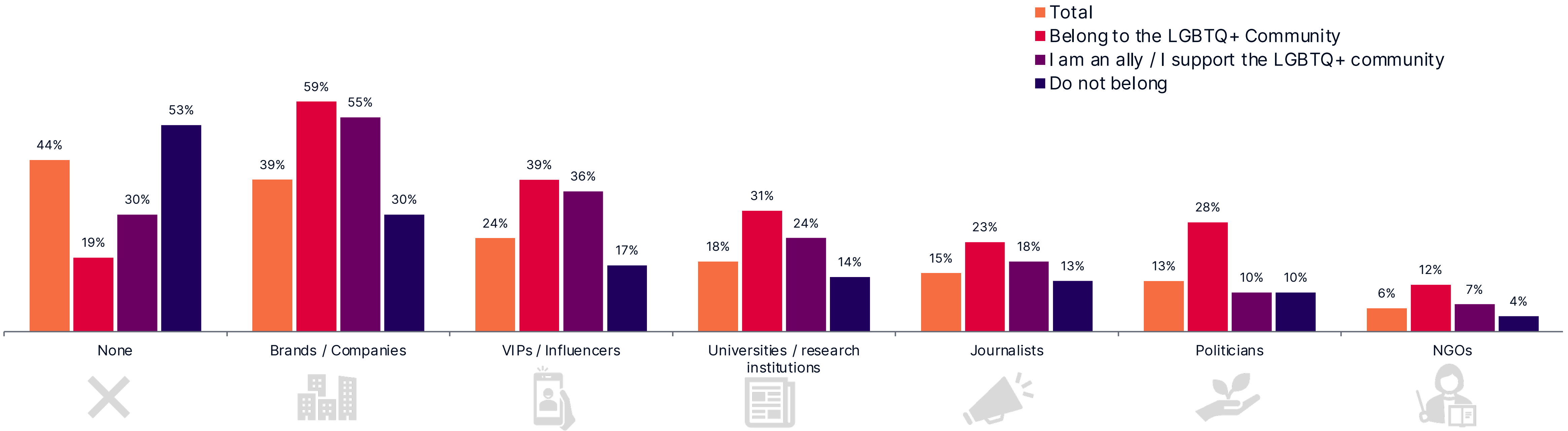
- Around **39 percent** of Brits have seen **brand-led initiatives related to Pride**. On the other hand, **24 percent** of Brits report seeing such initiatives **led by influencers**.
- **Brand engagement with Pride Month** is noticed most **on social media (68%)** by Brits. In contrast, **28 percent** see such engagement via **outdoor posters.**

Which of the following parties have you seen promote Pride-related initiatives? (Base: N=1000) // Where have you seen brands promoting Pride Month? (Base: N=391)

Pride Month Initiatives

Total sample

Which of the following actors have you noticed launch initiatives related to Pride Month?



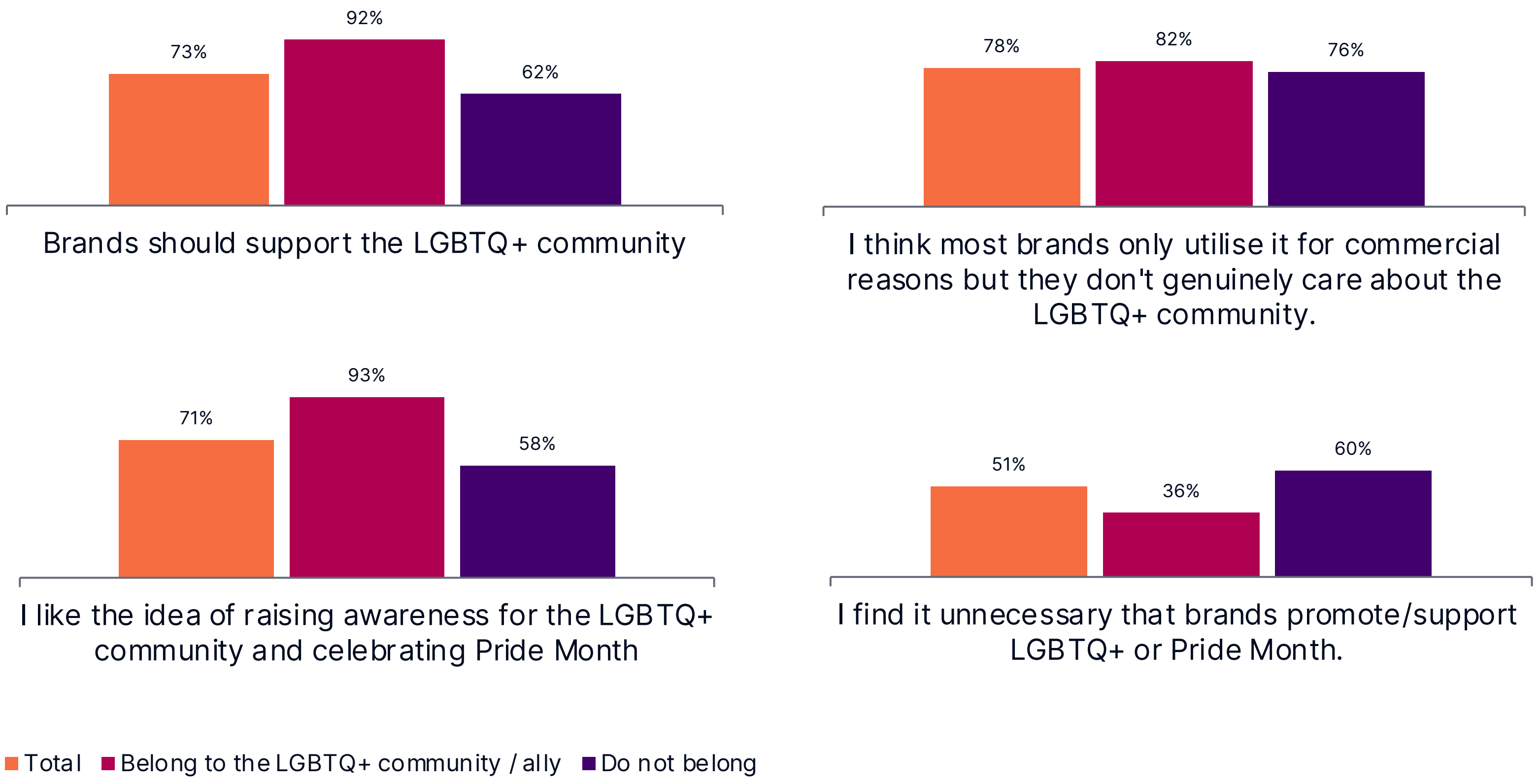
- **39 percent** of those surveyed said to have seen **Pride-related initiatives organised by brands and companies**. In contrast, **24 percent** said the same for **VIPs and influencers**.
- People who identify as LGBTQ+ and those who consider themselves an ally are more likely to have noticed initiatives related to Pride Month than peole who do not. **Nearly a third (30%)** of **those who do not consider themselves either an ally or part of the LGBTQ+ community** noticed such initiatives launched by **brands and companies.**

Which of the following parties have you seen promote Pride-related initiatives? // Do you consider yourself to be part of the LBGTQ+ community? (Base: N=1000)

Pride Month Initiatives

Total sample

Which of the following statements applies best to you?



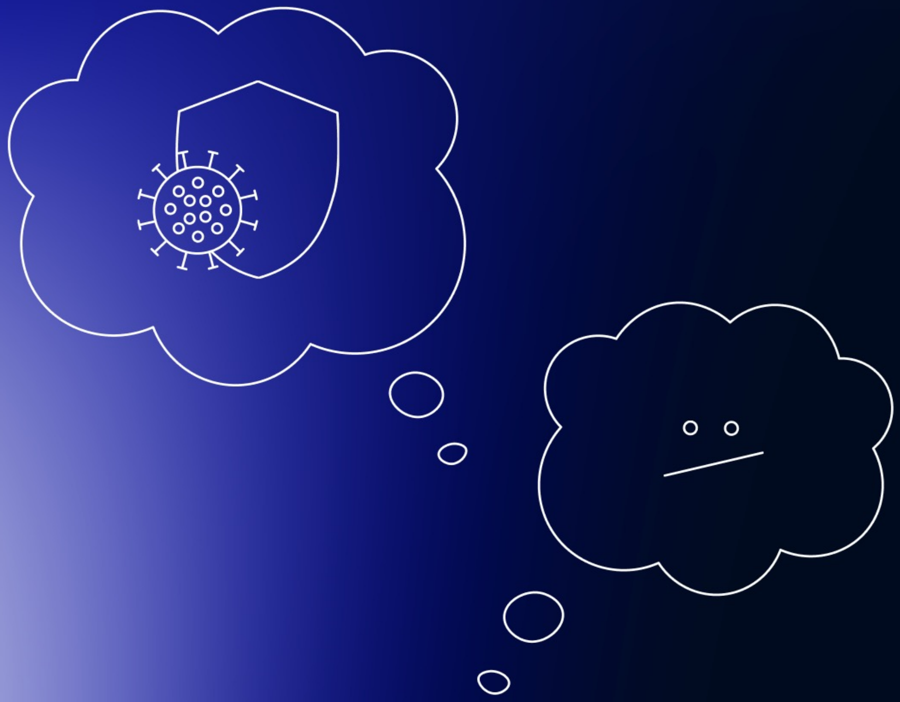
- The majority of Brits believe that **brands should support the LGBTQ+ community (73%)** and are in favour of **raising awareness of the community and Pride Month (71%).**
- Despite this, **78 percent** think that **most brands take advantage of Pride Month for commercial reasons and do not genuinely care about the LGBTQ+ community.**

To what extent do you agree with the following statements? // Do you consider yourself to be part of the LGBTQ+ community? (Base: N=1000)

04

Concerns during Covid

Feelings, concerns, & worries



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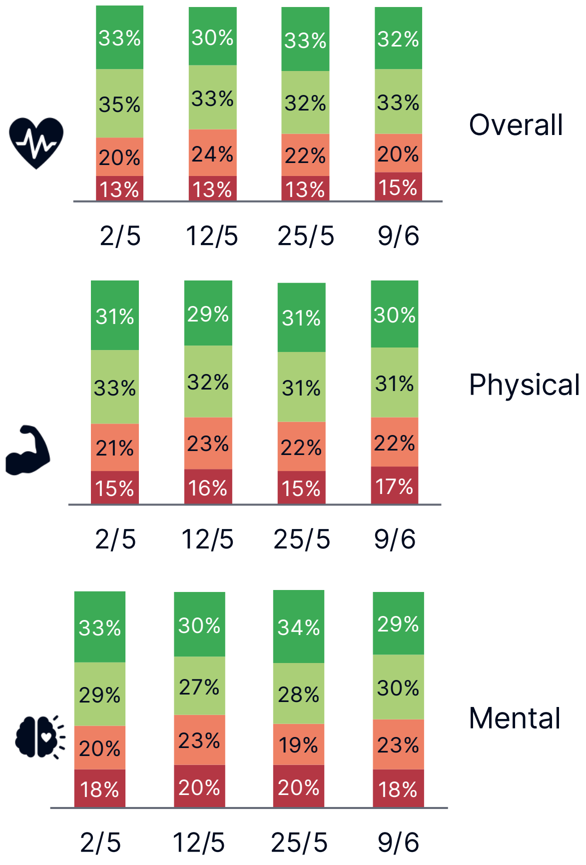
How do you feel?

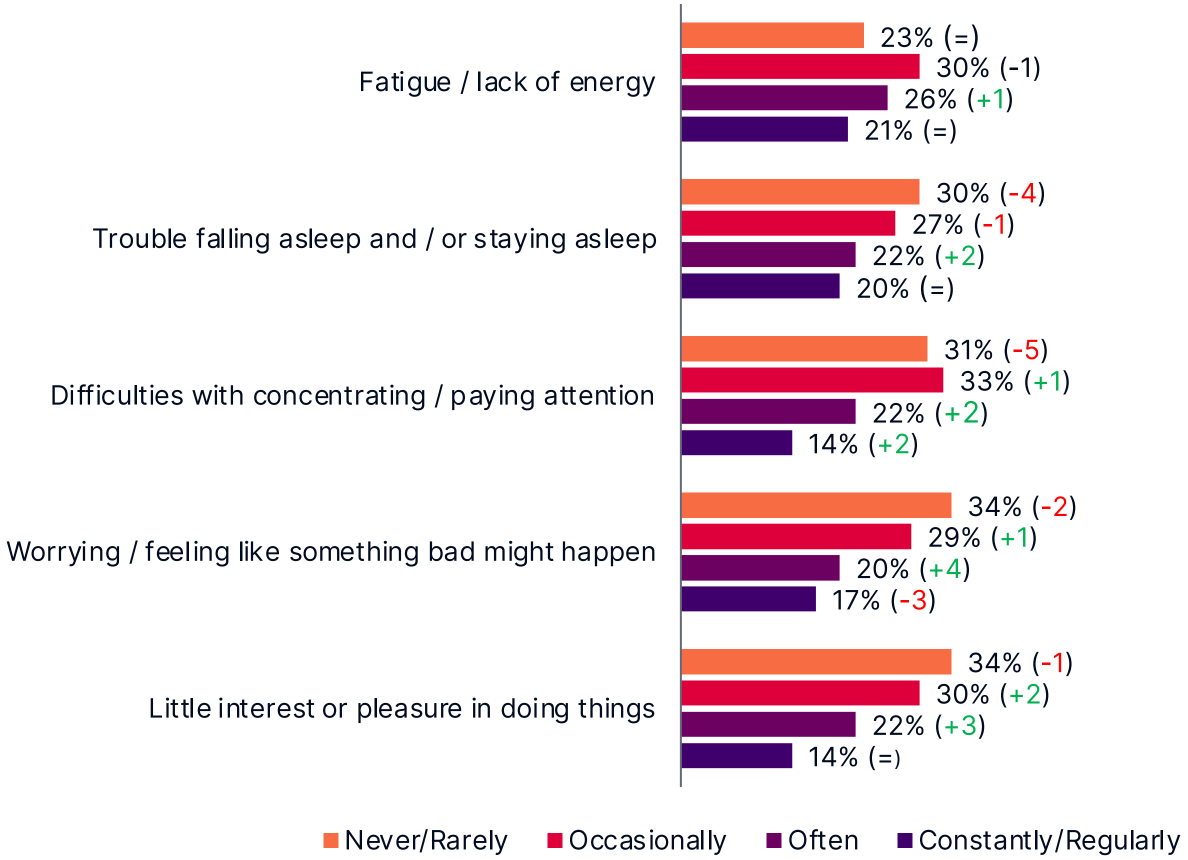
Total sample

How do you feel?



How often have you experienced the following emotions / symptoms during the last one or two weeks?

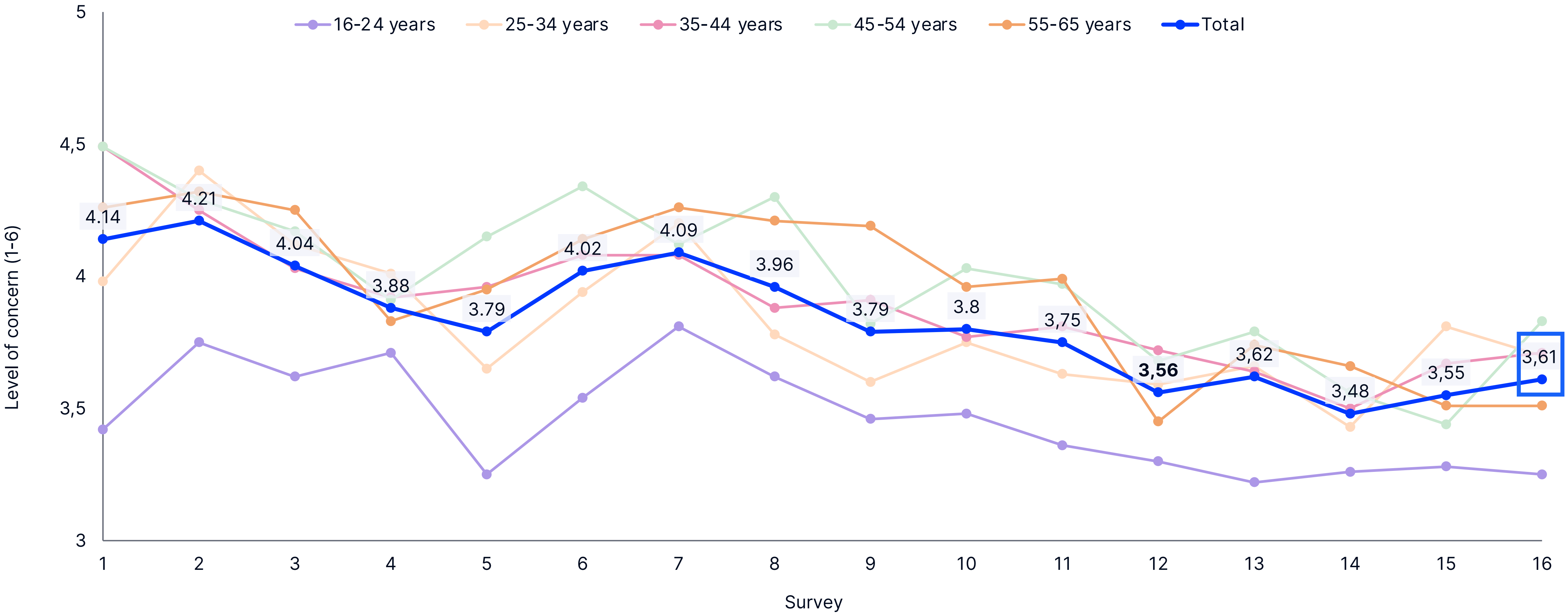
(In brackets = compared to May 25)



"Over the past week, how have you felt regarding the following aspects of your life?" Base: N=1000

To what extent are Brits worried about their own health?

Total sample

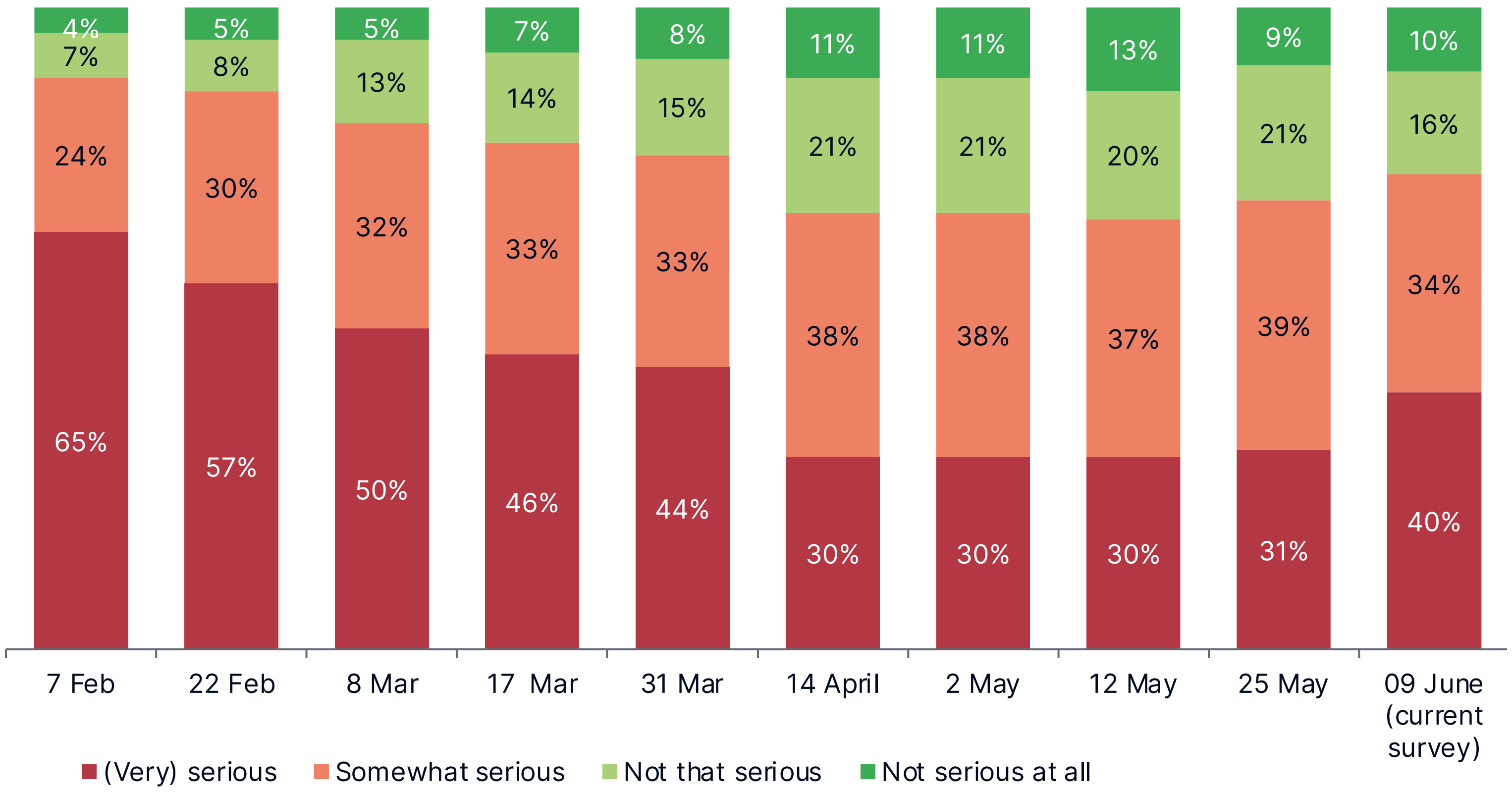


„To what extent are you worried about your own health because of coronavirus?" (1 = Not worried at all // 6 = Very worried) (Base: N=1,000 for wave 2-15; N=998 for wave 1)

How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



How satisfied are Brits in the following areas at the moment?
(1 = Not satisfied at all// 6 = Very satisfied)

Rank	Area of life	Average
1	Safety	4.2
2	Relationships / romantic dates	3.8
3	Freedom of movement / mobility	3.8
4	Entertainment	3.8
5	Nutrition/diet	3.7
5	Education / work	3.6
6	Social life	3.4
8	Holidays / travel	3.0

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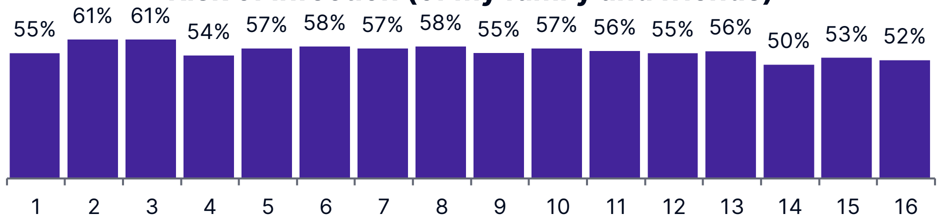
"How would you generally assess the current coronavirus pandemic situation in your country?" // "How satisfied are you with the following areas of your life at the moment?" (Base: N=1000)

What are the biggest concerns regarding the Coronavirus (1/2)

Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)

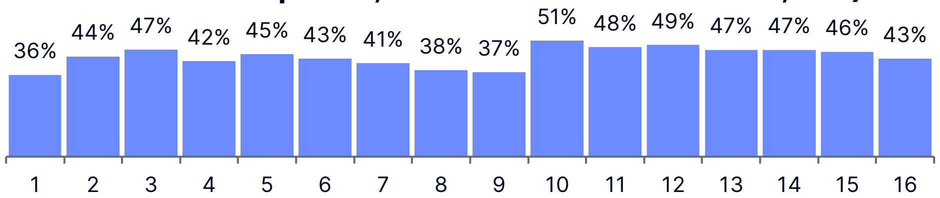
1. (-1)

Risk of infection (of my family and friends)



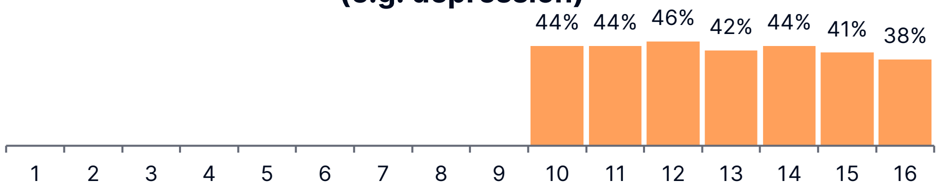
2. (-3)

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



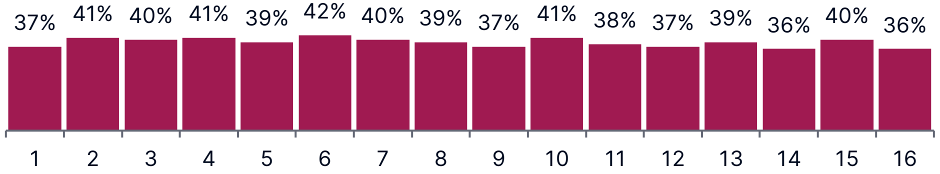
3. (-3)

Psychological consequences for myself and others (e.g. depression)*



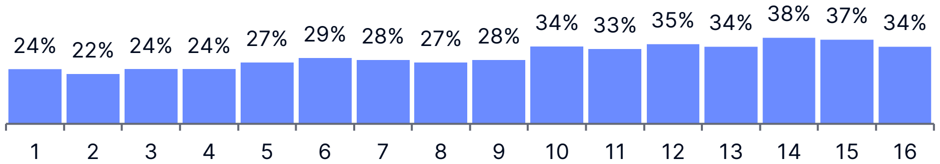
4. (-4)

Risk of infection (for myself)



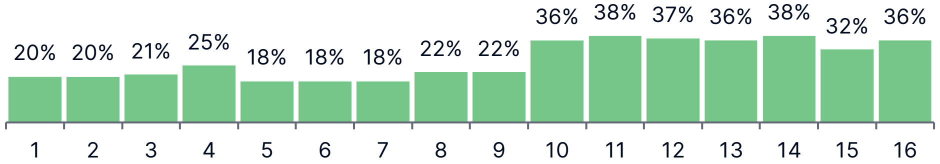
5. (-3)

Poor health care in case of illness other than coronavirus (e.g. a heart attack)



6. (+4)

Social distancing /social exclusion of sick people / isolation*



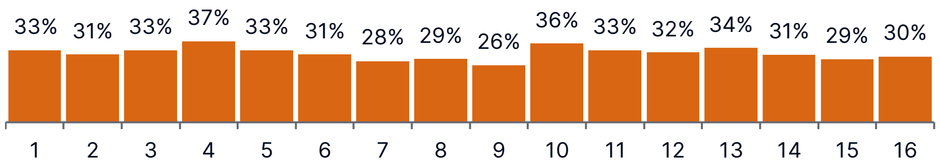
„What are your five largest concerns regarding the Corona pandemic? (This can include what is already happening or what may occur in the future)" (Base: Wave 1-16: N=1000) *** From Wave 10, the questions were updated or changed. Changes or fluctuations can be associated with this and should only be interpreted as a tendency.**

What are the biggest concerns regarding the Coronavirus? (2/2)

Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)

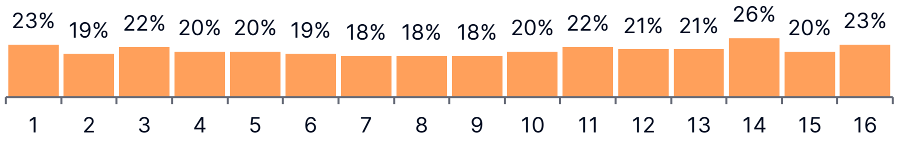
Personal financial consequences (furlough, possibility of losing my job, investments/shares)

7.
(+1)



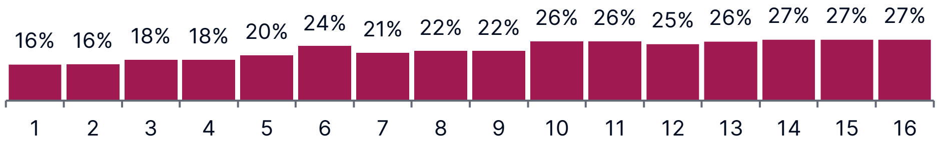
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)

10.
(+3)



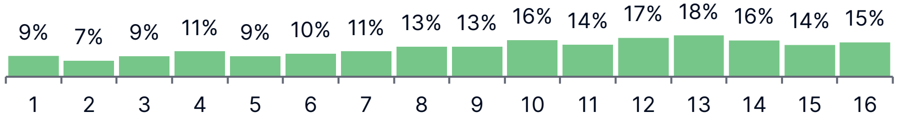
Poor health care in case of infection with coronavirus

8.
(=)



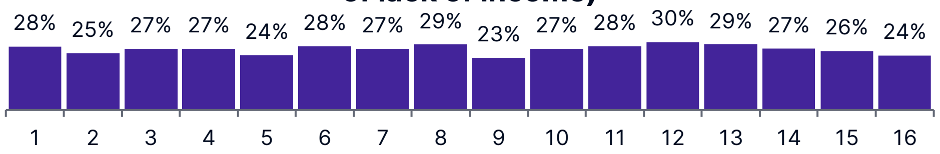
Not being able to host important private events (e.g., weddings, funerals)

11.
(-1)



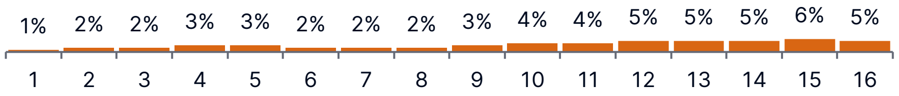
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)

9.
(-2)



I don't have any concerns

12.
(-1)



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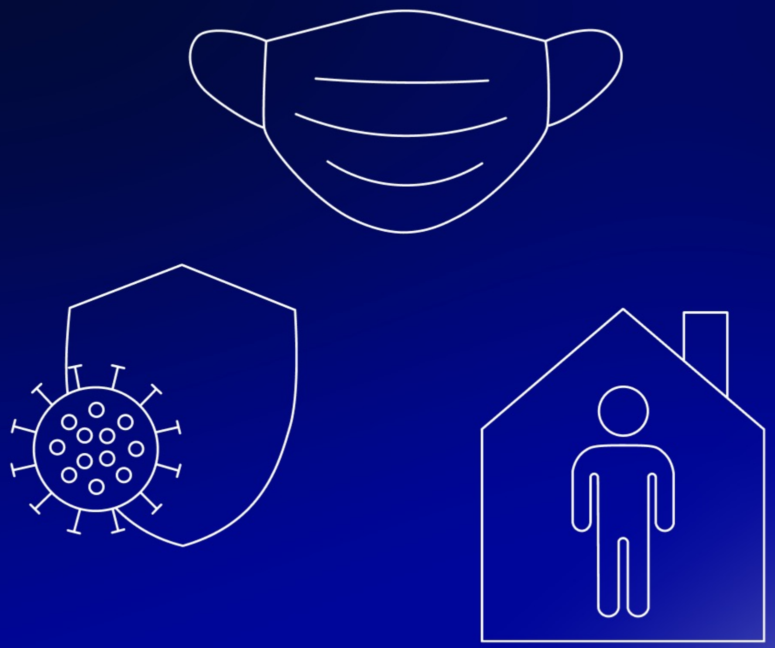
„What are your five largest concerns regarding the Corona pandemic? (This can include what is already happening or what may occur in the future)" (Base: Wave 1-16: N=1000) *** From Wave 10, the questions were updated or changed. Changes or fluctuations can be associated with this and should only be interpreted as a tendency.**

05
Return to normalcy

Vaccination progress and daily (work) life



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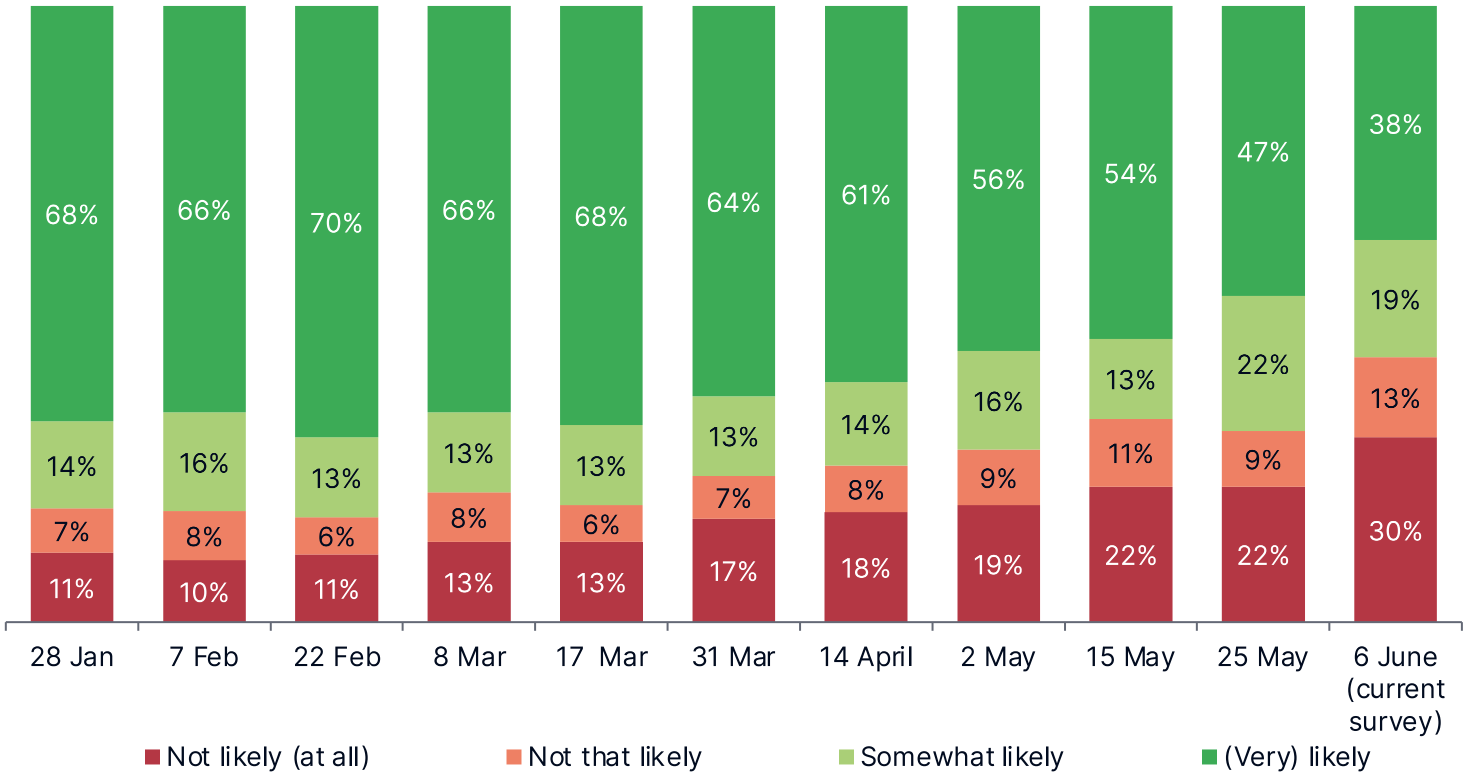
Vaccination readiness and progress

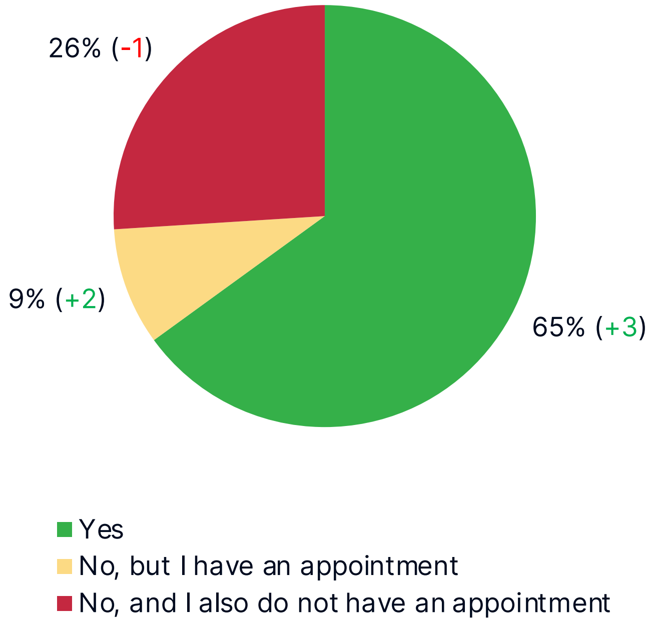
Total sample

Covid-19 vaccines are becoming increasingly available. How likely are Brits to get vaccinated when they have the opportunity?



Have you already been vaccinated against coronavirus?

(In brackets = Comparison to the week of May 25)

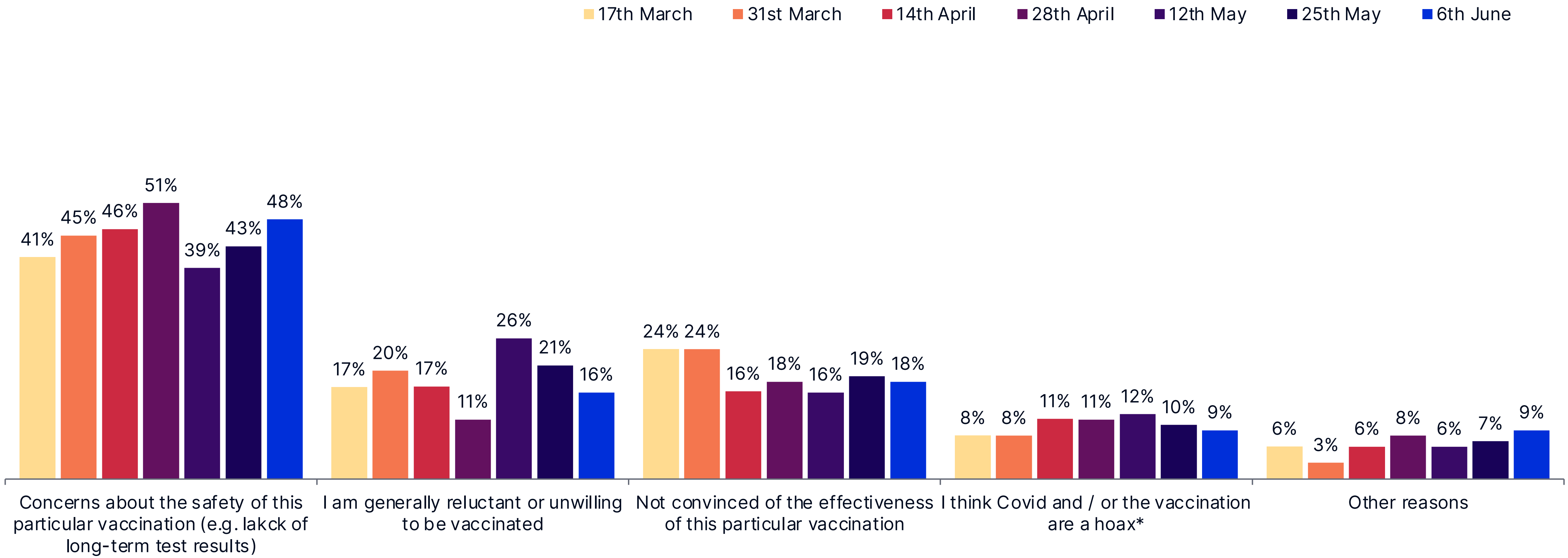


"Have you already been vaccinated against the Coronavirus?" (Base: N=1000) //The Covid-19 vaccine is now gradually being made available. How likely are you to get vaccinated when you have the opportunity to?" (Base: Wave 6: N=960; Wave 7: N=903; Wave 8: N=853; Wave 9: N=740; Wave 10: N=559; Wave 11: N=485; Wave 12: N=462; Wave 13: N=390; Wave 14: N=394; Wave 15: N=269ʄ; Wave 16: N=257)

Reasons against vaccination

Respondents who responded they were not (that) likely to get vaccinated

Why would you not get vaccinated? (Multiple answers possible)



„Why would you not get vaccinated against Corona if you were given the opportunity?" (Wave 9: N=154 / Wave 10: N=107 / Wave 11: N=115 / Wave 12: N=117 / Wave 13: N=107 / Wave 14: N=129 / Wave 15: N=82 // Wave: N=109)

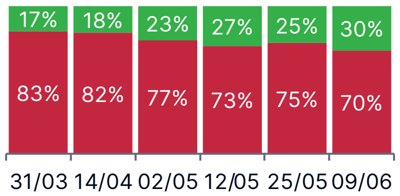
How safe are (everyday) activities rated?

Total sample – sorted by "(rather) not safe" responses

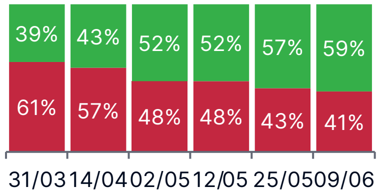
(Rather) safe
Not (that) safe

Regardless of the currently applicable regulations - how safe do you find the following activities?

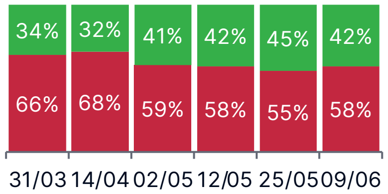
Going to large-scale events (>1000 people)



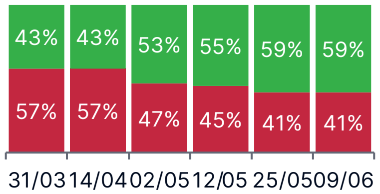
Going to a restaurant / bar



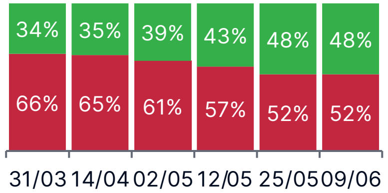
Going to the gym



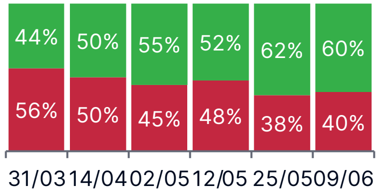
Going to a shopping centre



Going to the cinema



Going to a museum



„If there were no restrictions in the UK, how safe would you consider the following activities? If there are no restrictions currently in place, please tell us to what extent you consider these activities to be safe at present." (Base: N=1000)

How safe are (everyday) activities rated?

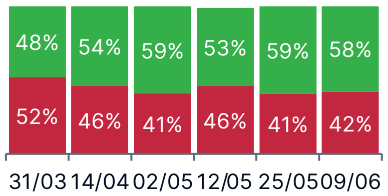
Total sample

(Rather) safe | Not (that) safe

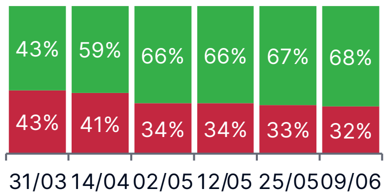
If there were no regulations in the UK, how safe would you consider the following activities?

If there are no restriction currently in place, to what extent do you consider these activities to be safe at present?

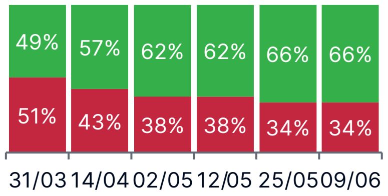
Going to the office



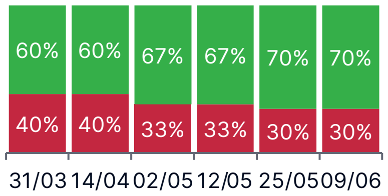
Visiting a group of friends (>4 people)



Going on (short) weekend trips



Going to a supermarket

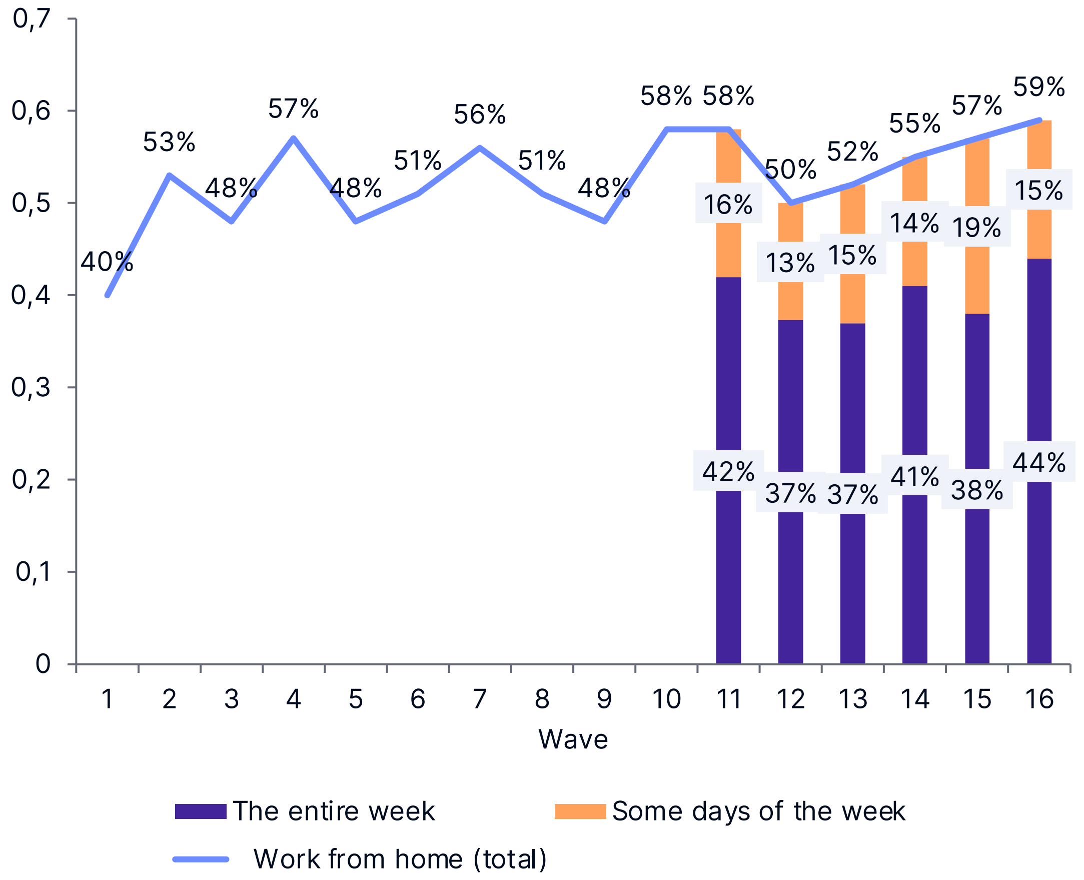


„If there were no restrictions in the UK, how safe would you consider the following activities? If there are no restrictions currently in place, please tell us to what extent you consider these activities to be safe at present." (Base: N=1000)

How many respondents work from home?

Currently: **59 percent of employees**

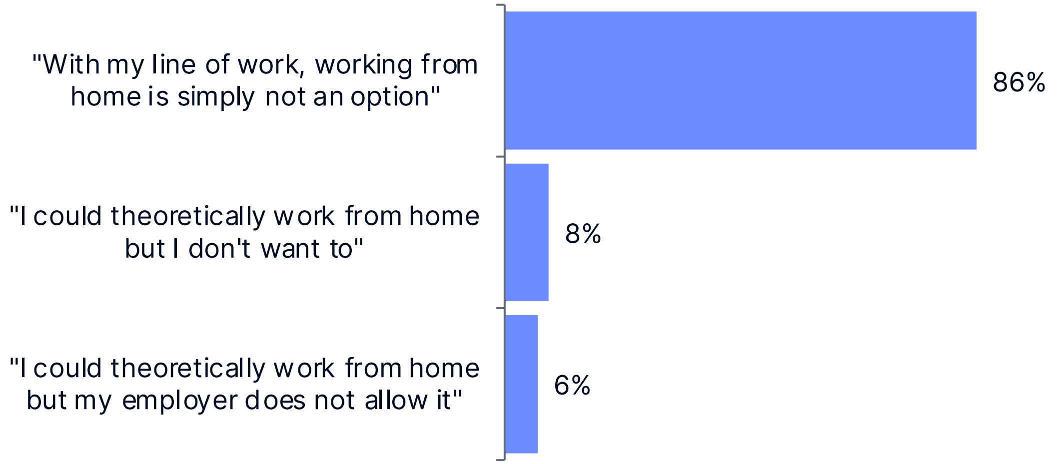
Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: **41 percent of employees**

Top 3 reasons why employees are not working from home:

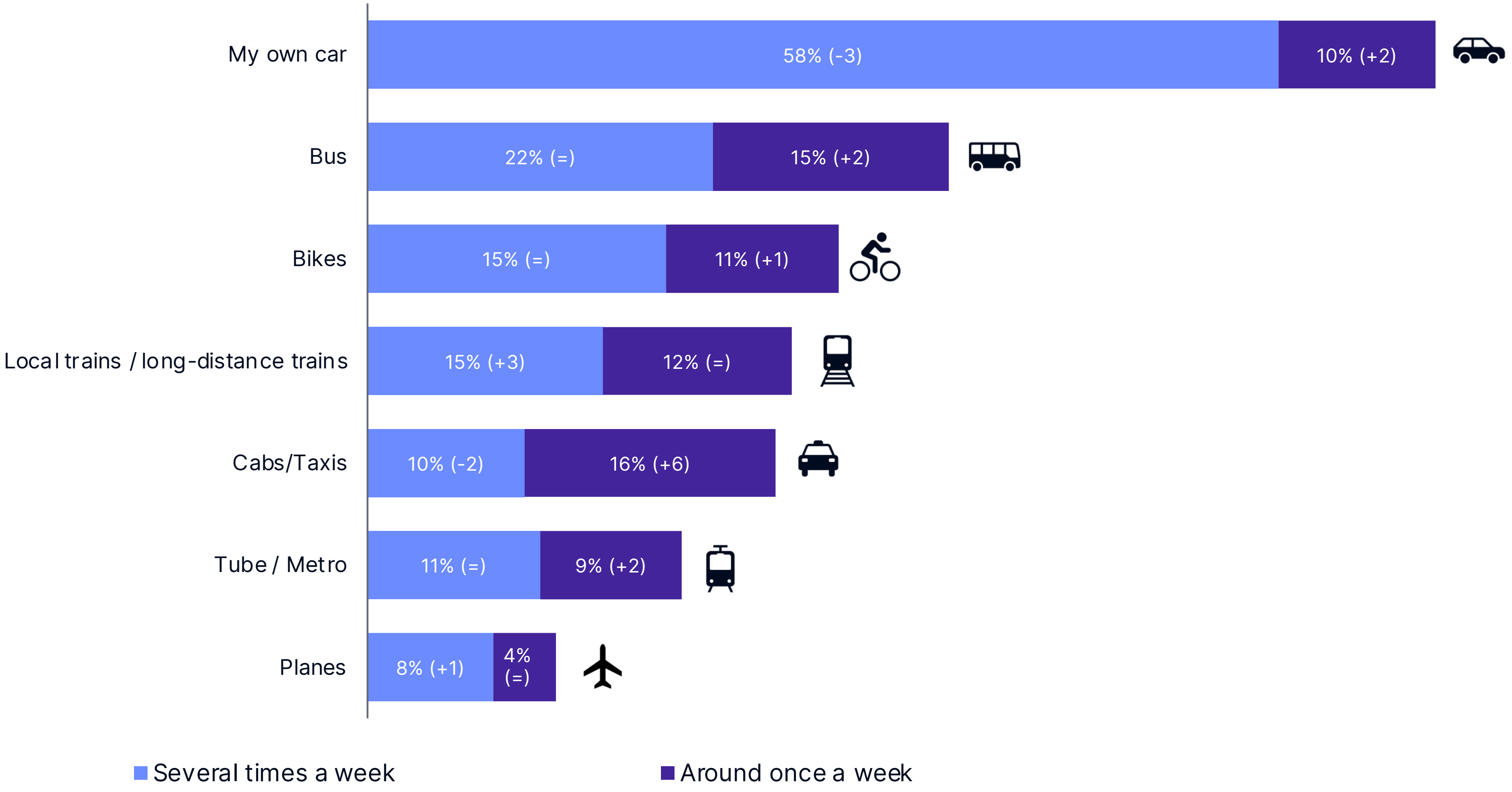


„Are you currently working from home due to Covid?" (N=695) // „Which of the following statements regarding your working situation applies most to you?" (N=288)

Transport and mobility services (1/2)

Total sample

How often do Brits use the following transportation / mobility services over the last 2 weeks?



„How often do Brits use the following transportation / mobility services over the last 2 weeks?“ (Base N=1000)

Transport and mobility services (2/2)

Total sample

Which modes of transport / mobility services are perceived to be **the most unsafe**?

		23 March	20 May	9 August	7 February	8 March	31 March	2 May	25 May	9 June
Rank	Transportation	Wave 1 Bottom 2	Wave 3 Bottom 2	Wave 5 Bottom 2	Wave 7 Bottom 2	Wave 9 Bottom 2	Wave 11* Bottom 2	Wave 13 Bottom 2	Wave 15 Bottom 2	Wave 16 Bottom 2
1	Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	**45%**
2	Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	**44%**
3	Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	**34%**
4	Bus	79%	50%	51%	58%	54%	38%	35%	31%	**31%**
5	Regional trains	78%	52%	49%	58%	54%	39%	35%	34%	**28%**
6	Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	**22%**
7	Rental cars	Not applicable					28%	24%	21%	**22%**

„How safe would you say the following transportation / mobility services are with regards to the Corona pandemic?“ (1=Very unsafe // 5=Very safe) (Base: First Wave 1-15: N=1,000) **From wave 10, the questionnaire of this report was updated or changed. Changes and fluctuations can be associated with this and should only be interpreted as a tendency.**

06
Consumer Behaviour

Which product categories are bought the most? How does online shopping compare to physical shopping?

How often have the following products been purchased overall? (Online and offline)

Total sample

Rank	Product category	17 March	31 March	14 April	2 May	12 May	25 May	**9 June**
1	**Food / groceries (total)**	**92%**	**92%**	**90%**	**94%**	**91%**	**92%**	**92% (=)**
	online	21%	21%	20%	19%	20%	19%	22%
	offline	58%	58%	60%	61%	59%	60%	57%
2	**Personal-care / Hygiene (total)**	**70%**	**69%**	**64%**	**68%**	**70%**	**67%**	**66% (-1)**
	online	23%	21%	18%	20%	21%	19%	21%
	offline	41%	38%	39%	40%	42%	41%	38%
3	**Non-alcoholic beverages (total)**	**63%**	**64%**	**62%**	**67%**	**66%**	**63%**	**64% (+1)**
	online	17%	14%	14%	15%	14%	13%	15%
	offline	40%	43%	44%	46%	46%	44%	42%
4	**Alcoholic beverages (total)**	**51%**	**53%**	**50%**	**55%**	**55%**	**52%**	**58% (+6)**
	online	14%	13%	12%	12%	12%	11%	13%
	offline	33%	24%	34%	37%	38%	36%	43%
5	**Clothes (total)**	42%	46%	45%	**49%**	**51%**	**48%**	**50% (+2)**
	online	30%	31%	27%	26%	30%	24%	24%
	offline	7%	10%	12%	19%	14%	16%	18%
6	**Medications (total)**	**40%**	**45%**	**39%**	**40%**	**43%**	**41%**	**44% (+3)**
	online	12%	14%	12%	10%	12%	10%	13%
	offline	25%	24%	23%	27%	27%	27%	27%

„Have you bought any of the following products over the last week?" (Base: N=1000) *"Toys (board games, video games, puzzles, etc.)" was worded as „Board games / video games / puzzles" in previous surveys.
Note: Online and offline do not add up to the total value, as the answer option „both" is not listed in the table for the sake of simplicity.

How often have the following products been purchased overall? (Online and offline)

Total sample

Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	**9 June**
7		**Beauty products / Make-up (total)**	**31%**	**35%**	**34%**	**30%**	**35%**	**35%**	**34% (-1)**
		online	17%	17%	16%	14%	17%	15%	16%
		offline	10%	12%	13%	12%	13%	15%	13%
8		**Books / Magazines (total)**	**32%**	**33%**	**32%**	**32%**	**31%**	**34%**	**34% (=)**
		online	19%	16%	17%	16%	14%	16%	16%
		offline	11%	11%	12%	13%	13%	13%	13%
9		**Shoes (total)**	**25%**	**30%**	**27%**	**29%**	**30%**	**32%**	**32% (=)**
		online	16%	20%	15%	15%	19%	17%	15%
		offline	7%	6%	9%	10%	9%	10%	13%
10		**Decorative items / knick-knacks (total)**	**22%**	**27%**	**25%**	**23%**	**28%**	**27%**	**27% (=)**
		online	13%	11%	11%	11%	12%	12%	11%
		offline	7%	10%	9%	10%	11%	11%	11%
11		**Electrical equipment / consumer elctronics (total)**	**26%**	**27%**	**23%**	**25%**	**25%**	**26%**	**27% (+1)**
		online	16%	15%	13%	15%	15%	15%	14%
		offline	7%	8%	7%	6%	6%	7%	8%
12		**Toys (board games, video games, puzzles, etc.) (total)***	**24%**	**25%**	**21%**	**23%**	**22%**	**26%**	**27% (+1)**
		online	15%	14%	13%	12%	13%	14%	13%
		offline	5%	8%	5%	7%	6%	8%	10%

„Have you bought any of the following products over the last week?“ (Base: N=1000) *“Toys (board games, video games, puzzles, etc.)“ was worded as „Board games / video games / puzzles“ in previous surveys.
Note: Online and offline do not add up to the total value, as the answer option „both“ is not listed in the table for the sake of simplicity.

How often have the following products been purchased overall? (Online and offline)

Total sample

Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	**9 June**
13		**Household appliances (total)**	**25%**	**30%**	**25%**	**23%**	**25%**	**25%**	**25% (=)**
		online	13%	15%	13%	10%	12%	12%	11%
		offline	8%	11%	8%	8%	10%	9%	11%
14		**Tableware / kitchen equipm. (total)**	20%	**25%**	**18%**	**21%**	**21%**	**22%**	**23% (+1)**
		online	8%	11%	8%	9%	10%	9%	11%
		offline	9%	9%	7%	9%	8%	9%	8%
15		**Sports / fitness equipm. (total)**	**20%**	**23%**	**18%**	**20%**	**22%**	**20%**	**21% (+1)**
		online	12%	15%	10%	10%	12%	10%	9%
		offline	5%	5%	6%	7%	6%	7%	9%
16		**Jewelry**	**18%**	**20%**	**17%**	**15%**	**18%**	**18% (=)**	**20% (+2)**
		online	11%	11%	9%	8%	9%	10%	11%
		offline	5%	5%	5%	6%	5%	6%	6%
17		**Furniture**	**18%**	**21%**	**18%**	**17%**	**17%**	**19% (+2)**	**20% (+1)**
		online	10%	11%	10%	6%	10%	8%	9%
		offline	5%	6%	5%	6%	5%	6%	7%

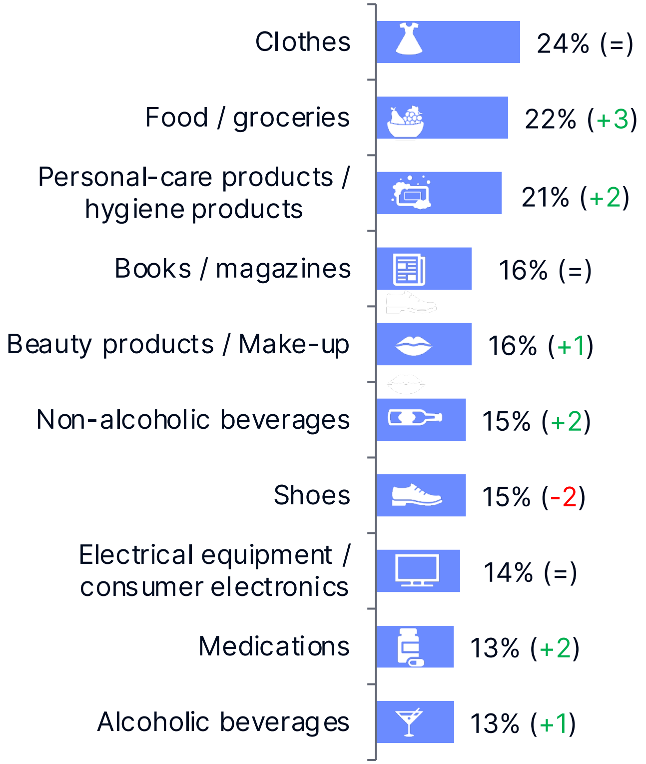
„Have you bought any of the following products over the last week?" (Base: N=1000) *"Toys (board games, video games, puzzles, etc.)" was worded as „Board games / video games / puzzles" in previous surveys.
Note: Online and offline do not add up to the total value, as the answer option „both" is not listed in the table for the sake of simplicity.

In Focus: Online vs. Offline Shopping

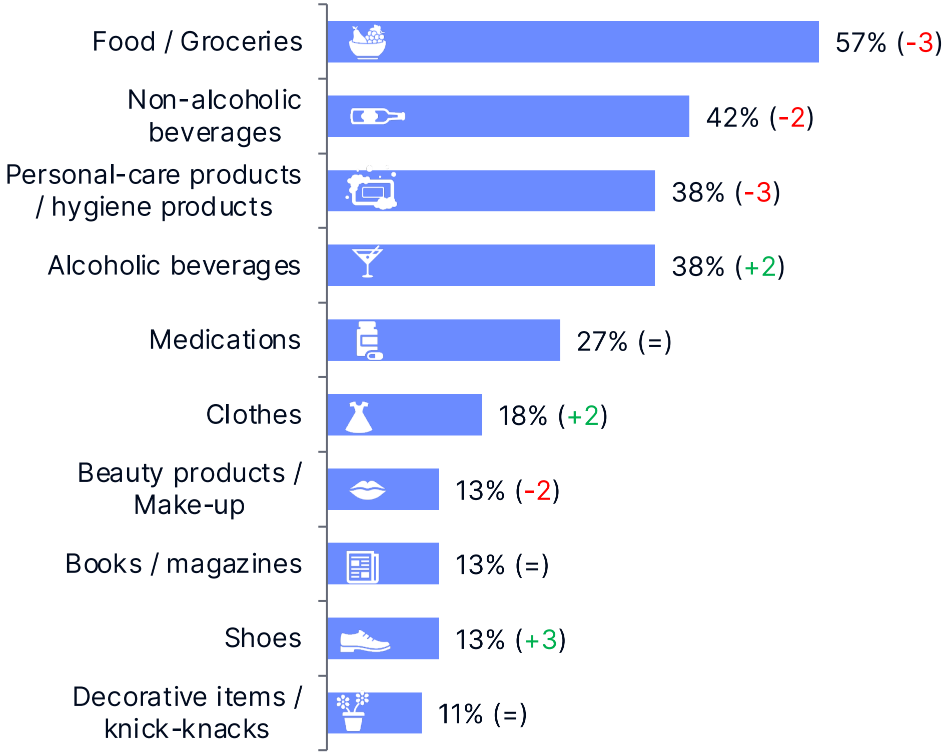
Total sample

Top 10: Bought online in the last week

(In brackets = compared to the week of May 25)



Top 10: Bought offline in the last week



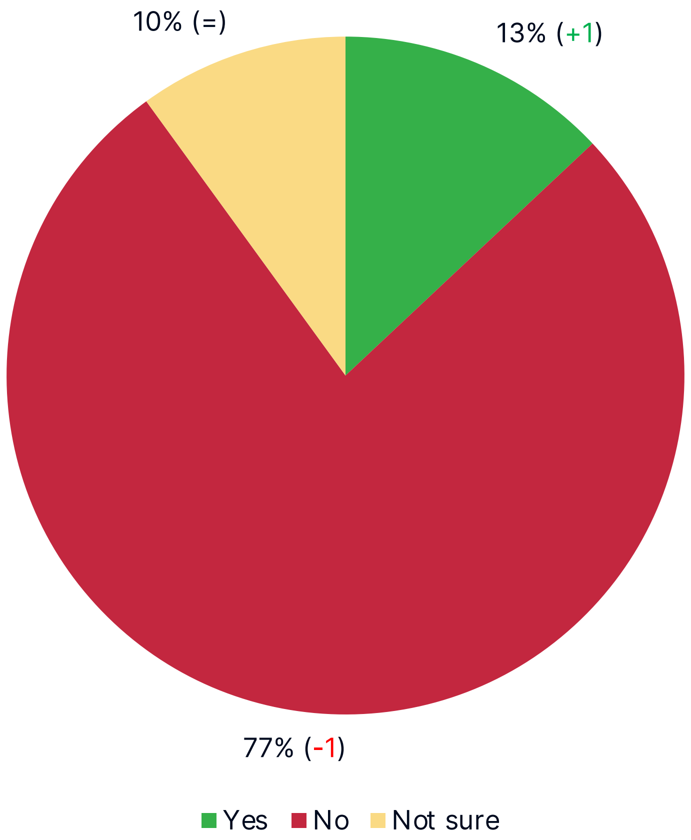
„Have you purchased the following products within the last week?“ (Base: N=1000) *“Toys (board games, video games, puzzles, etc.)“ was worded as „Board games / video games / puzzles“ in previous surveys.

Consumer Barometer

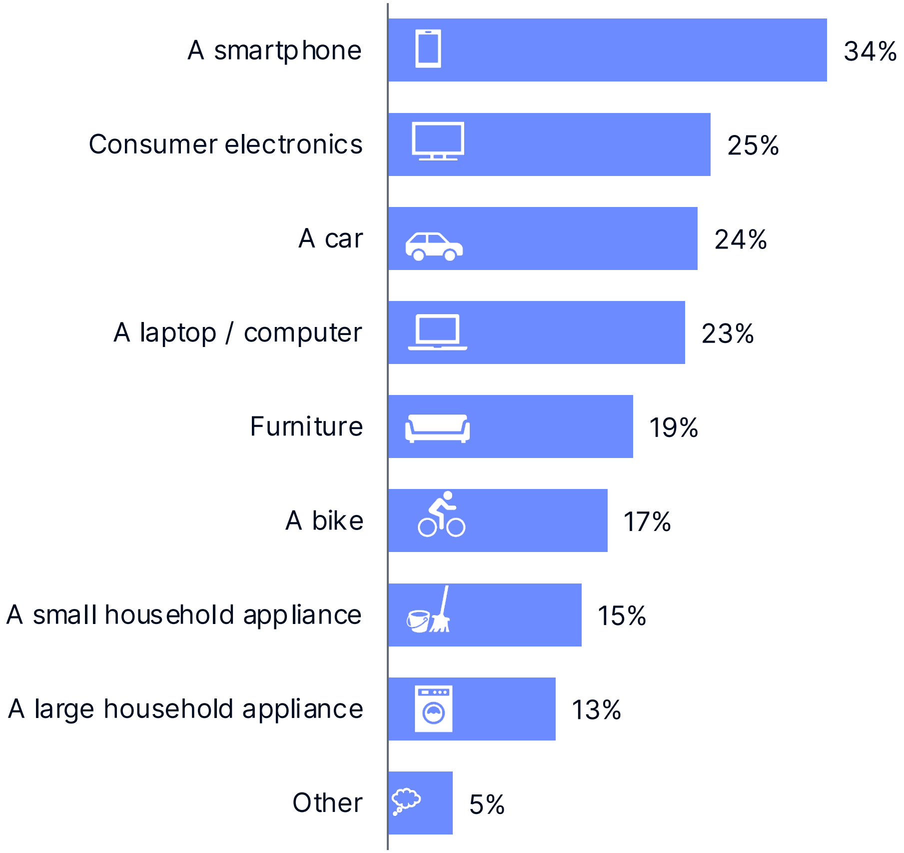
Total sample

Do you have a major purchase planned in the next two weeks?

(In brackets = change compared to previous Wave)



What are Brits planning to buy?



„Are you planning a major purchase within the next two weeks?" (e.g.,TV, car, game console, etc.) (Base: N=1000) // „What are you planning to purchase?" (Base: N=118)

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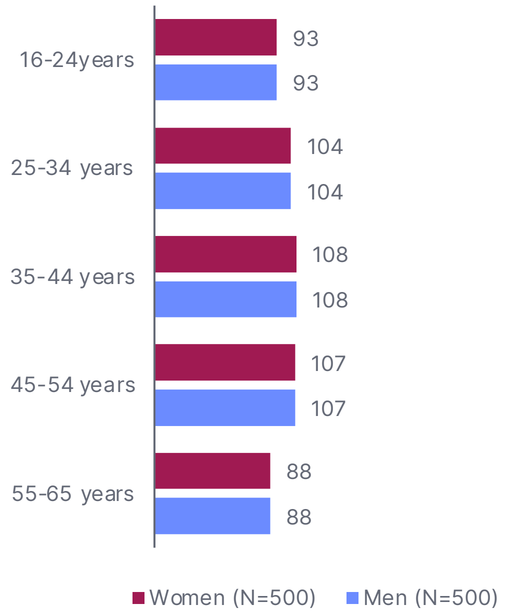
Surveys and dates

2020	2021
Wave 1 – 21.03.2020	Wave 7 – 07.02.2021
Wave 2 – 21.04.2020	Wave 8 – 22.02.2021
Wave 3 – 20.05.2020	Wave 9 – 08.03.2021
Wave 4 – 22.06.2020	Wave 10 – 17.03.2021
Wave 5 – 09.08.2020	Wave 11 – 31.03.2021
Wave 6 – 22.01.2021	Wave 12 – 14.04.2021
	Wave 13 – 02.05.2021
	Wave 14 – 12.05.2021
	Wave 15 – 25.05.2021
	Wave 16 – 09.06.2021

Sample composition

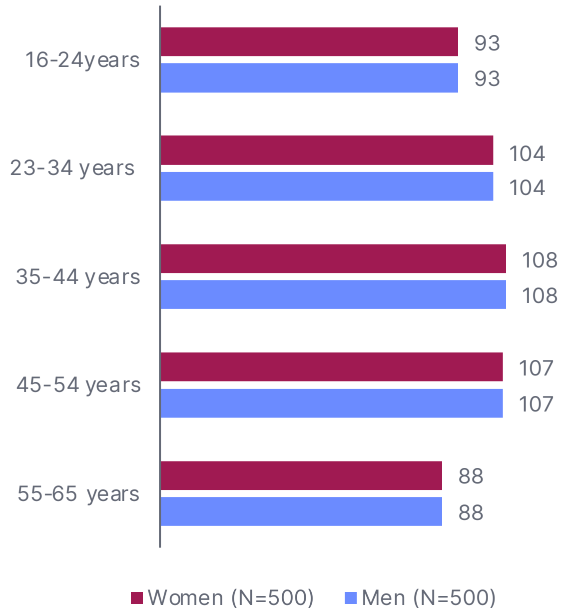
Age & Gender - All Surveys

Survey 1-15 (N=1000)



Ø Age: 39.6 years*

Survey 16 (N=1000)



Ø Age: 39.7 years

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*Average age for Wave 15