



appinio corona report


17th survey – 30 June 2021

🇬🇧 United Kingdom

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Intro to the study

Introduction to the Appinio Coronavirus Consumer Report

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

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

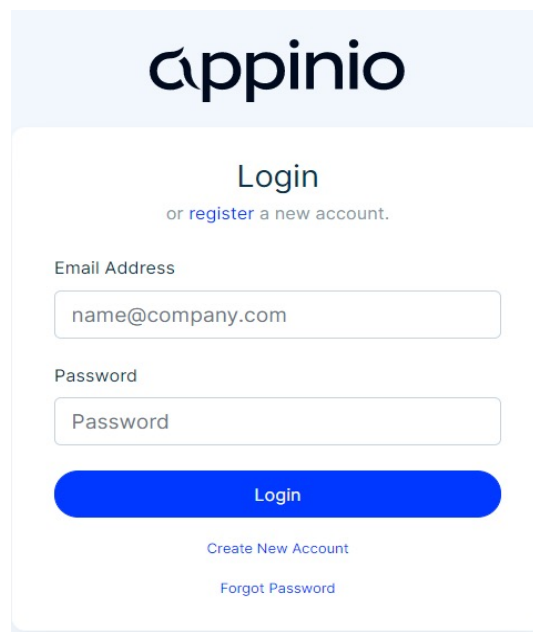


Access to the studies and the tracking-data

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



The form is titled 'Login' and includes a link to 'register a new account'. It features input fields for 'Email Address' (with the placeholder 'name@company.com') and 'Password'. A prominent blue 'Login' button is at the bottom, with links for 'Create New Account' and 'Forgot Password' below it.

2. Open the report

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



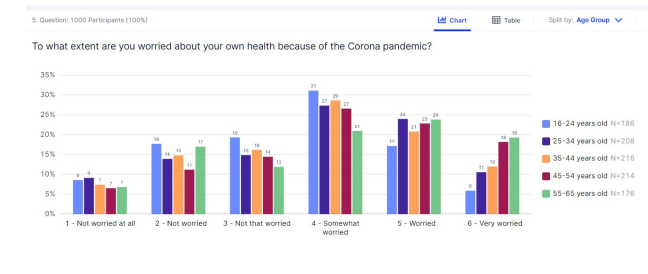
Corona: Consumer Study - UK

Participants	Questions	Create Date
1000	35	24.03.2020

[Go to Analysis](#)

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 23 and 28th, 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 17: N=1000

Content

Current supplemental questions:

Corona – the perceived truth

- How is the general mood of Brits regarding the return to normal?
- What do they forecast for the autumn and winter? Are they concerned about another wave of infections?
- Has the past year change the daily life of Brits in a long-lasting way?
- 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 – Tracking & Additional Questions

The most interesting insights of the week



For the majority of Brits, the pandemic is not over yet.

- **85 percent of Brits do not yet feel that the Covid pandemic is over.**
- While all age groups are relatively in agreement on this, **Generation Z (16-24)**, at **22 percent**, state that they have the feeling that the corona pandemic is (almost) over.



The vast majority expects a Covid autumn/winter and renewed tightening of restrictions.

- **Nearly four out of five Brits (78%) expect another Covid wave at the end of 2021 like the previous autumn/winter.**
- Around the same share of Brits (**77%**) also think tighter restrictions will follow during this period,



Not everything is bad: Many are already missing the time they had to themselves.

- **46 percent** of respondents say they missed the time they had to themselves during lockdown.
- **77 percent** now appreciate their freedom more than they did before the pandemic.
- **Nearly half of the respondents (47%)** stated that they prefer to maintain their pandemic/lockdown lifestyle.

03

Additional Questions

Covid – the perceived truth

- How's the collective mood of Brits concerning the pandemic and returning to normal?
- What do the Brits forecast for autumn? How great is their concern of another wave of infections?
- Did the past pandemic year change the everyday life of Brits in a lasting way?



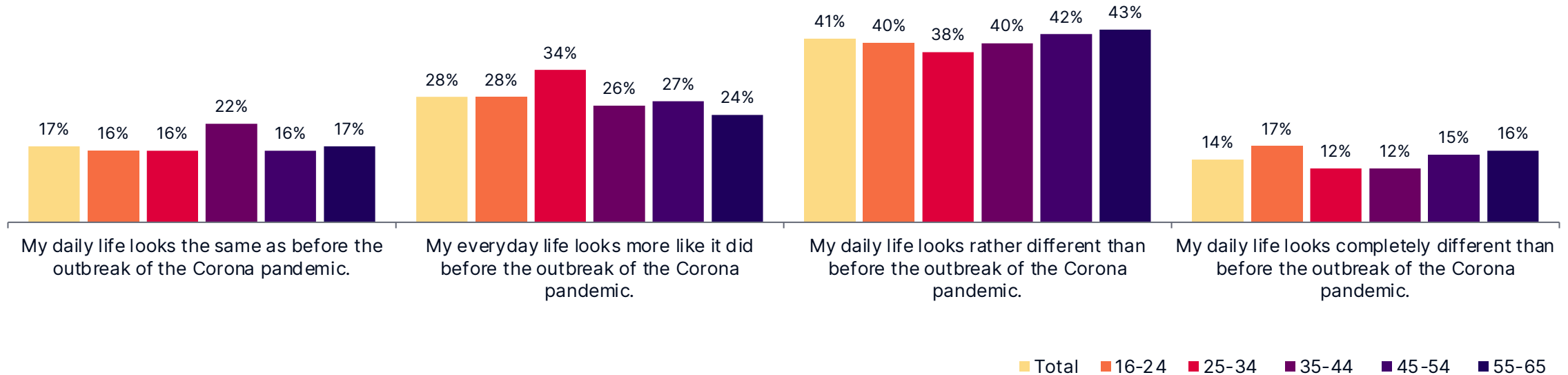
Has the “old” daily life returned?

Total sample

If you think about your everyday life in the past few days or the past week, which of the following statements is most likely to apply to you?



- Nearly half of all Brits (45%) say that **their everyday life looks either the same as or more like their daily life before the Covid outbreak. This applies equally to all age groups.**

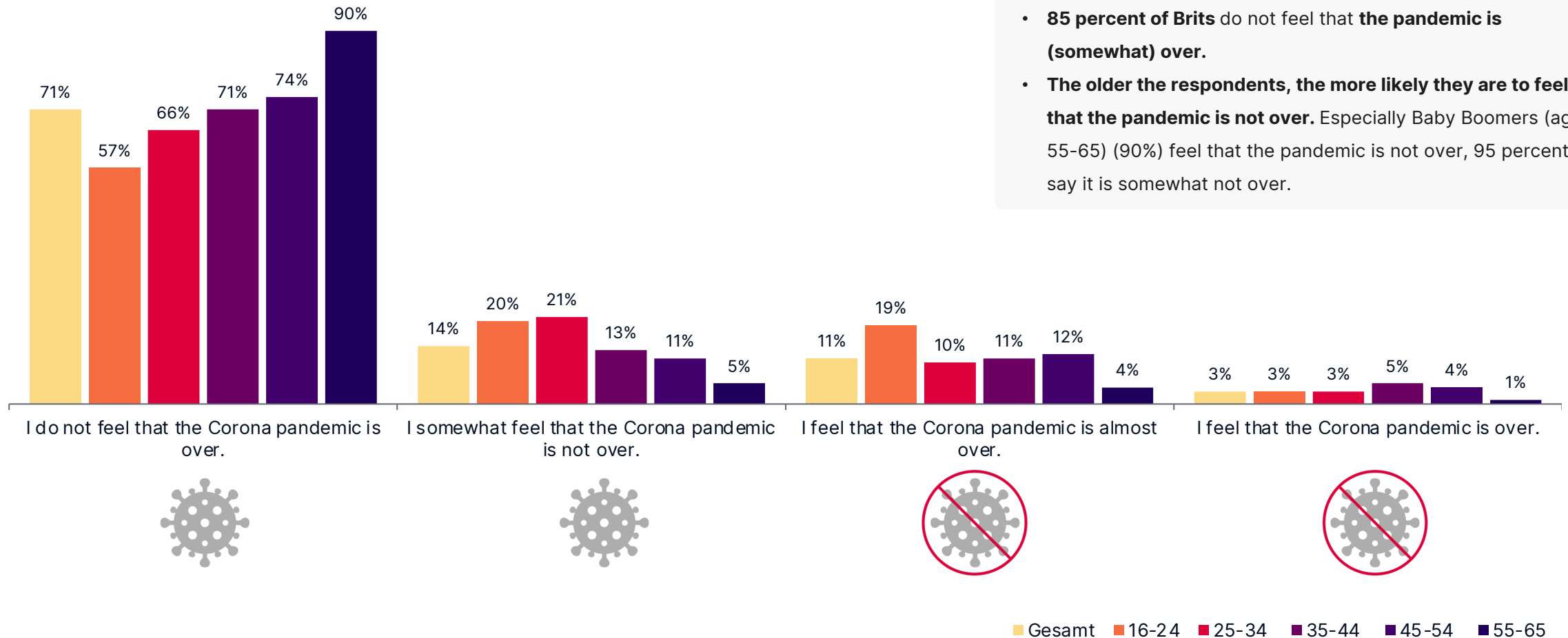


Is the pandemic over?

Total sample

Which of the following statements applies to you?

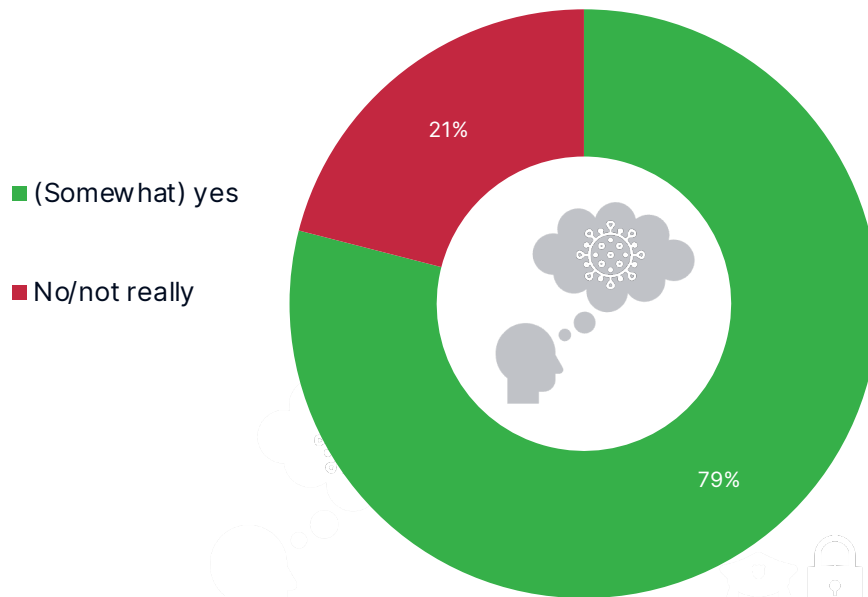
Appinio Corona Report – Wave 17



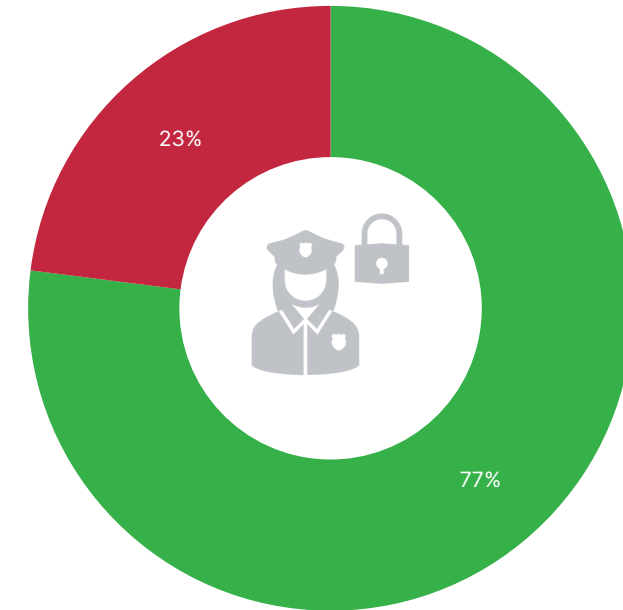
Will there be a next wave?

Total sample

Do you think that, like last autumn / winter, there will be another major Corona wave at the end of 2021?



Do you think restrictions regarding Covid could be tightened again (e.g. lockdown, curfew, etc.)?

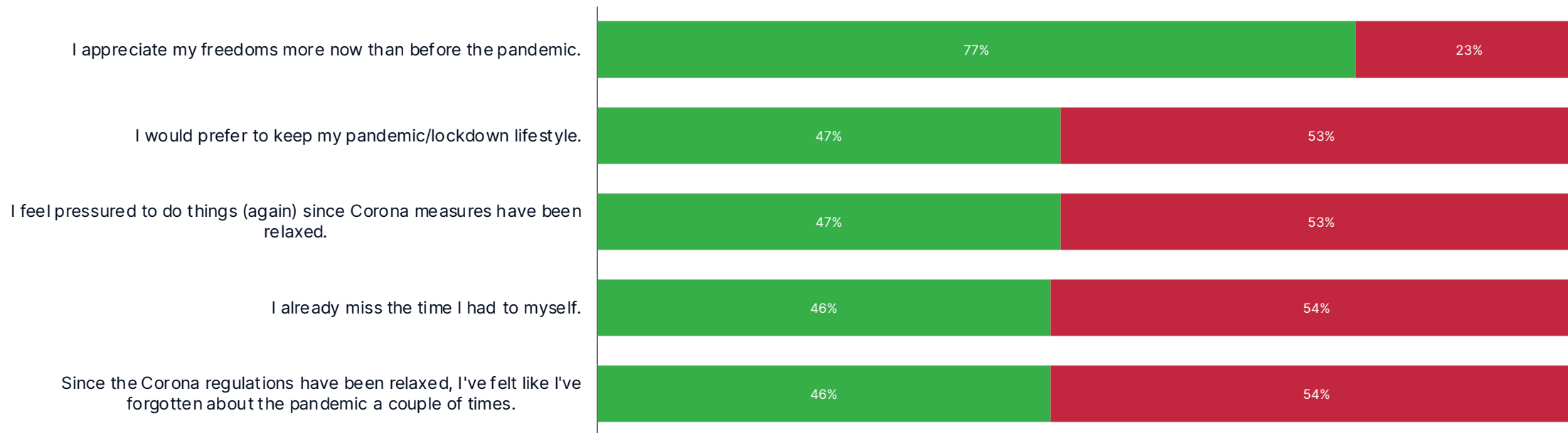


- Around **79 percent** of Brits expect a **larger wave of Covid infections this autumn/winter**.
- **A similar share of Brits (77%)** think that **the Covid restrictions could be tightened again**.

Corona – the perceived truth

Total sample

To what extent do you agree with the following statements?

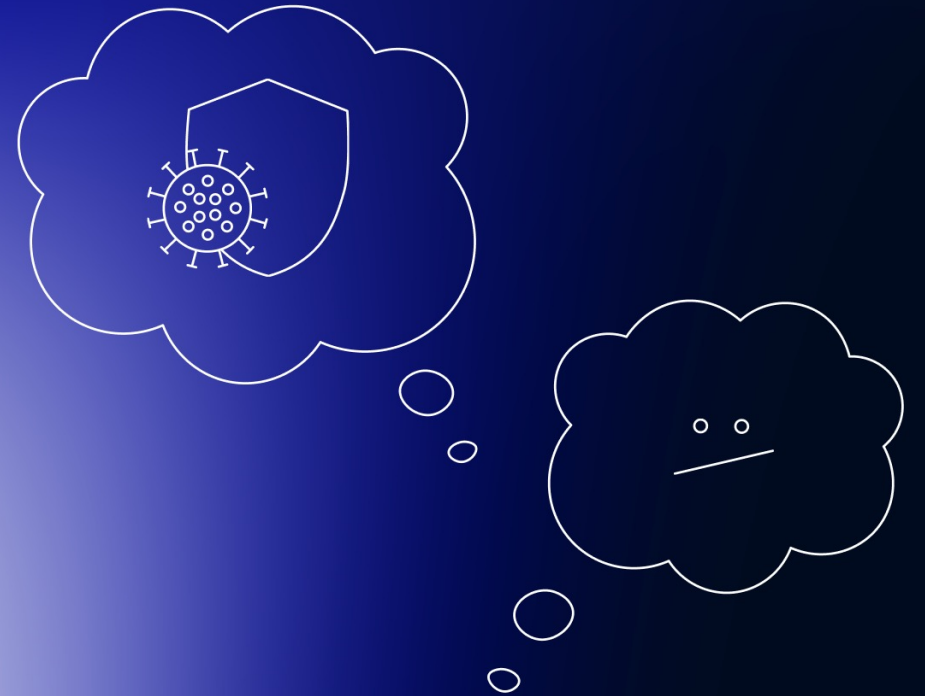


- Almost every four out of five Brits (**77%**) now appreciate their freedom more than they did before the pandemic.
- Nearly half of all Brits (**47%**) wish to maintain their pandemic lifestyle, around the same share (46%) misses the time they had to themselves or feels pressured to do things again.

04

Concerns during Covid

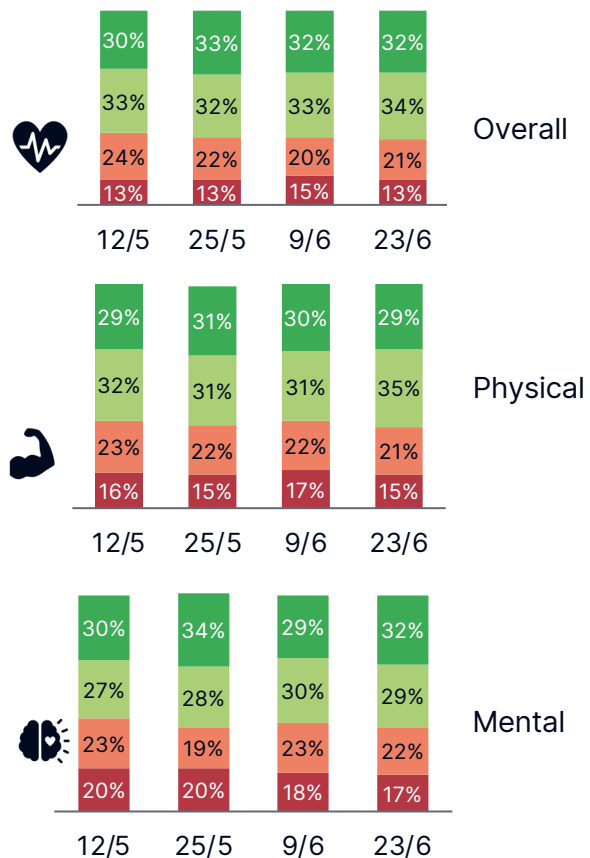
Feelings, concerns, & worries



How do you feel?

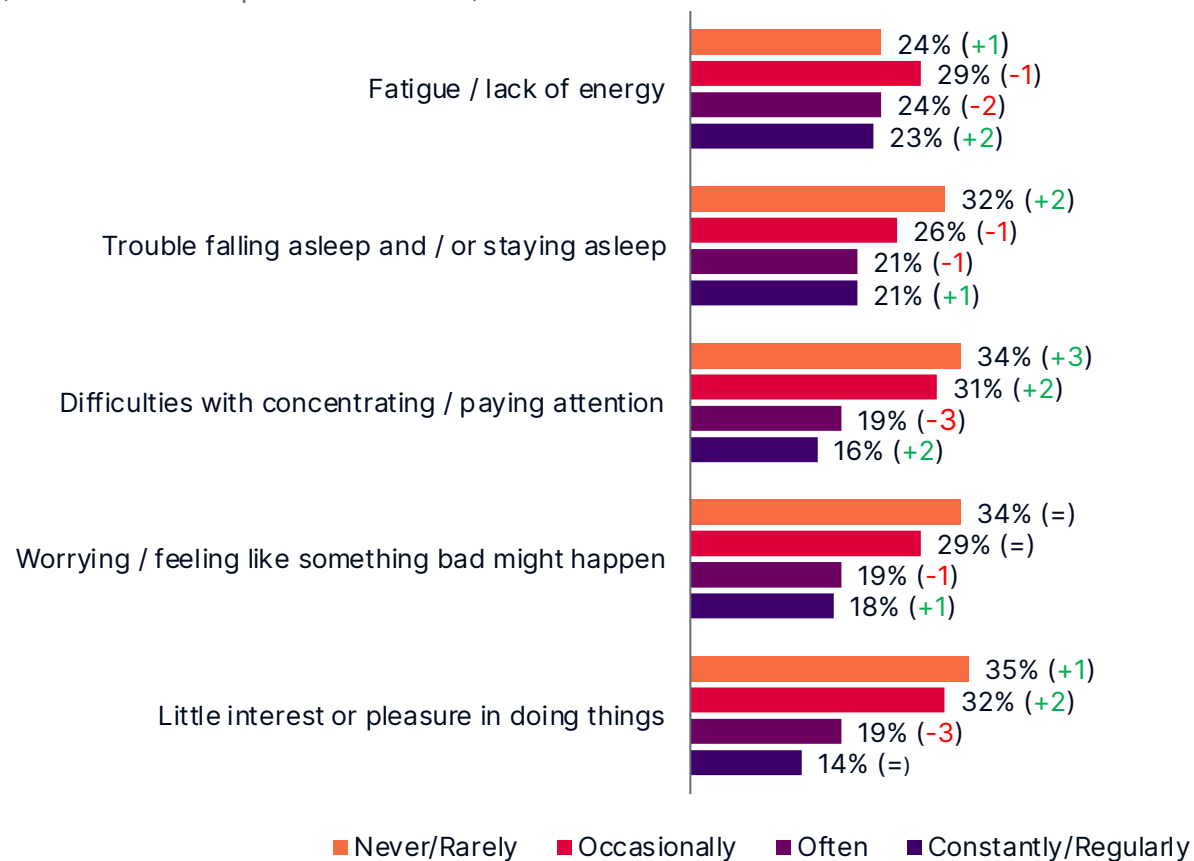
Total sample

How do you feel?



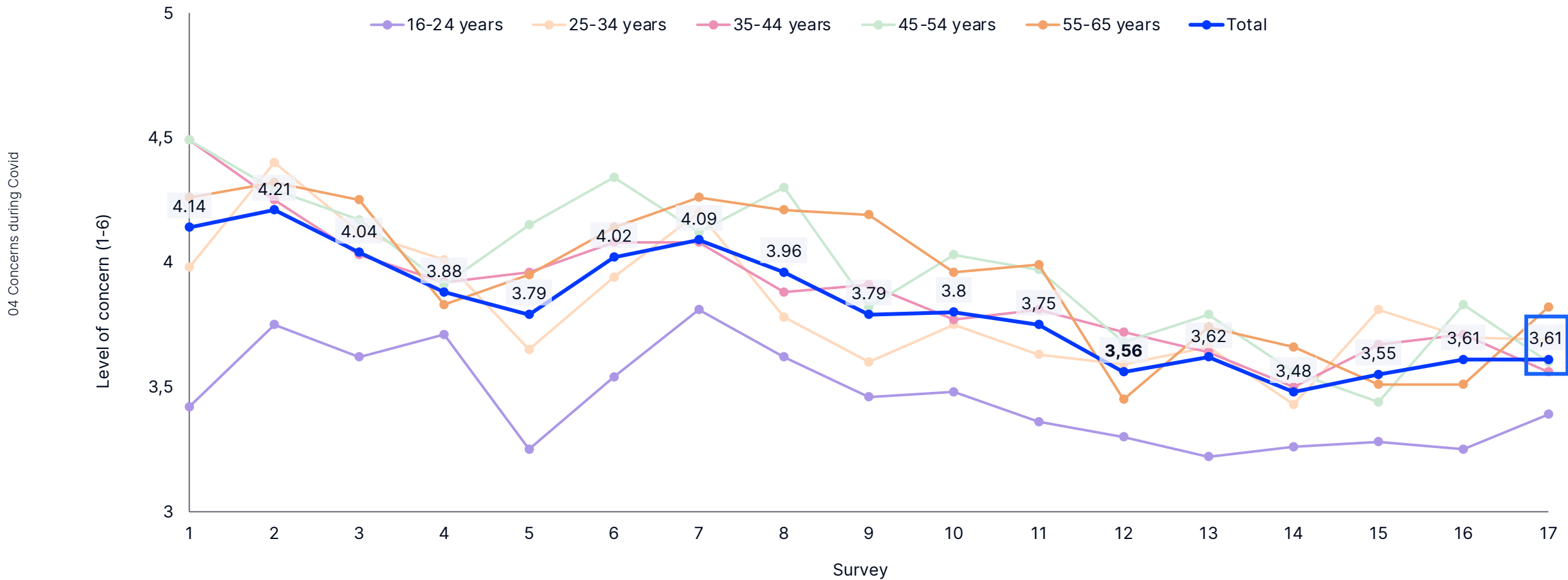
How often have you experienced the following emotions / symptoms during the last one or two weeks?

(In brackets = compared to June 9th)



To what extent are Brits worried about their own health?

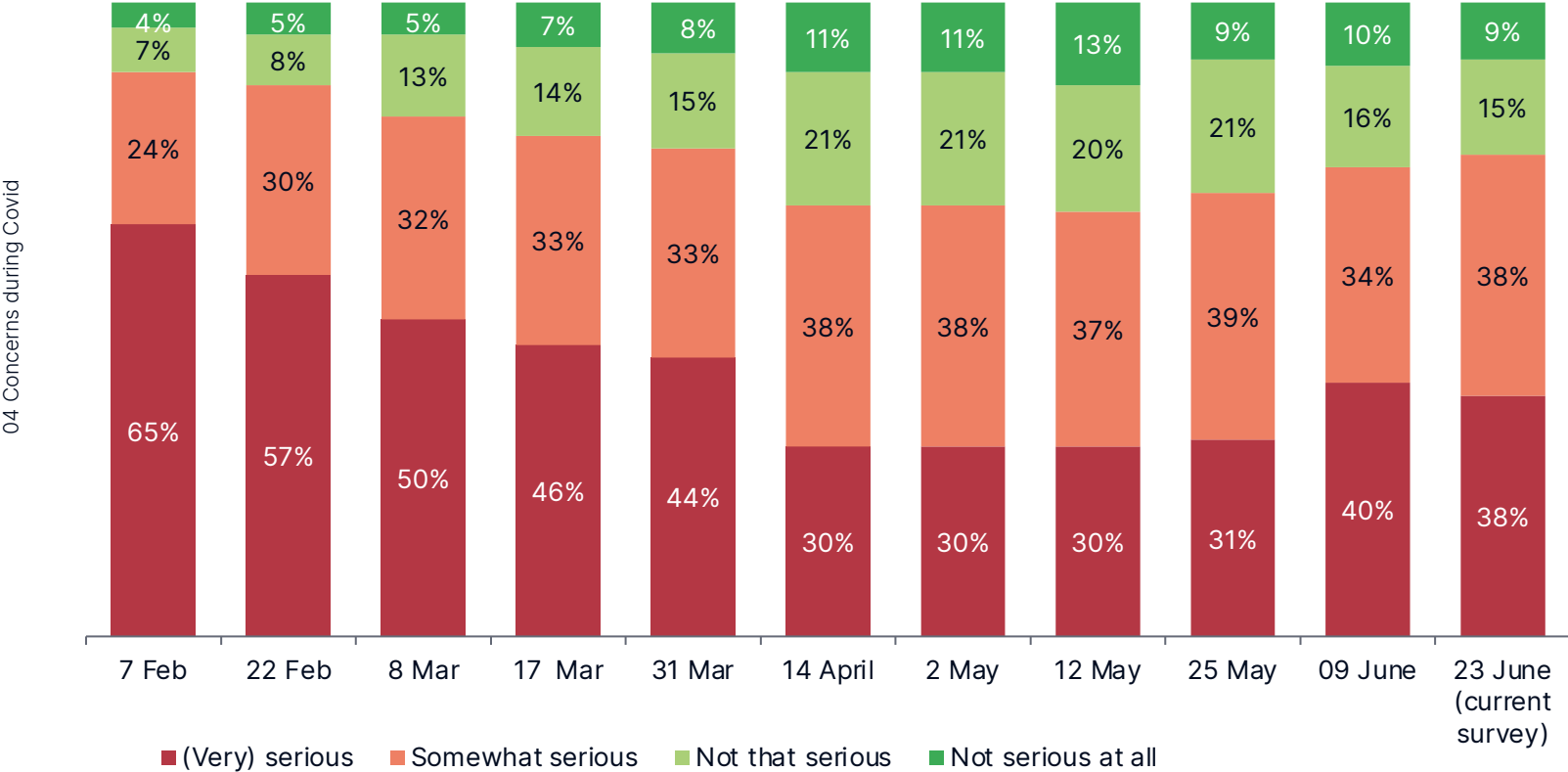
Total sample



How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



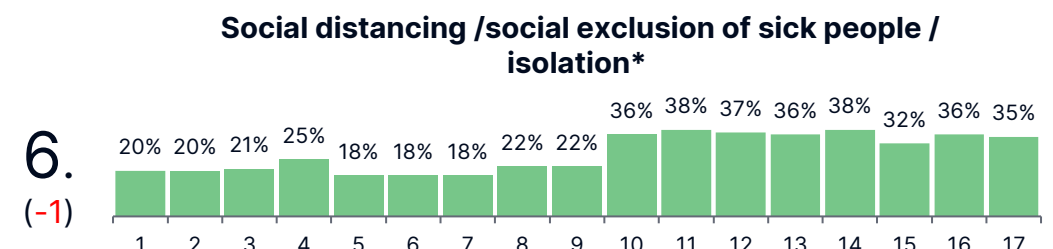
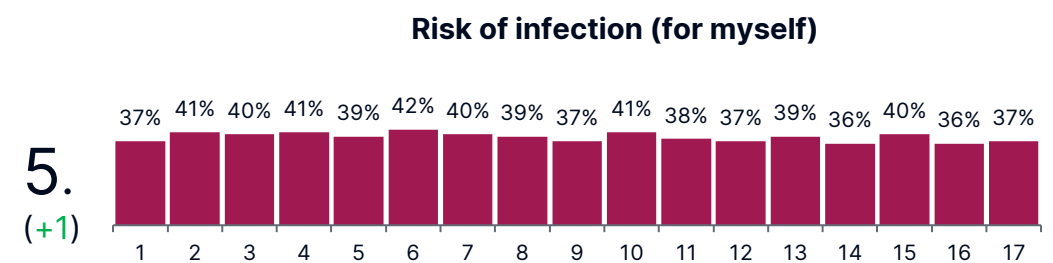
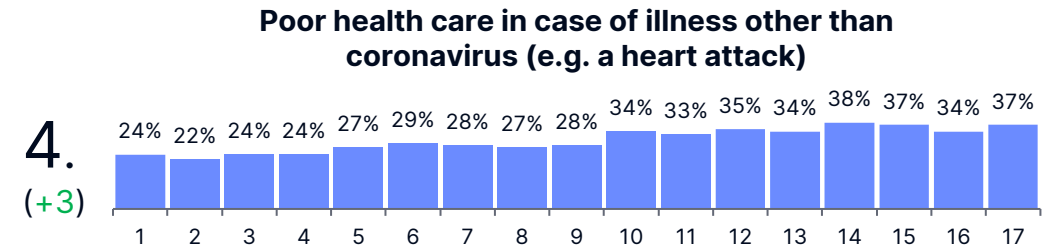
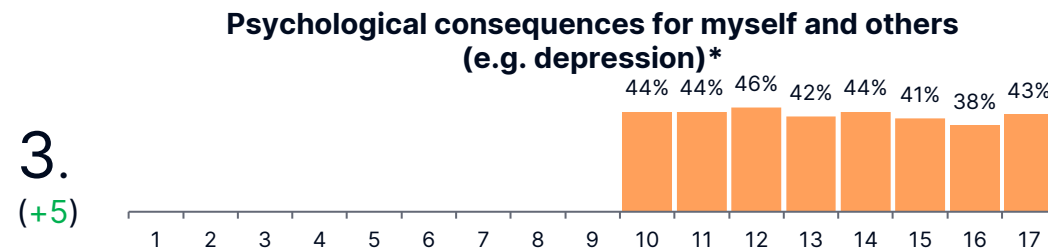
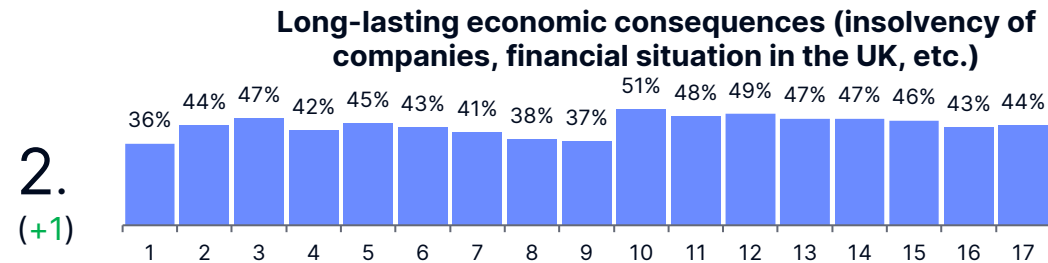
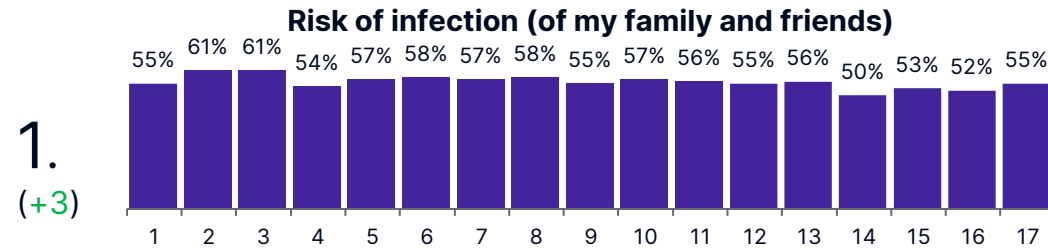
How satisfied are Brits in the following areas at the moment?

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

Rank	Area of life	Average
1	Safety	4.3
2	Entertainment	3.8
3	Freedom of movement / mobility	3.8
4	Relationships / romantic dates	3.7
5	Education / work	3.7
5	Nutrition/diet	3.7
6	Social life	3.4
8	Holidays / travel	2.8

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

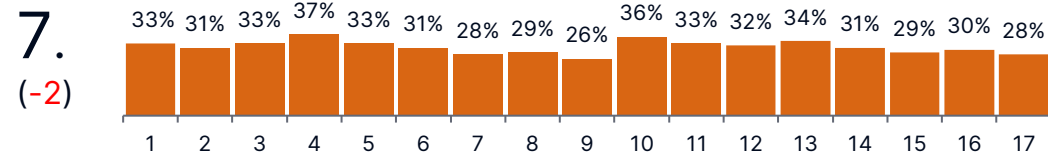
Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)



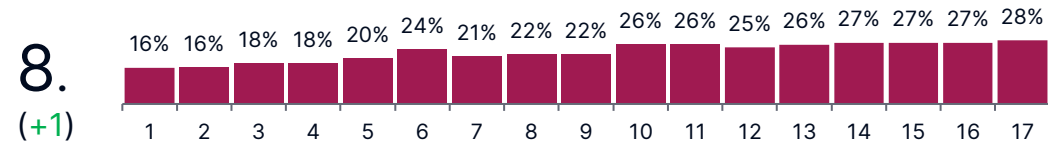
What are the biggest concerns regarding the Coronavirus? (2/2)

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

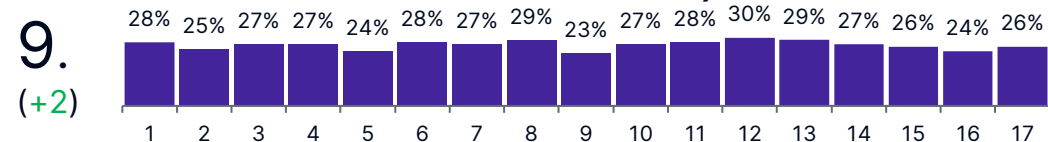
Personal financial consequences (furlough, possibility of losing my job, investments/shares)



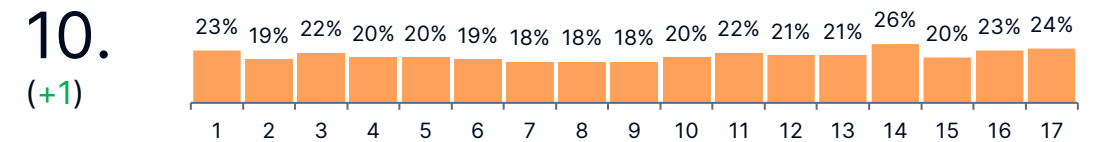
Poor health care in case of infection with coronavirus



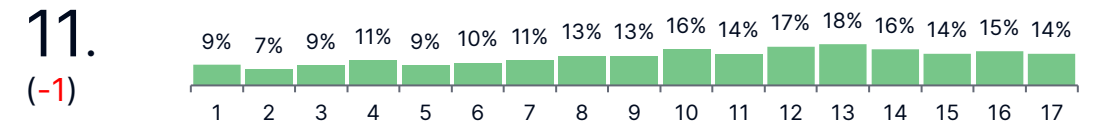
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)



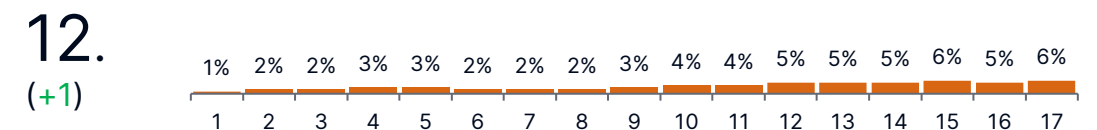
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)



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



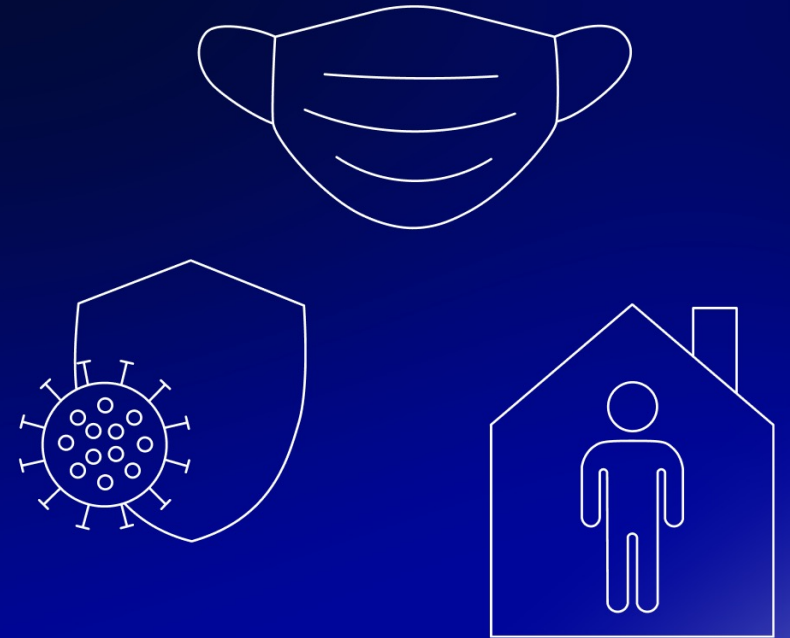
I don't have any concerns



05

Return to normalcy

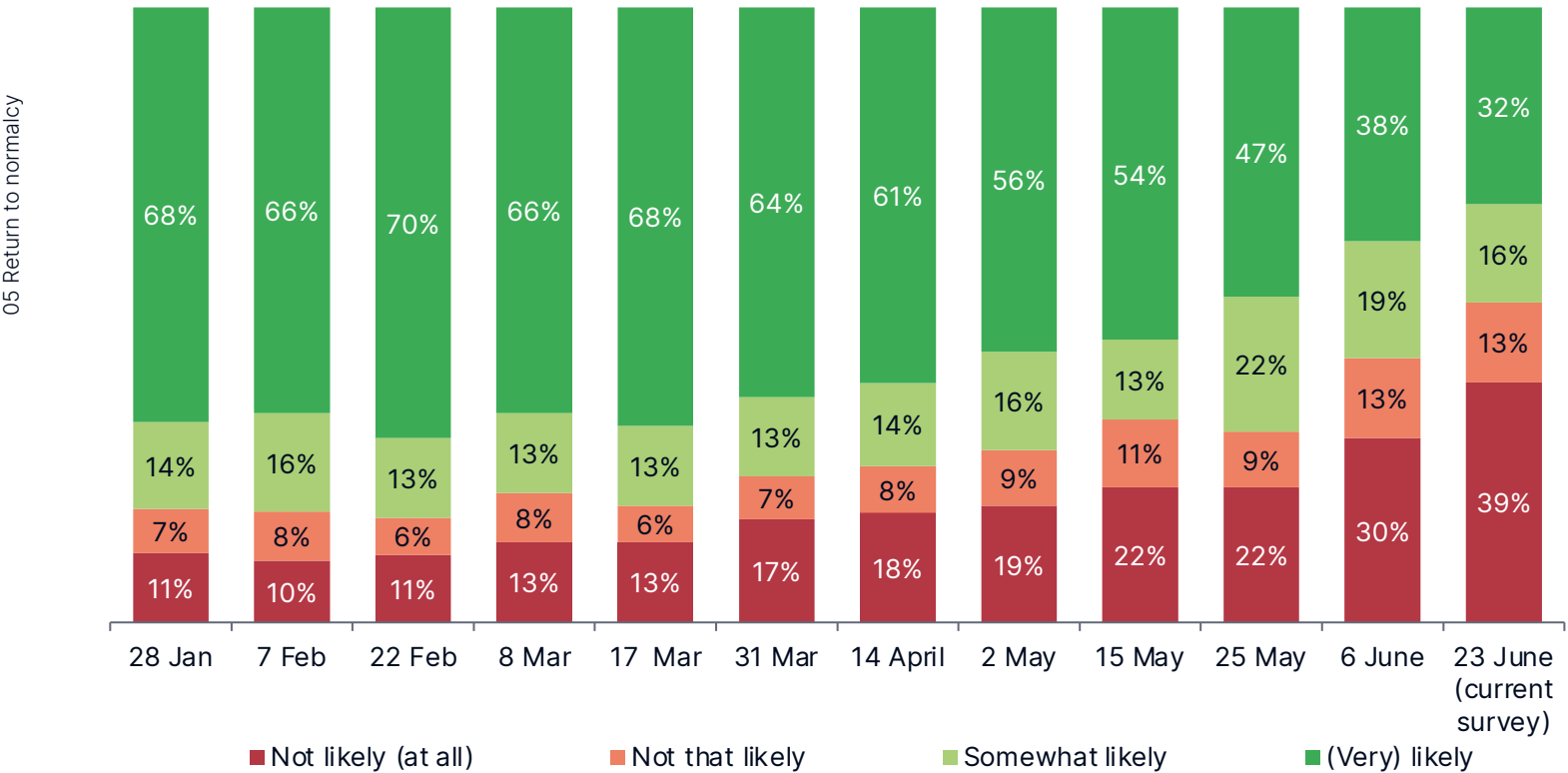
Vaccination progress and daily (work) life



Vaccination readiness and progress

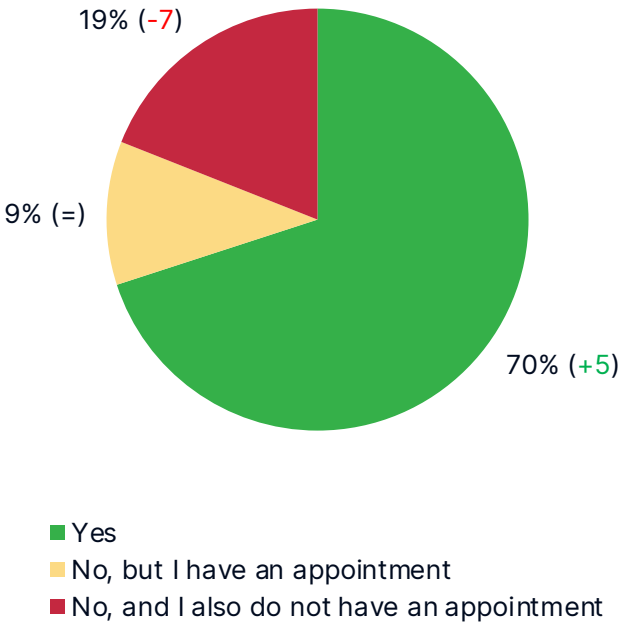
Total sample

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?

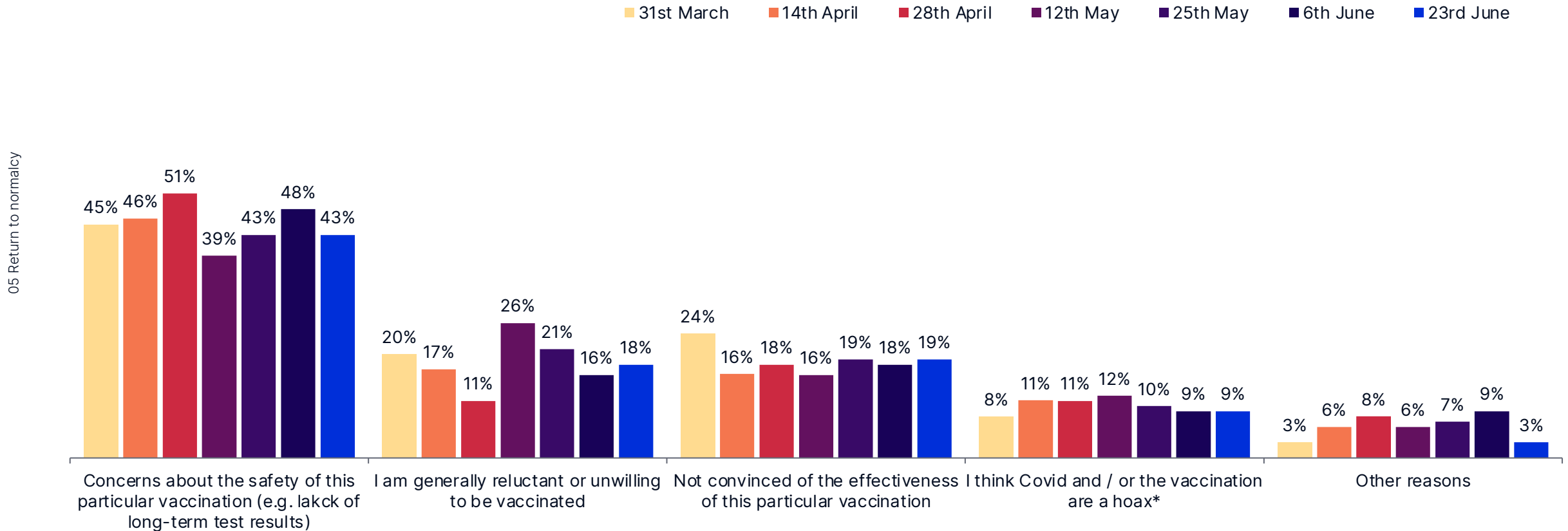
(In brackets = Comparison to the week of May 25)



Reasons against vaccination

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

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



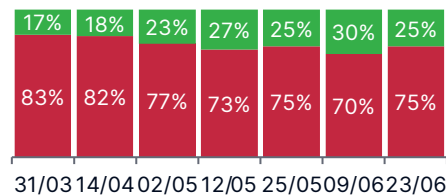
How safe are (everyday) activities rated?

Total sample – sorted by “(rather) not safe” responses

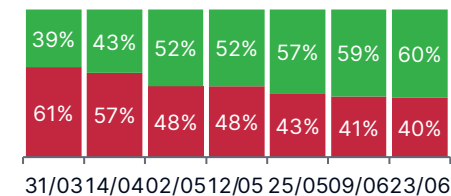
Regardless of the currently applicable regulations - how safe do you find the following activities?

■ (Rather) safe ■ Not (that) safe

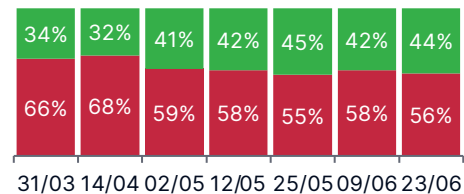
Going to large-scale events (>1000 people)



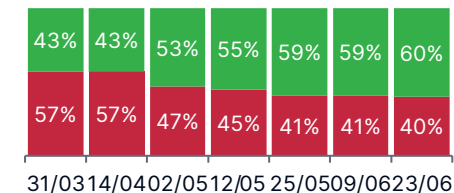
Going to a restaurant / bar



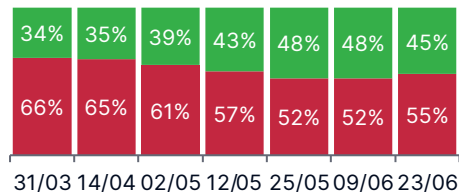
Going to the gym



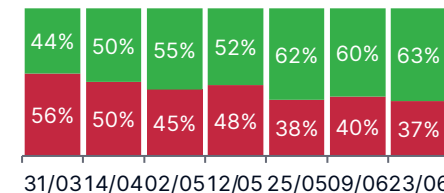
Going to a shopping centre



Going to the cinema



Going to a museum



How safe are (everyday) activities rated?

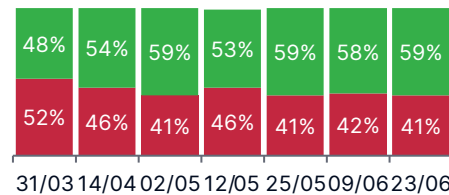
Total sample

■ (Rather) safe ■ Not (that) safe

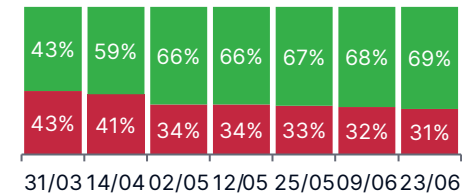
If there were no regulations in the UK, how safe would you consider the following activities?

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

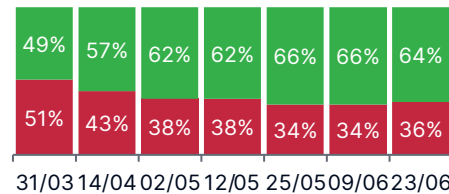
Going to the office



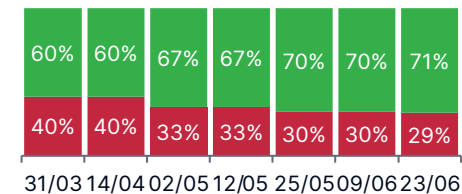
Visiting a group of friends (>4 people)



Going on (short) weekend trips



Going to a supermarket

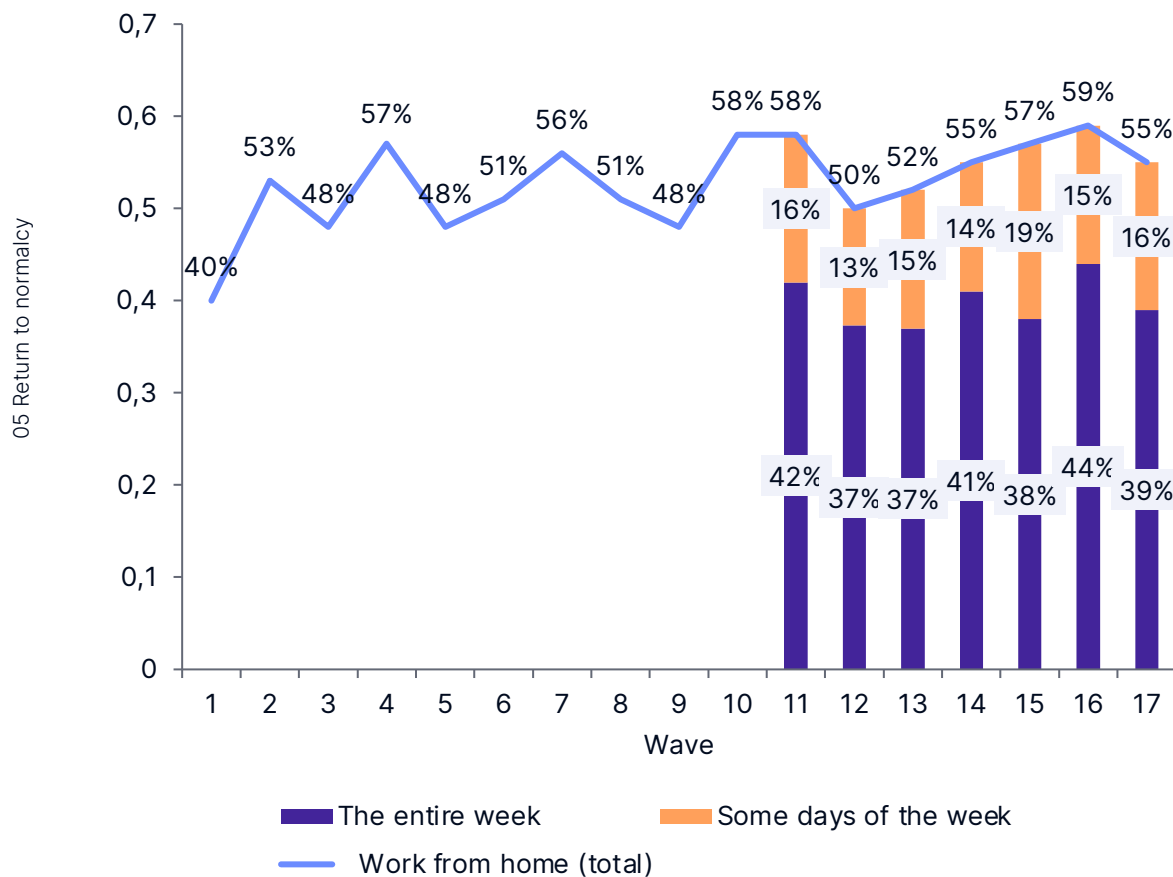


05 Return to normalcy

How many respondents work from home?

Currently: 55 percent of employees

Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: 45 percent of employees

Top 3 reasons why employees are not working from home:

"With my line of work, working from home is simply not an option"

87%

"I could theoretically work from home but I don't want to"

7%

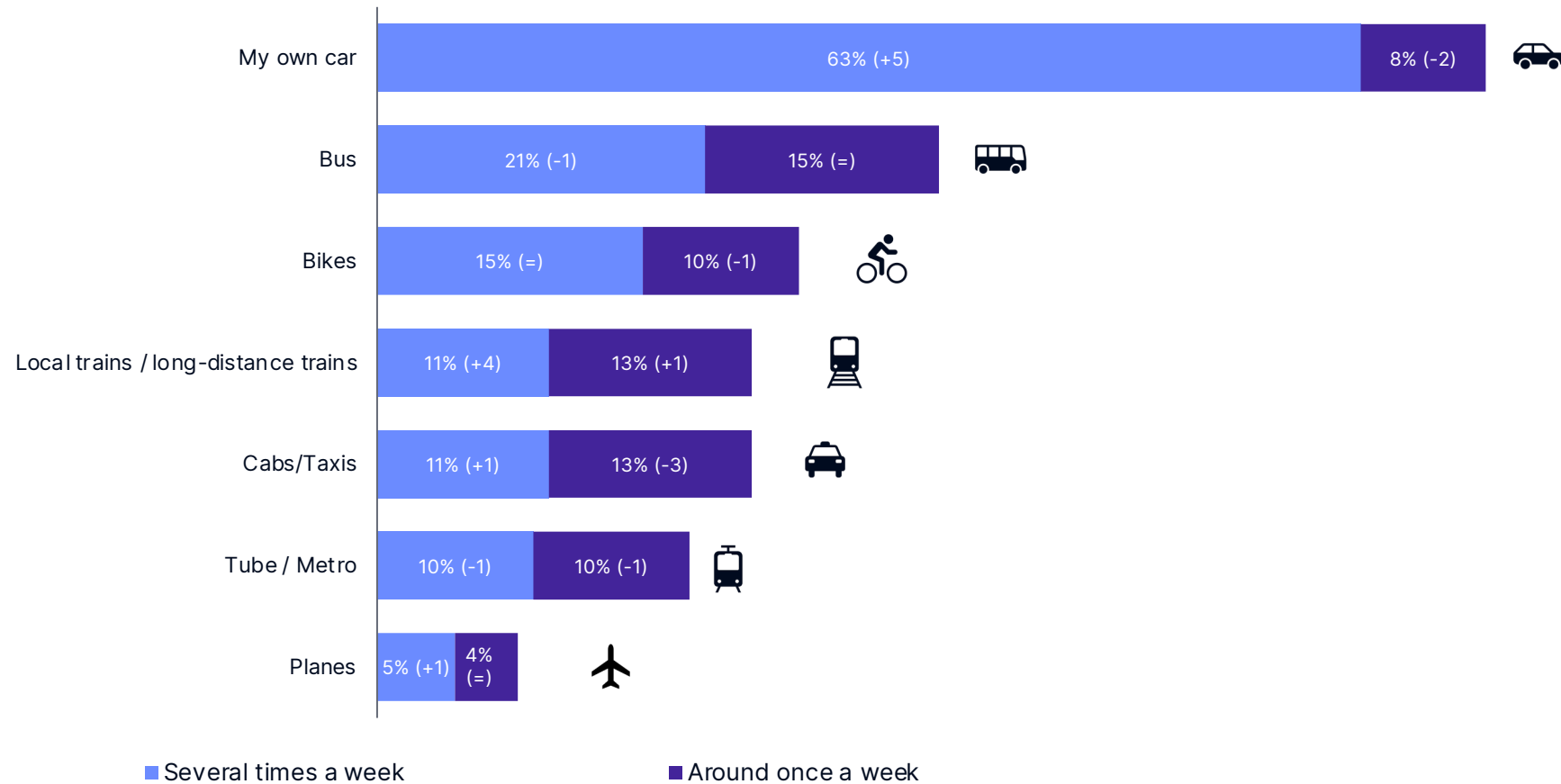
"I could theoretically work from home but my employer does not allow it"

6%

Transport and mobility services (1/2)

Total sample

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



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	23 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	Wave 17 Bottom 2
1	 Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%
2	 Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%
3	 Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%
4	 Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%
5	 Regional trains	78%	52%	49%	58%	54%	39%	35%	34%	28%	33%
6	 Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%
7	 Rental cars	Not applicable					28%	24%	21%	22%	23%

05 Return to normalcy

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






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	23 June
7		Books / Magazines (total)	32%	33%	32%	32%	31%	34%	34%	32% (-2)
		online	19%	16%	17%	16%	14%	16%	16%	14%
		offline	11%	11%	12%	13%	13%	13%	13%	14%
8		Beauty products / Make-up (total)	31%	35%	34%	30%	35%	35%	34%	31% (-3)
		online	17%	17%	16%	14%	17%	15%	16%	11%
		offline	10%	12%	13%	12%	13%	15%	13%	15%
9		Shoes (total)	25%	30%	27%	29%	30%	32%	32%	29% (-3)
		online	16%	20%	15%	15%	19%	17%	15%	15%
		offline	7%	6%	9%	10%	9%	10%	13%	10%
10		Toys (board games, video games, puzzles, etc.) (total)*	24%	25%	21%	23%	22%	26%	27%	25% (-2)
		online	15%	14%	13%	12%	13%	14%	13%	11%
		offline	5%	8%	5%	7%	6%	8%	10%	9%
11		Electrical equipment / consumer electronics (total)	26%	27%	23%	25%	25%	26%	27%	24% (-3)
		online	16%	15%	13%	15%	15%	15%	14%	13%
		offline	7%	8%	7%	6%	6%	7%	8%	8%
12		Decorative items / knick-knacks (total)	22%	27%	25%	23%	28%	27%	27%	24% (-3)
		online	13%	11%	11%	11%	12%	12%	11%	10%
		offline	7%	10%	9%	10%	11%	11%	11%	10%

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

Total sample

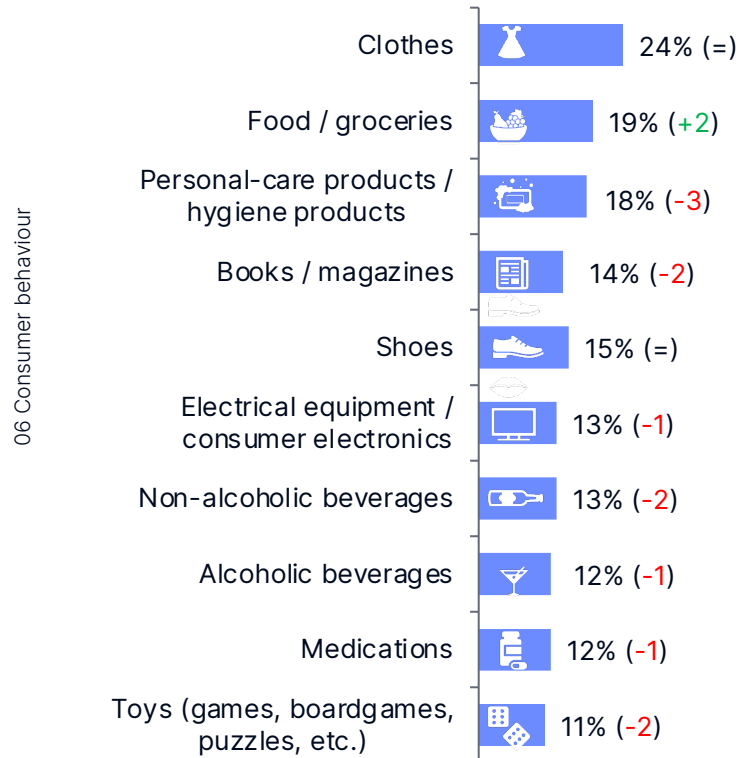
Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June
13		Household appliances (total)	25%	30%	25%	23%	25%	25%	25%	23% (-2)
		online	13%	15%	13%	10%	12%	12%	11%	10%
		offline	8%	11%	8%	8%	10%	9%	11%	9%
14		Tableware / kitchen equipm. (total)	20%	25%	18%	21%	21%	22%	23%	21% (-2)
		online	8%	11%	8%	9%	10%	9%	11%	10%
		offline	9%	9%	7%	9%	8%	9%	8%	7%
15		Sports / fitness equipm. (total)	20%	23%	18%	20%	22%	20%	21%	20% (-1)
		online	12%	15%	10%	10%	12%	10%	9%	9%
		offline	5%	5%	6%	7%	6%	7%	9%	7%
16		Jewelry	18%	20%	17%	15%	18%	18%	20%	18% (-2)
		online	11%	11%	9%	8%	9%	10%	11%	10%
		offline	5%	5%	5%	6%	5%	6%	6%	6%
17		Furniture	18%	21%	18%	17%	17%	19%	20%	17% (-3)
		online	10%	11%	10%	6%	10%	8%	9%	7%
		offline	5%	6%	5%	6%	5%	6%	7%	6%

In Focus: Online vs. Offline Shopping

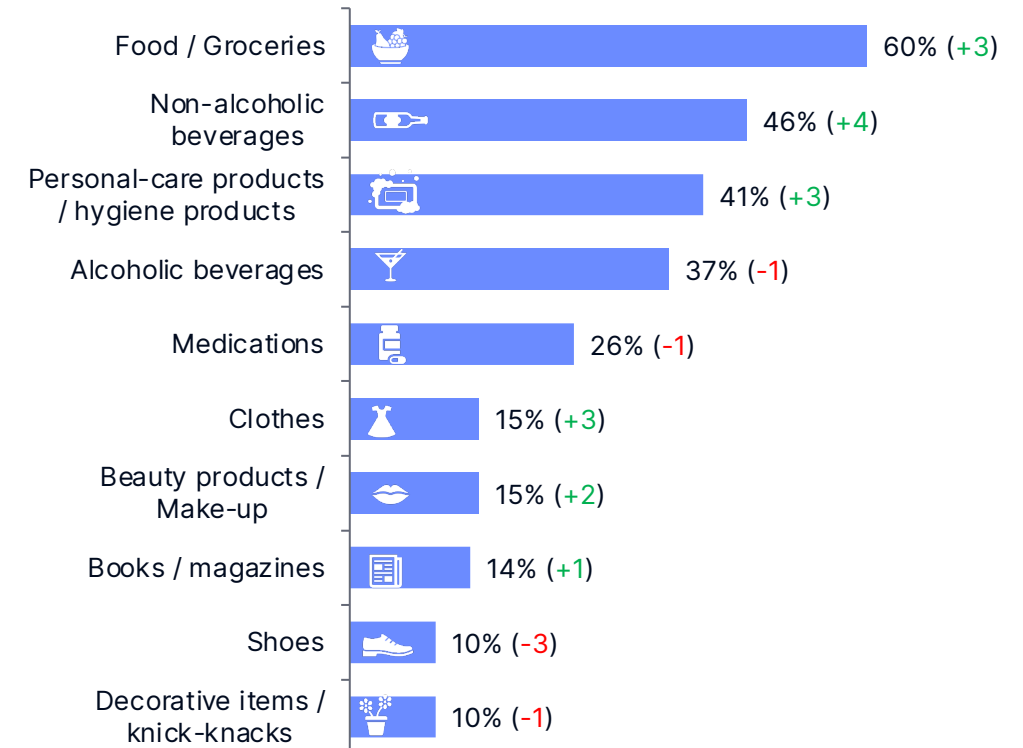
Total sample

Top 10: Bought **online** in the last week

(In brackets = compared to the week of June 09th)



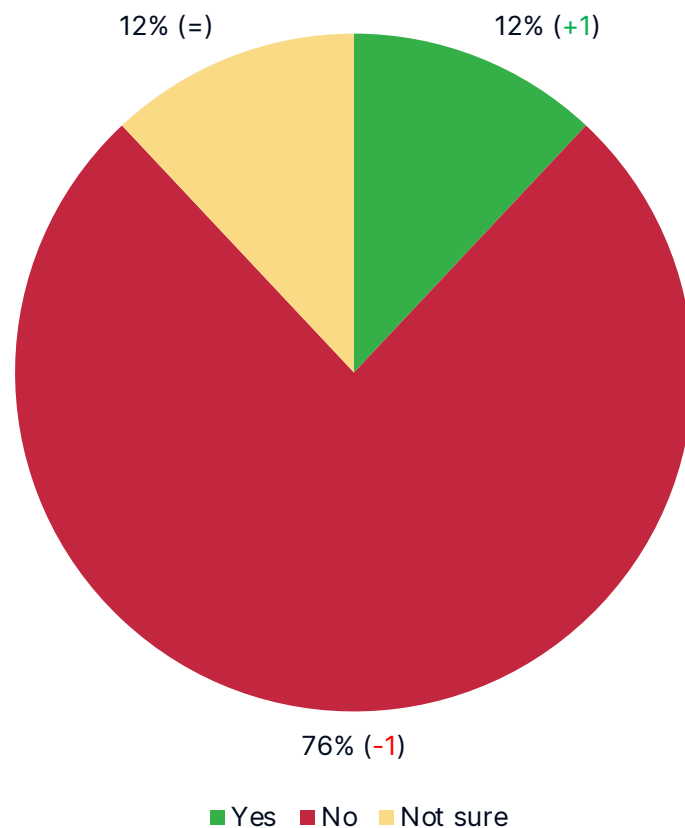
Top 10: Bought **offline** in the last week



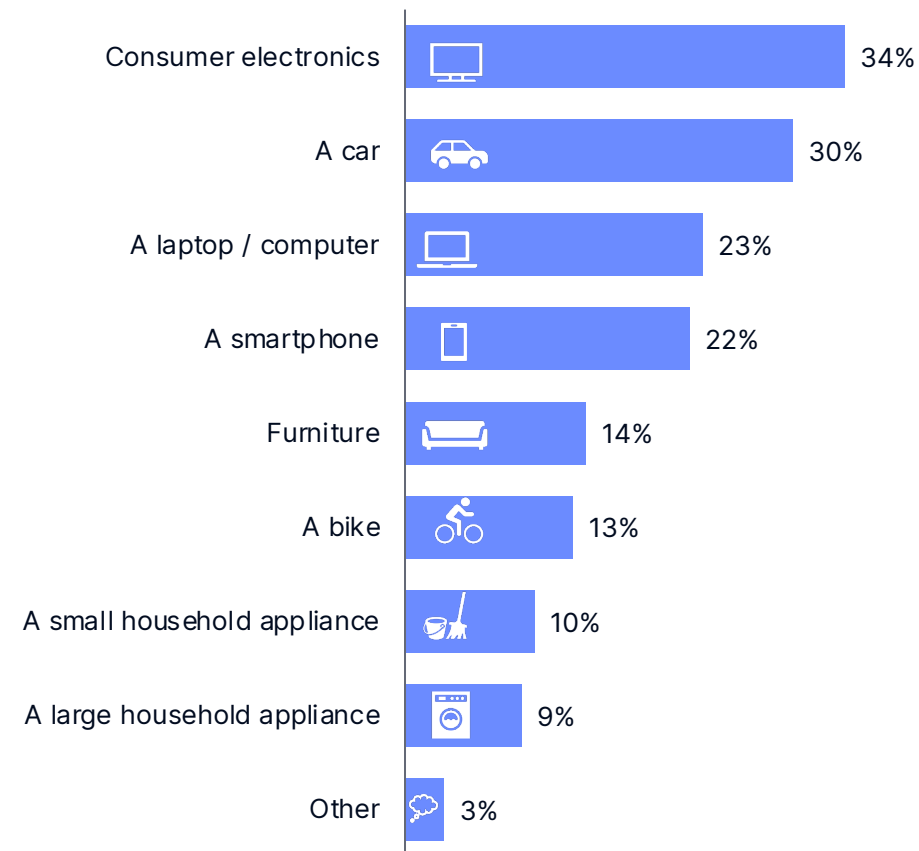
Consumer Barometer

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?



Your contact persons

For Studies



Louise Leitsch

Head of Research Consulting

Office +49 40 2286 57 312

E-mail louise.leitsch@appinio.com



Christopher Dahl

Team Lead Research Consulting

Office +49 40 2286 57 313

E-mail christopher.dahl@appinio.com

For Marketing and PR enquiries



Juliane Ramme

Marketing Manager

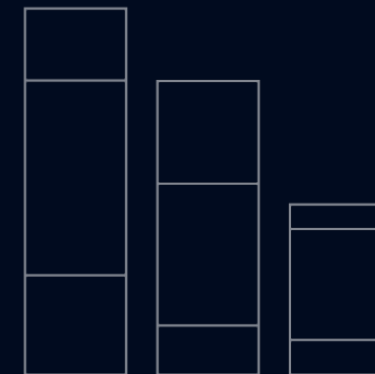
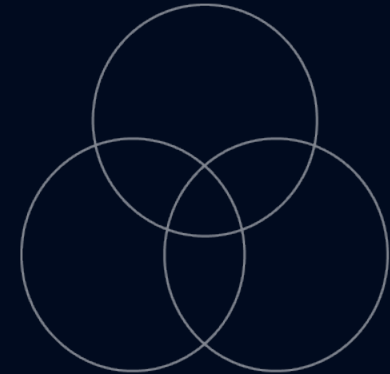
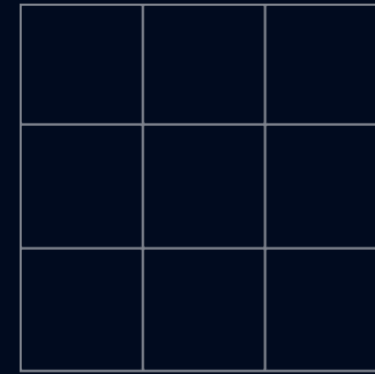
Office +49 40 4134 9710

E-mail juliane.ramme@appinio.com



Appinio Germany
Jungfernstieg 49
20354 Hamburg

Appinio USA
1355 Market St
94301 San Francisco



appinio.com

Surveys and dates

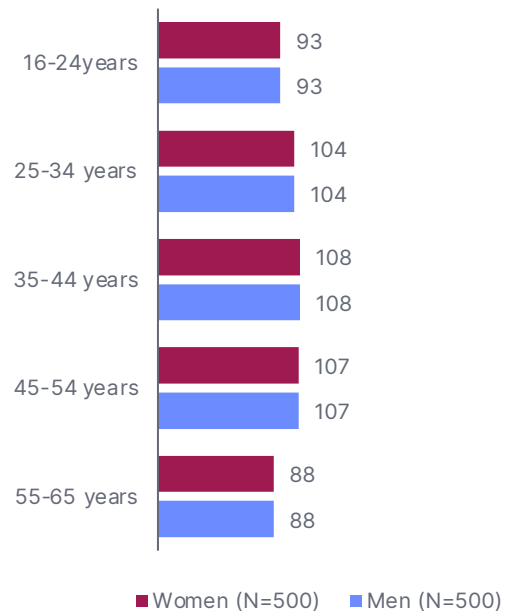
2020	2021
Wave 1 – 21.03.2020	Wave 7 – 07.02.2021
Wave 2 – 21.04.2020	Wave 8 – 22.02.2021
Wave 3 – 20.05.2020	Wave 9 – 08.03.2021
Wave 4 – 22.06.2020	Wave 10 – 17.03.2021
Wave 5 – 09.08.2020	Wave 11 – 31.03.2021
Wave 6 – 22.01.2021	Wave 12 – 14.04.2021
	Wave 13 – 02.05.2021
	Wave 14 – 12.05.2021
	Wave 15 – 25.05.2021
	Wave 16 – 09.06.2021
	Wave 17 – 23.06.2021

Sample composition

Age & Gender - All Surveys

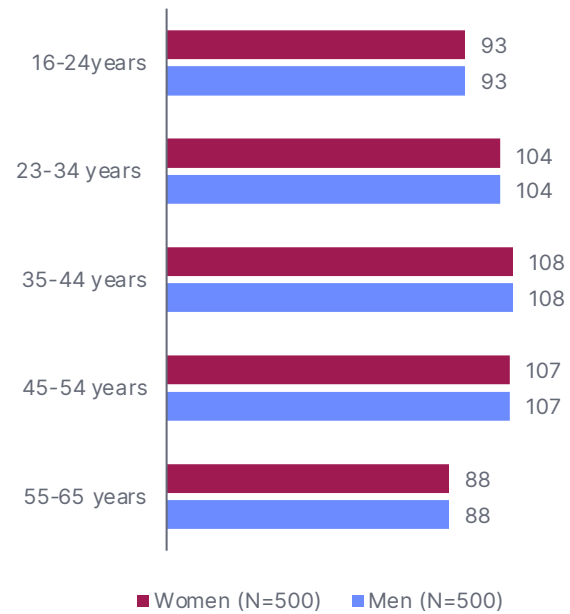
01 Study design & Sample

Survey 1-16 (N=1000)



Ø Age: 39.6 years*

Survey 17 (N=1000)



Ø Age: 39.5 years