

A woman with long blonde hair, wearing a white lace-trimmed top, holds a large, gold, foil smiley face balloon. The balloon has a simple line drawing of a face with two dots for eyes and a wide, curved line for a smile. The background is a soft, out-of-focus white wall.

appinio corona report

18th survey – 15 July 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

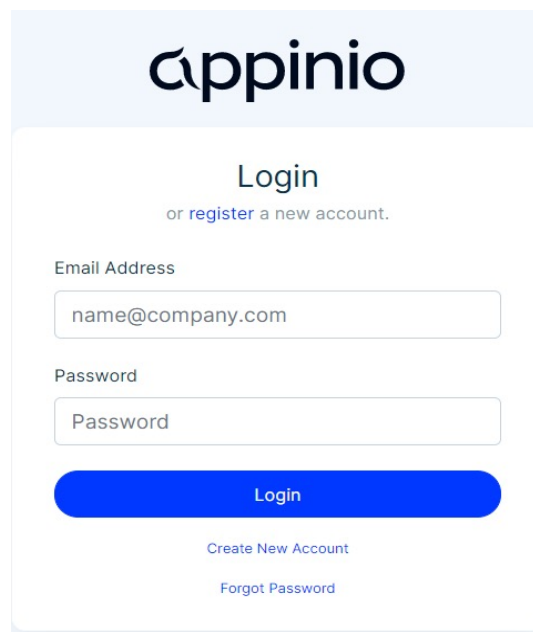


Access to the studies and the tracking-data

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



Login

or [register](#) a new account.

Email Address

Password

Login

[Create New Account](#)

[Forgot Password](#)

2. Open the report

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



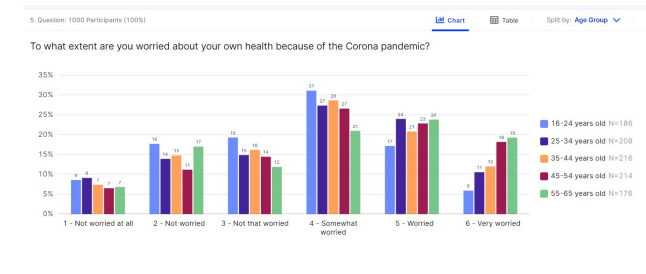
Corona: Consumer Study - UK

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 July 8 and 9, 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 18: 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



Toxic positivity: overwhelming majority (83%) state they suppress their own emotions

Do Brits answer the question 'how are you' honestly?

- **Over two thirds of Brits (68%) say they personally do**, but feel less so about others (46%).
- **An overwhelming majority of Brits (85%) say that they tend to suppress their emotions in favour of being happy at least sometimes.**



The “pressure to be positive” is present in everyday life for many

- The inner pressure to always have to be positive is particularly present at work and at school/university: **every second pupil or student (55%) and employee (48%)** think that they **always have to be positive in their everyday life, even if they actually don't after that is.**
- **The younger the group of people, the higher this pressure seems to be**, whether it be at work or during leisure. In almost all situations, **Gen-Z (16-24 year olds)** feel the most pressured - **closely followed by 25-34 year olds.**



The majority of Brits would like to have more open conversations about negative feelings & thoughts

- **81 percent of Brits would like people to speak more openly about negative feelings and thoughts.** In the age group of 25-34-year olds, 86 percent wish so.
- **Every second person (51%) has the feeling that the “pressure to be positive” has increased in recent years.**
- “FOMO” (Fear Of Missing Out) seems to be connected with it: Among the respondents who at least sometimes feel pressured on social media, **nearly half (49%)** are afraid of missing out on **occasions with family and friends**, followed by **travelling (36%).**

03

Additional Questions

Toxic Positivity

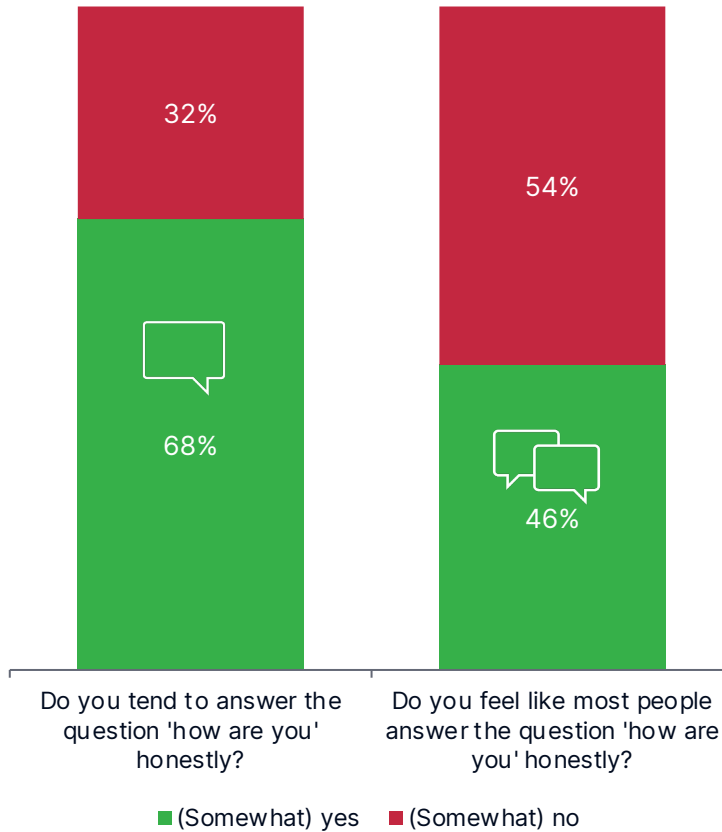
- How honest are Brits with themselves and with others when it comes to feelings?
- Toxic positivity - how great is the pressure to be positive and does age play a central role in this?
- Social media - which platforms are putting us under pressure and why?



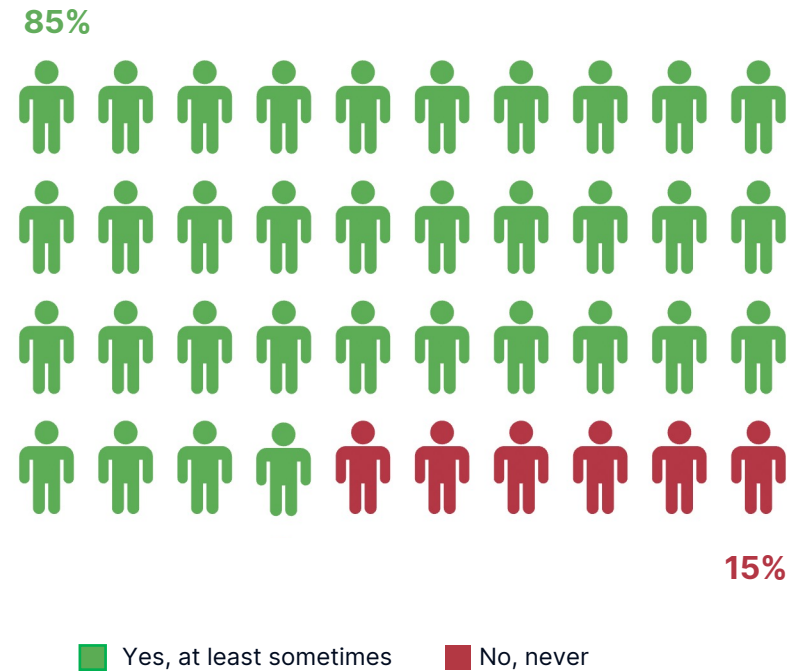
"Toxic Positivity"

„How are you?“

Appinio Corona Report – Wave 18



Would you say that you tend to ignore your emotions in favour of being happy even if you are not?



Do Brits answer the question 'how are you' honestly?

- **Over two thirds of Brits (68%) say they personally do**, but feel less so about others.
- **An overwhelming majority of Brits (85%) say that they tend to suppress their emotions in favour of being happy at least sometimes.**

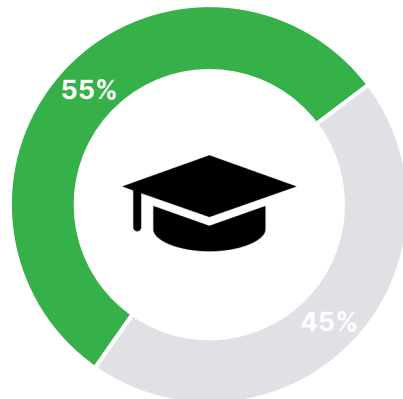
24/7 positivity in career situations

In which situations do we find ourselves forced to be positive?

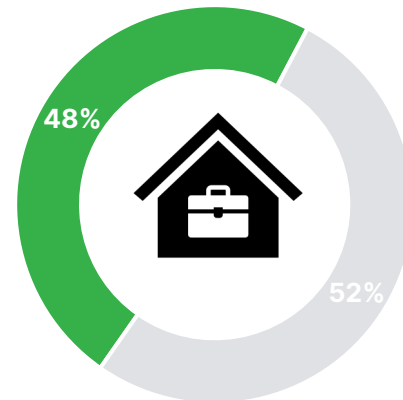
When thinking about the following social situations, do you sometimes feel pressured to be or to act positive, even if you might not be feeling that way?

Percentage of respondents who said 'always' or 'often'

At school/uni



At work



- More than half of all pupils and students (50%) state that they always or often feel pressured to have to be positive at school or university, even if they do not feel like it.
- The younger a respondent, the more likely they are to feel pressure to be positive at work. **54 percent of employees/employers** between the **ages of 16 and 24** responded this way. This rate decreases by age group to 40 percent among 55-65 year olds.

24/7 positivity in everyday life

In which situations do we find ourselves forced to be positive?

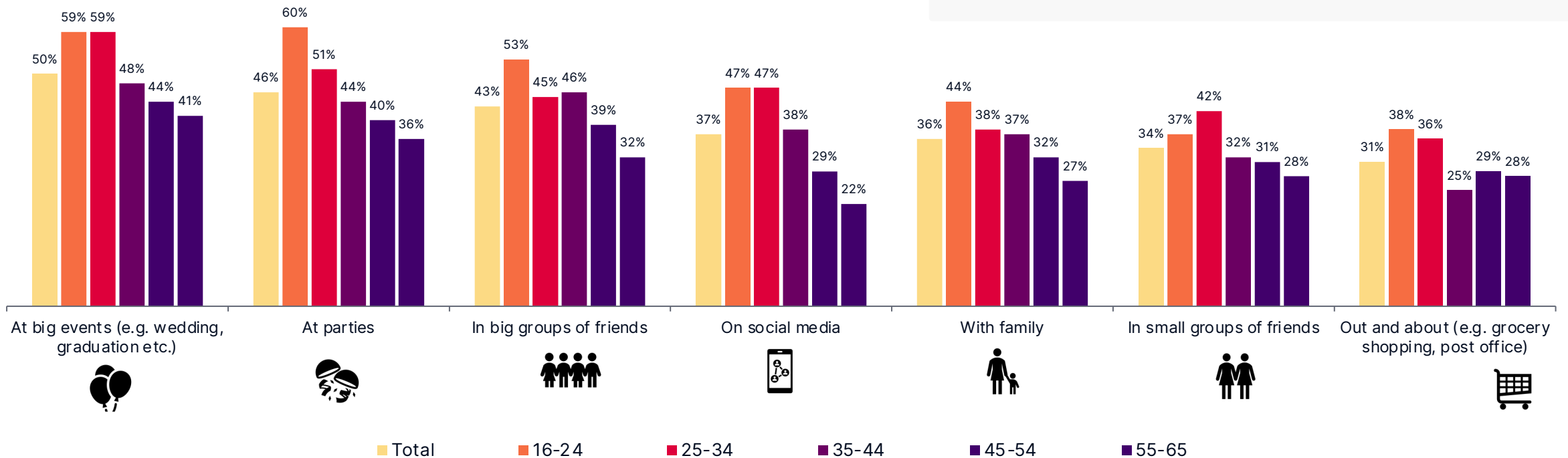
When you think about the following situations, do you sometimes feel pressured to be positive even when you don't actually feel like it?

Percentage of respondents who said 'always' or 'often'



- **The older the group of people**, the less likely they are to feel outward pressure. In almost all social situations, **Gen-Z (16-24 year olds)** feel the most pressured - **closely followed by 25-34 year olds**.

Appinio Corona Report – Wave 18



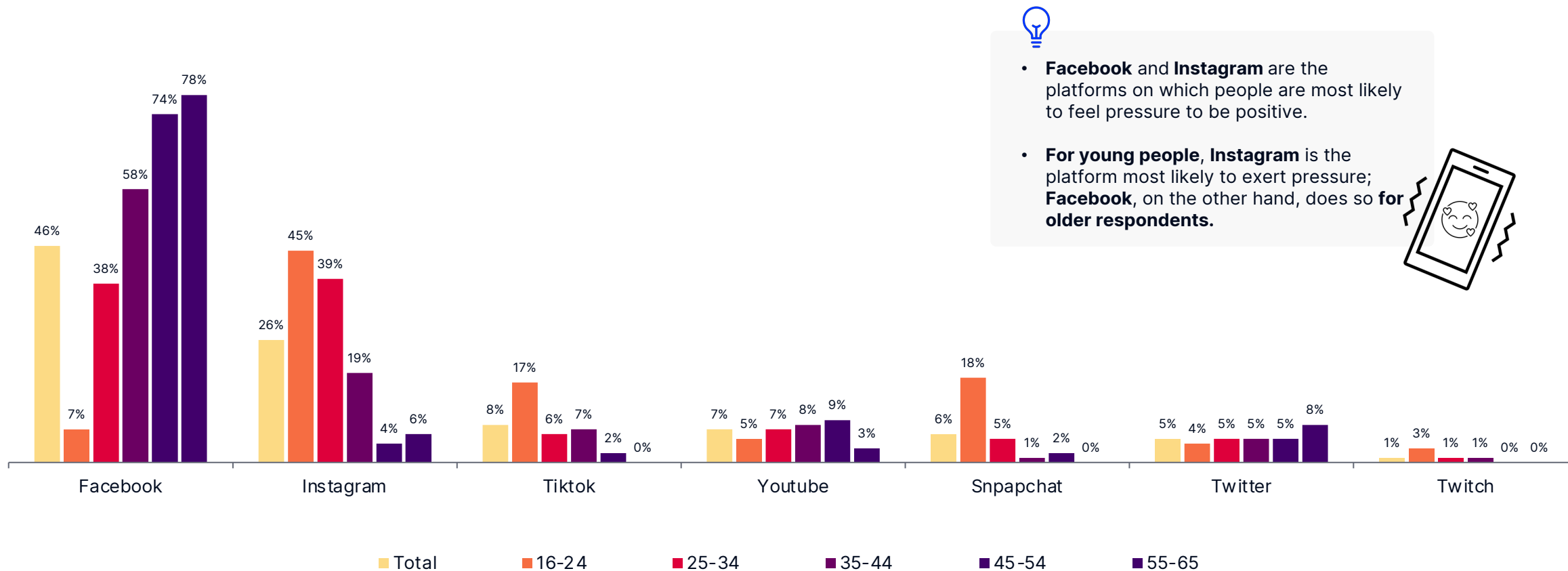
Pressure to be positive on social media

Instagram, Tiktok, Facebook & Co.

On which platform do you feel the greatest "pressure to be positive"?

(Respondents who feel pressured on social media)

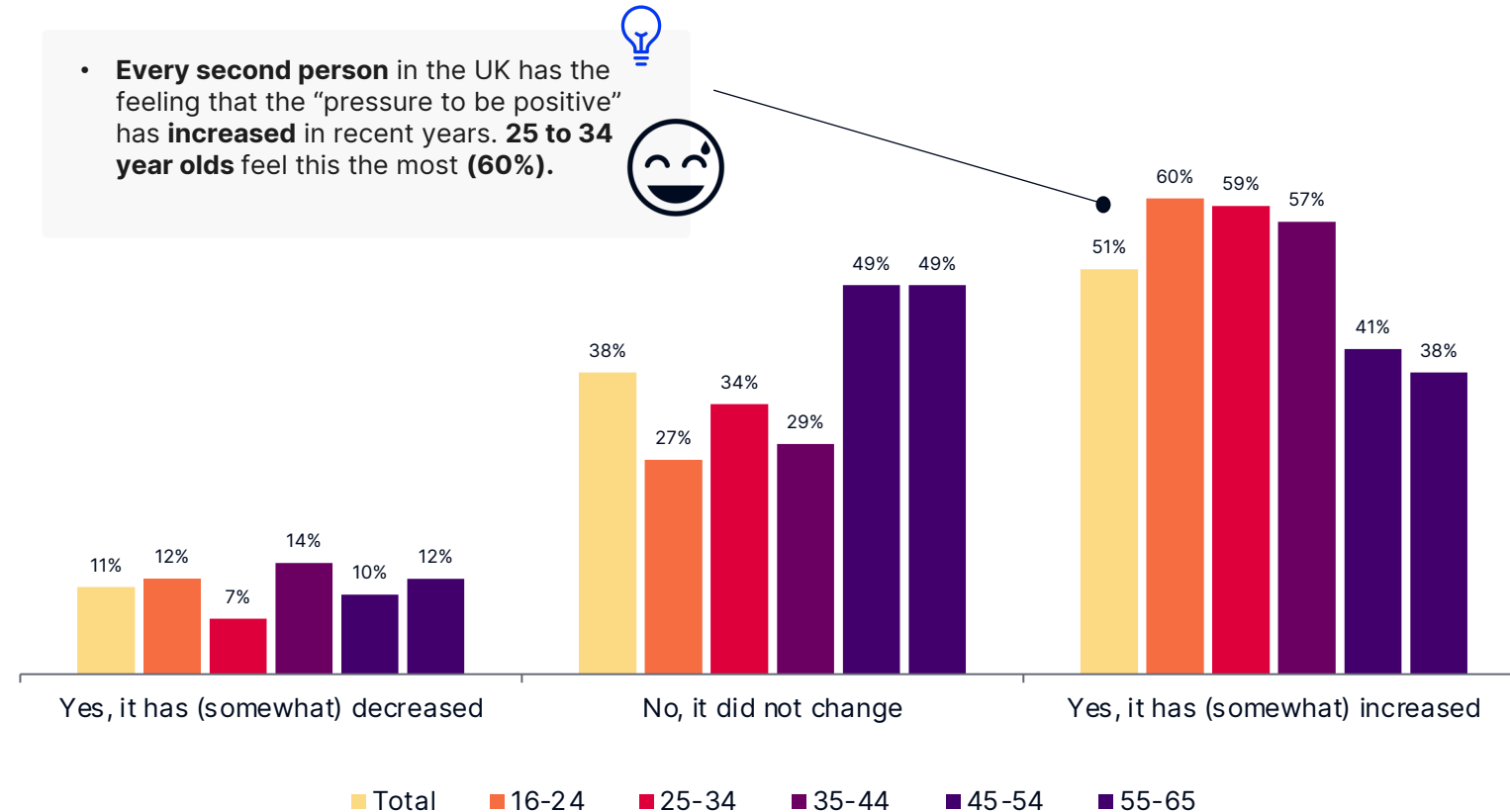
Appinio Corona Report – Wave 18



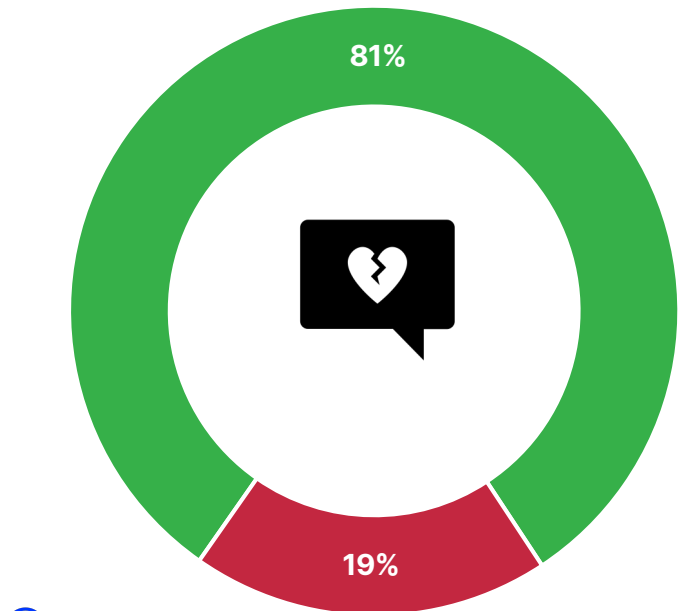
Negative feelings and thoughts

Has the pressure increased in recent years?

Do you feel that the pressure for positivity has changed within the past years?



In general, do you wish people would talk more openly about their negative emotions and thoughts?

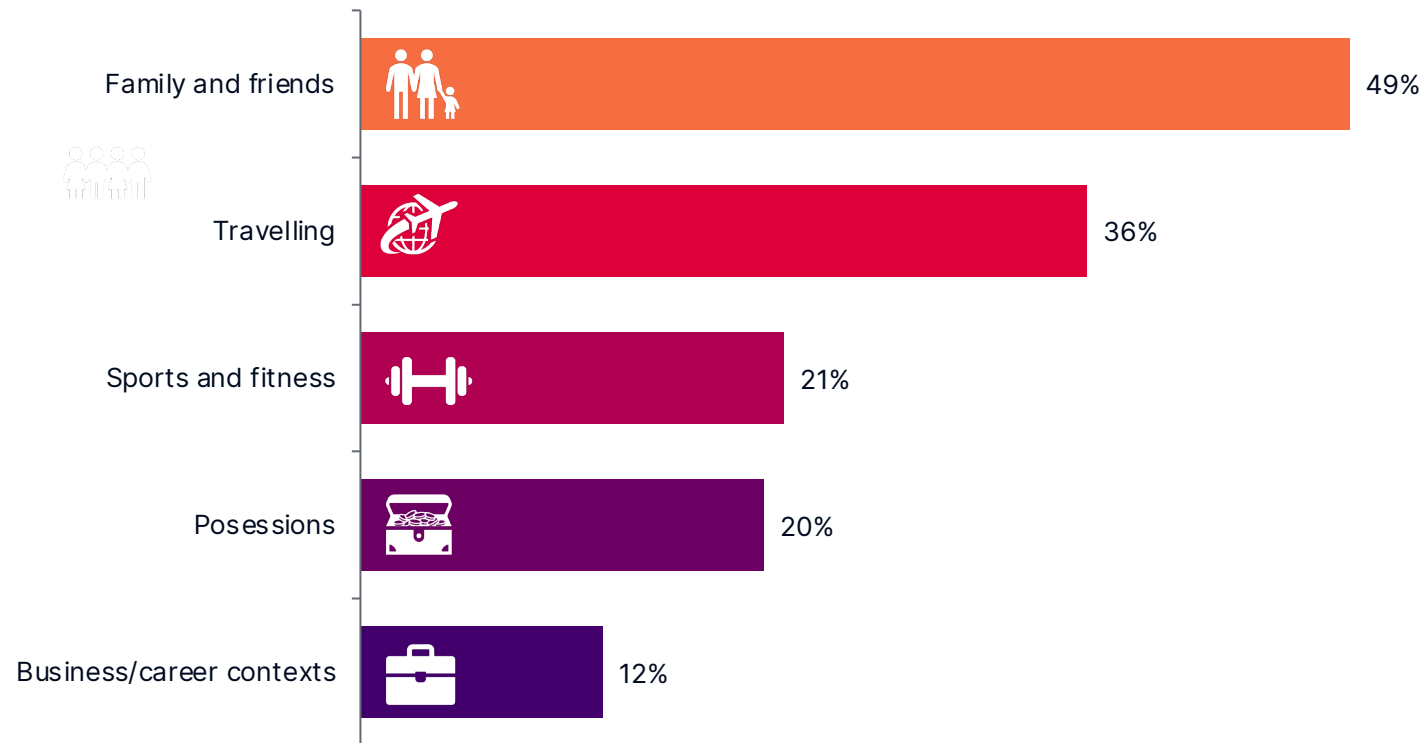


- **81 percent of all Brits** would like people to **speak more openly about negative feelings and thoughts**. In the age group of 25-34-year olds, 86 percent wish so.

FOMO - Fear of Missing Out through social media

In which areas of social media do people feel “FOMO”?

Most frequently reported areas where respondents feel “FOMO”

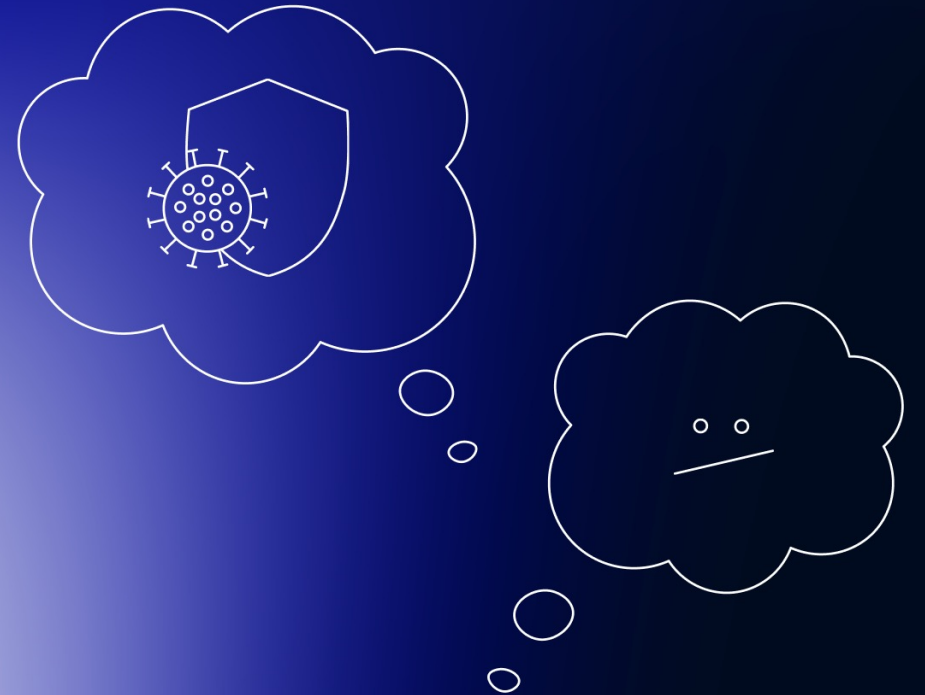


- Among respondents who feel pressured at least sometimes on social media, nearly half (49%) are afraid of missing out on occasions with friends and family.
- Among those, every third person feels “FOMO” (Fear of Missing out) when it comes to traveling (36%) and every fifth feels so in sports and fitness.
- With the highest rate by age group, **15 percent of Gen Zs (16-24 year olds)** who reported experiencing FOMO on social media said that they feel so in business / career contexts.

04

Concerns during Covid

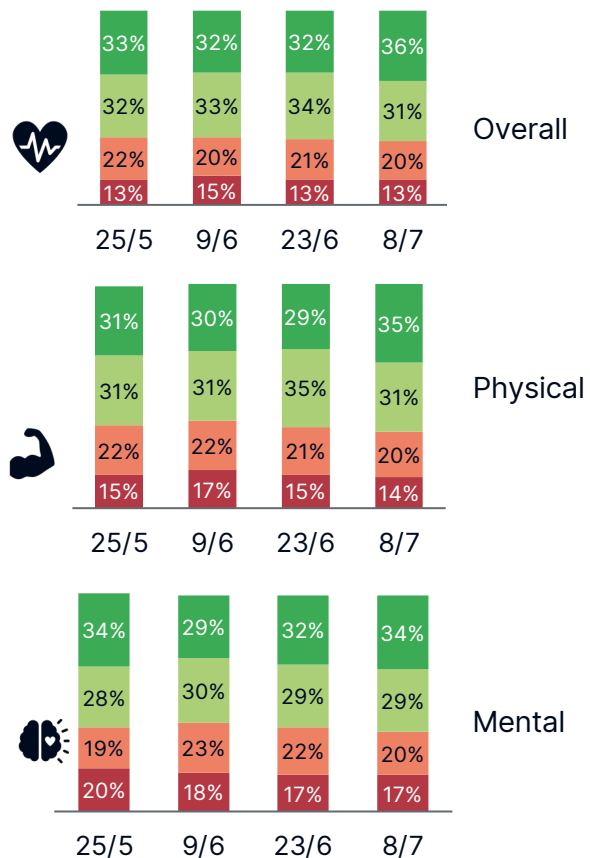
Feelings, concerns, & worries



How do you feel?

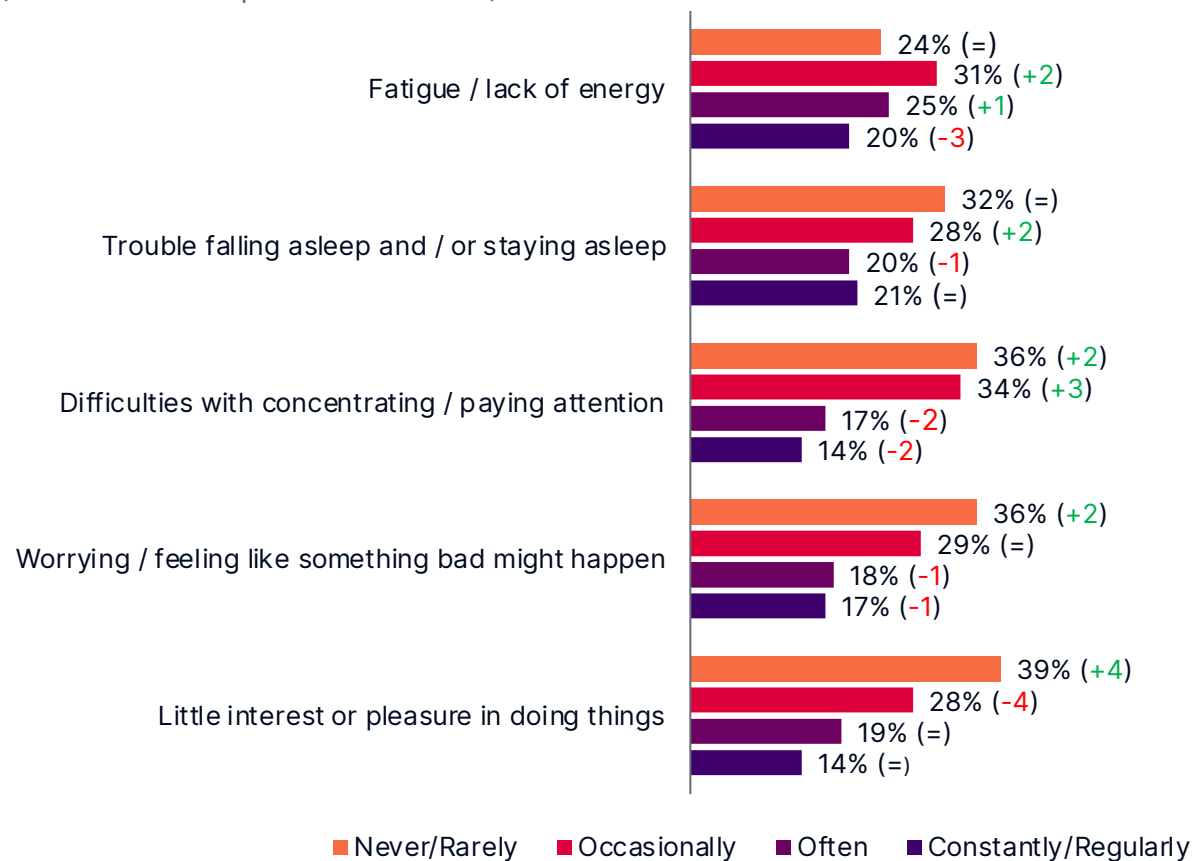
Total sample

How do you feel?



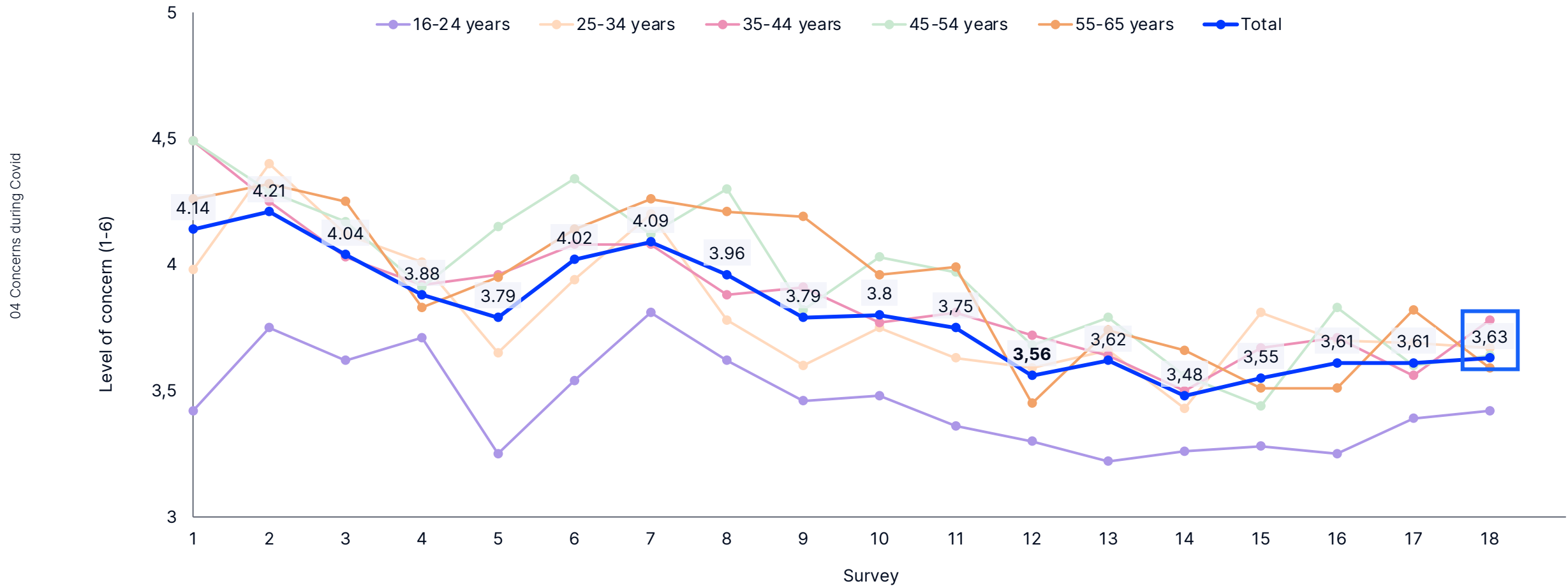
How often have you experienced the following emotions / symptoms during the last one or two weeks?

(In brackets = compared to June 23rd)



To what extent are Brits worried about their own health?

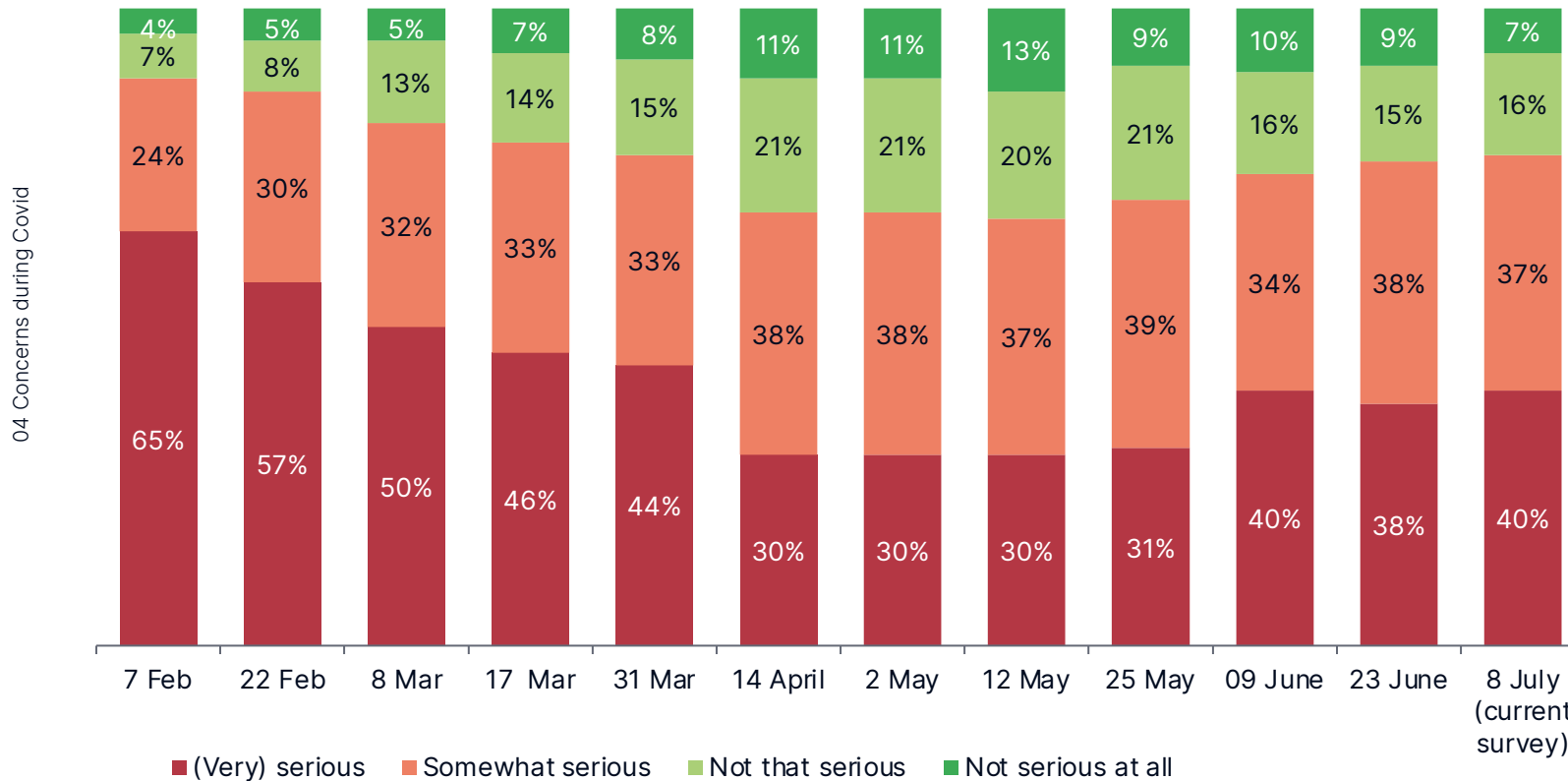
Total sample



How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



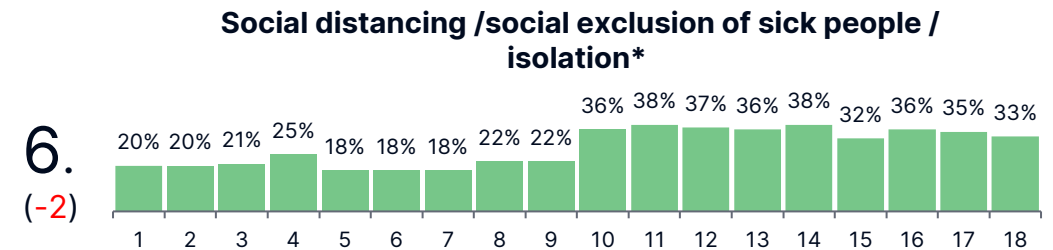
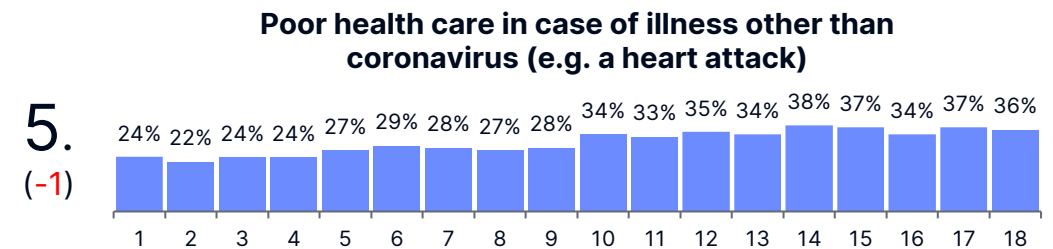
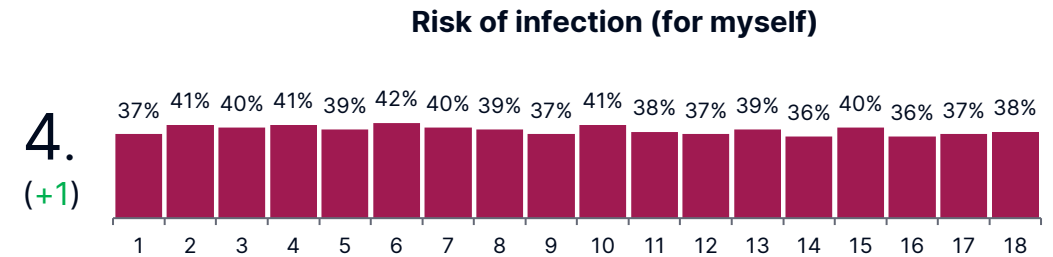
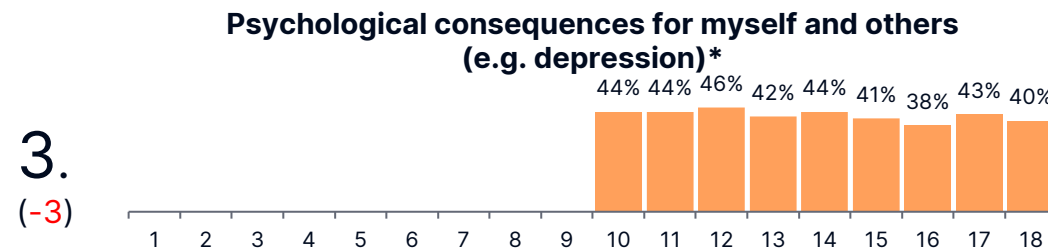
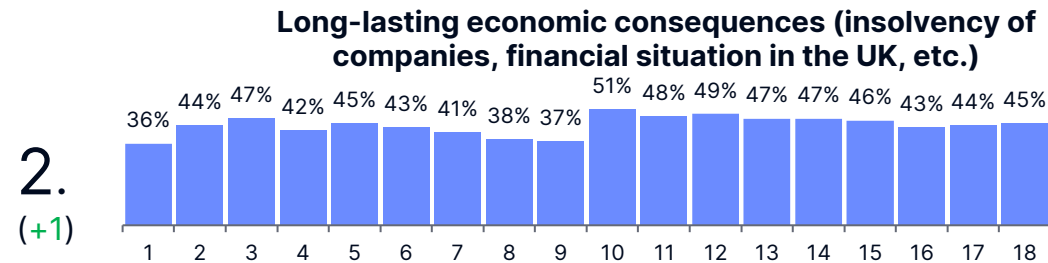
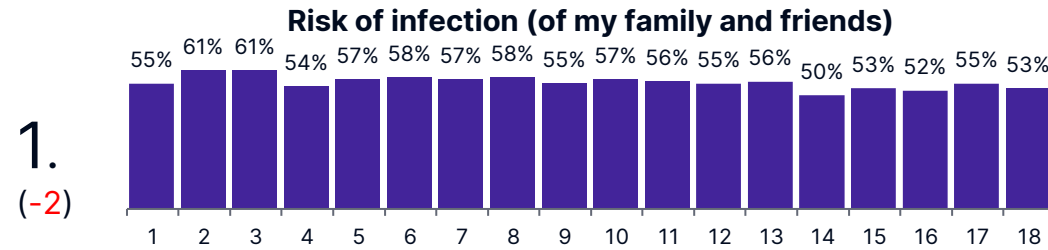
How satisfied are Brits in the following areas at the moment?

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

Rank	Area of life	Average
1	Safety	4.2
2	Entertainment	3.9
3	Freedom of movement / mobility	3.9
4	Relationships / romantic dates	3.9
5	Nutrition/diet	3.8
5	Education / work	3.8
6	Social life	3.5
8	Holidays / travel	3.0

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

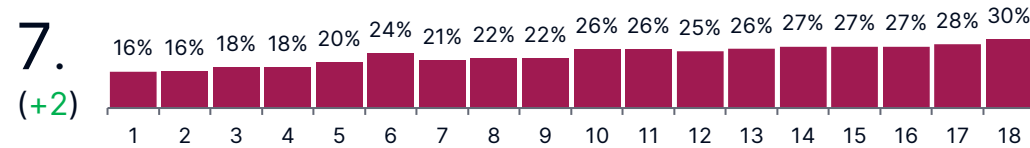
Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)



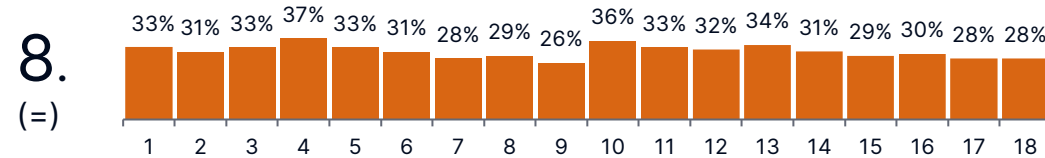
What are the biggest concerns regarding the Coronavirus? (2/2)

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

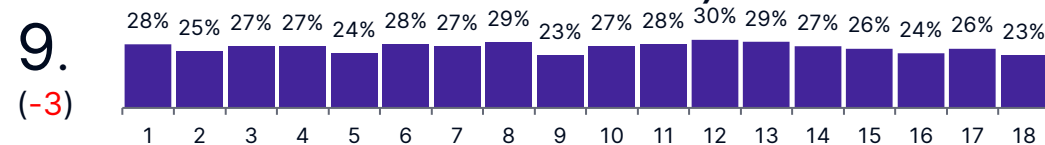
Poor health care in case of infection with coronavirus



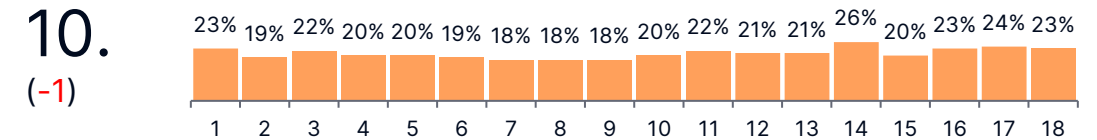
Personal financial consequences (furlough, possibility of losing my job, investments/shares)



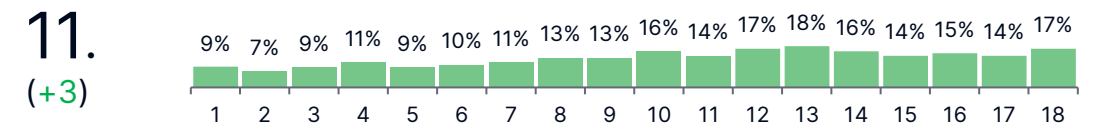
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)



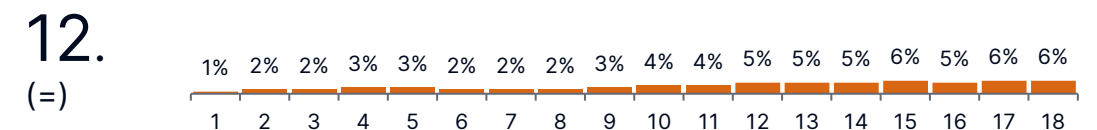
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)



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



I don't have any concerns



05

Return to normalcy

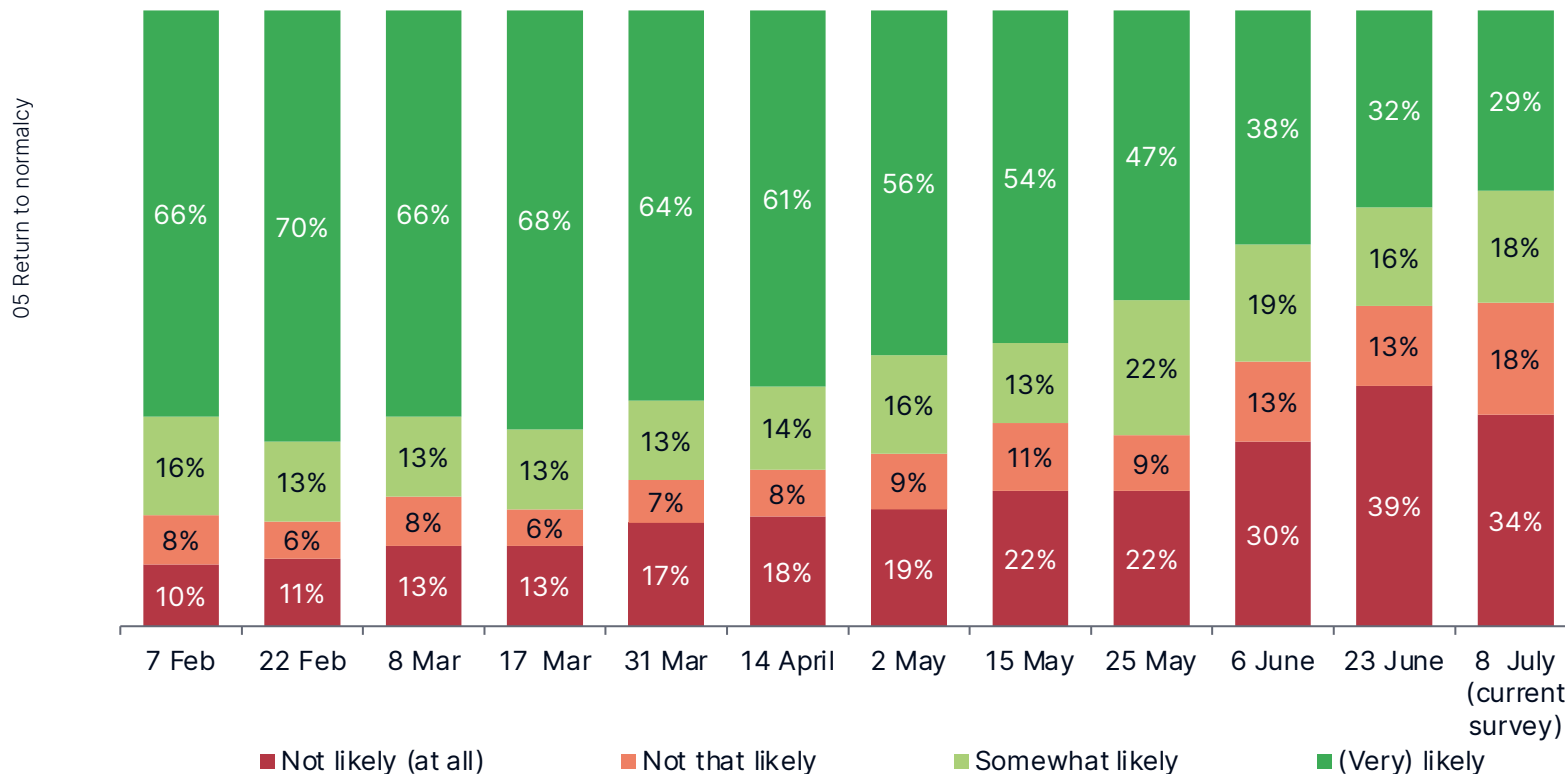
Vaccination progress and daily (work) life



Vaccination readiness and progress

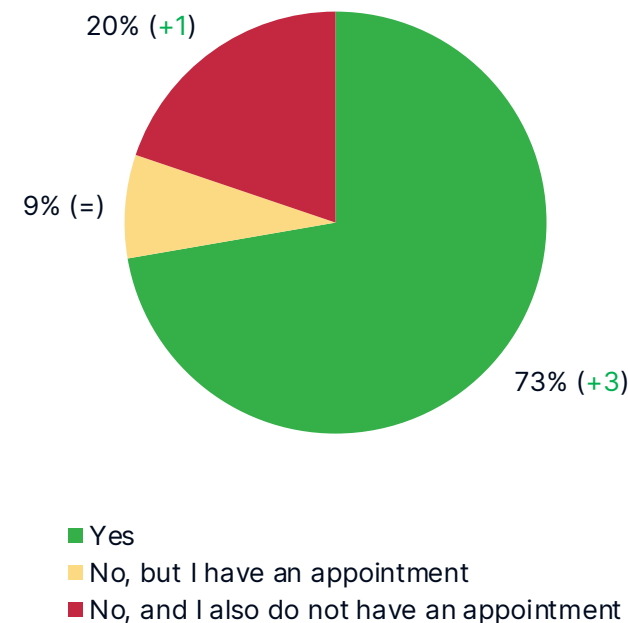
Total sample

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?

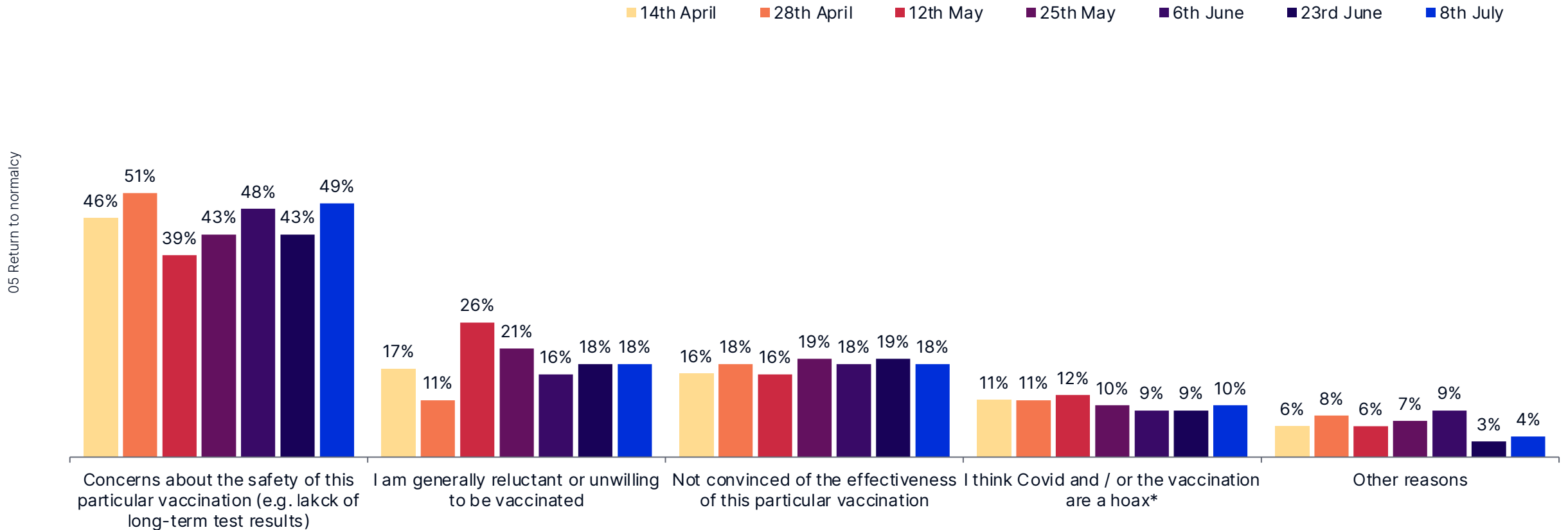
(In brackets = Comparison to the week of June 6th)



Reasons against vaccination

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

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



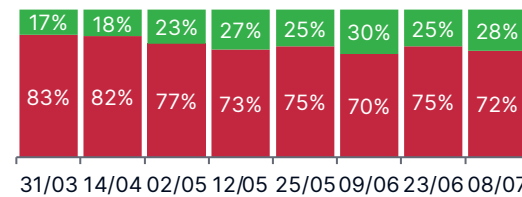
How safe are (everyday) activities rated?

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

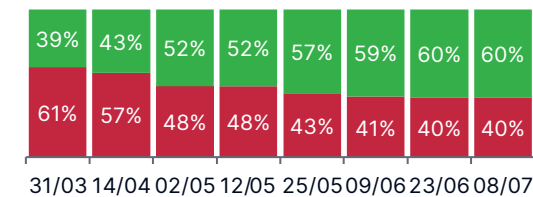
Regardless of the currently applicable regulations - how safe do you find the following activities?

■ (Rather) safe ■ Not (that) safe

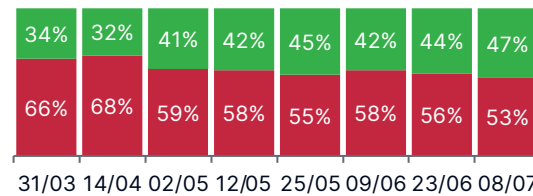
Going to large-scale events (>1000 people)



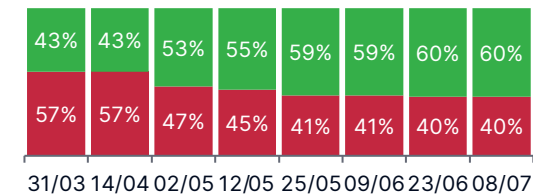
Going to a restaurant / bar



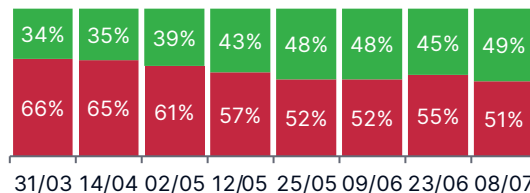
Going to the gym



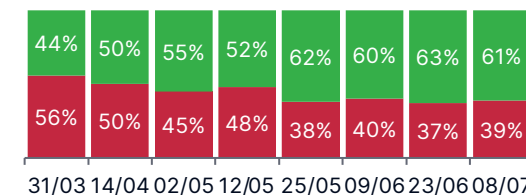
Going to a shopping centre



Going to the cinema



Going to a museum



How safe are (everyday) activities rated?

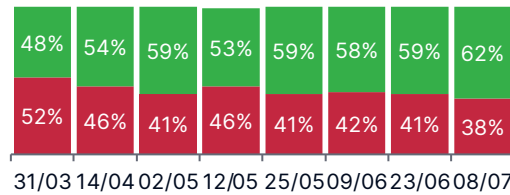
Total sample

■ (Rather) safe ■ Not (that) safe

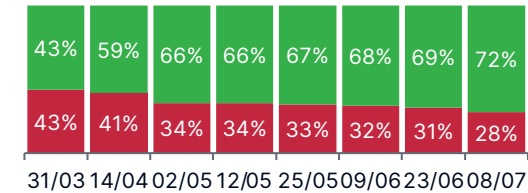
If there were no regulations in the UK, how safe would you consider the following activities?

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

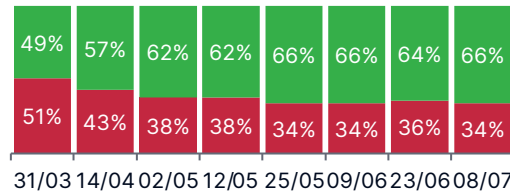
Going to the office



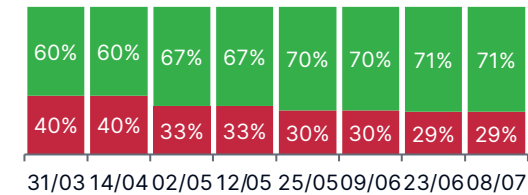
Visiting a group of friends (>4 people)



Going on (short) weekend trips



Going to a supermarket

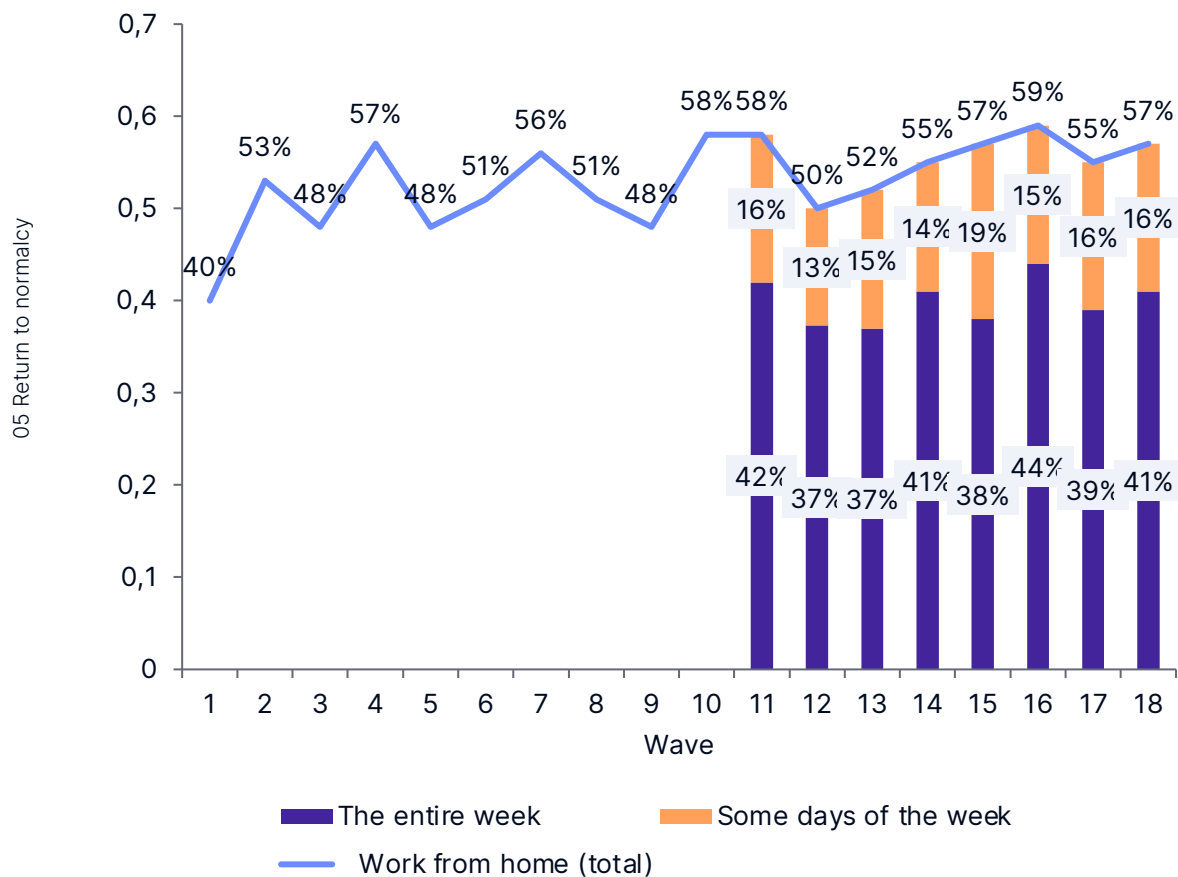


05 Return to normalcy

How many respondents work from home?

Currently: 57 percent of employees

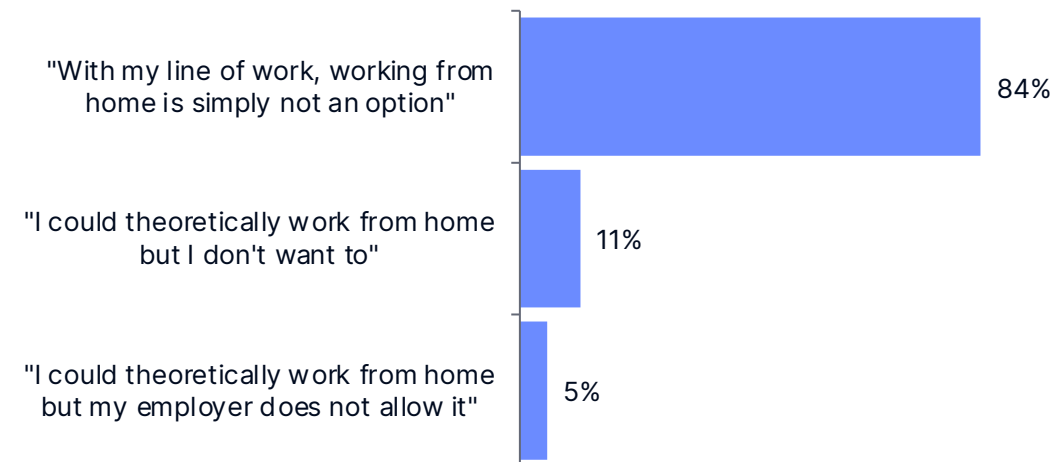
Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: 43 percent of employees

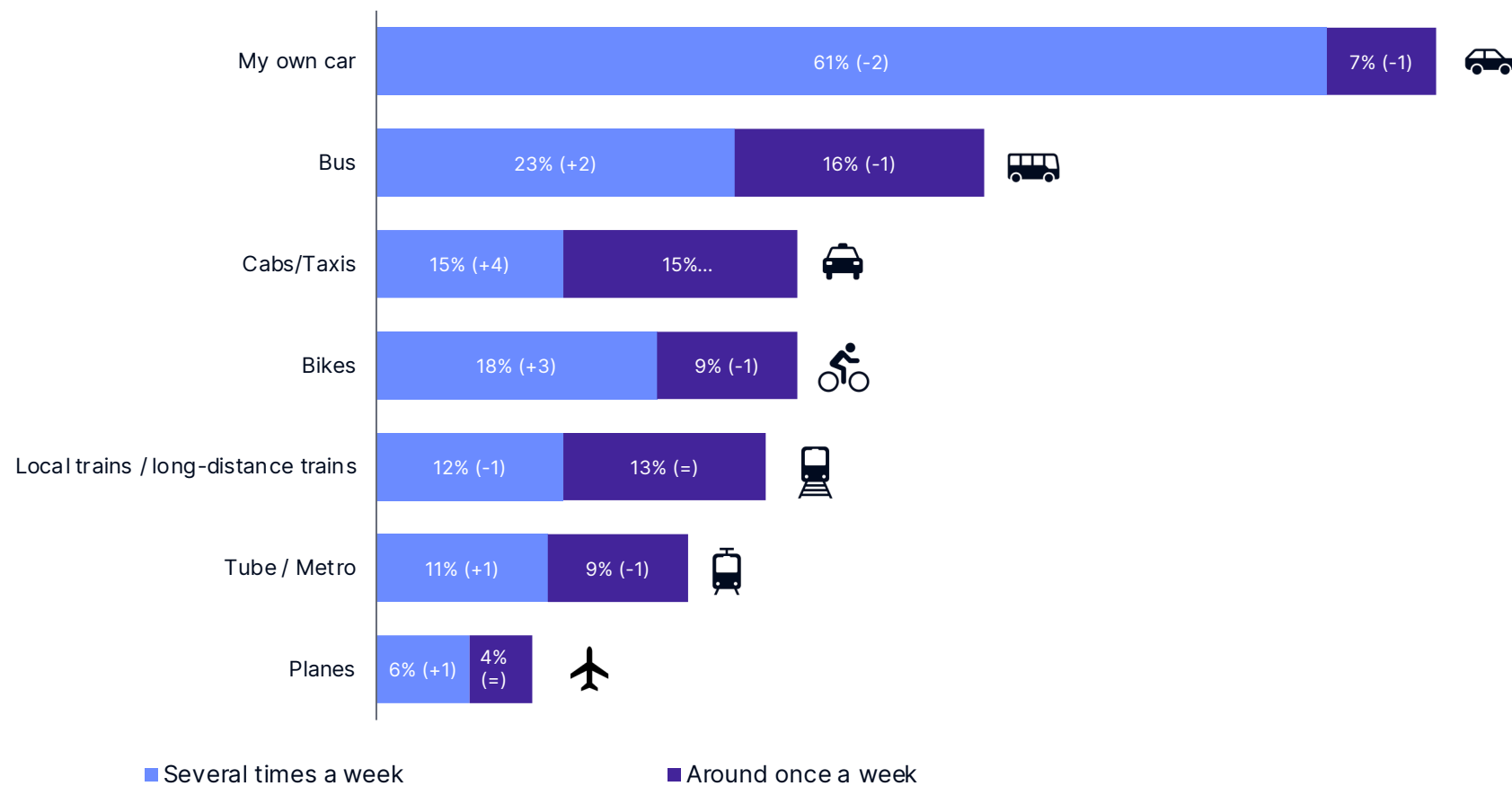
Top 3 reasons why employees are not working from home:



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	08 July
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	Wave 18 Bottom 2
1	 Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%	43%
2	 Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%	41%
3	 Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%
4	 Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%	31%
5	 Regional trains	78%	52%	49%	58%	54%	39%	35%	34%	28%	33%	29%
6	 Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%	26%
7	 Rental cars	Not applicable					28%	24%	21%	22%	23%	21%

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	08 July
1		Food / groceries (total)	92%	92%	90%	94%	91%	92%	92%	92%	93% (+1)
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%
2		Personal-care / Hygiene (total)	70%	69%	64%	68%	70%	67%	66%	66%	70% (+4)
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%
3		Non-alcoholic beverages (total)	63%	64%	62%	67%	66%	63%	64%	67%	65% (+3)
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%
4		Alcoholic beverages (total)	51%	53%	50%	55%	55%	52%	58%	57%	57% (=)
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%
5		Clothes (total)	42%	46%	45%	49%	51%	48%	50%	48%	46% (-2)
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%
6		Medications (total)	40%	45%	39%	40%	43%	41%	44%	43%	44% (+1)
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%






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	8 July
7		Beauty products / Make-up (total)	31%	35%	34%	30%	35%	35%	34%	31%	36% (+4)
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%
8		Books / Magazines (total)	32%	33%	32%	32%	31%	34%	34%	32%	32% (=)
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%
9		Shoes (total)	25%	30%	27%	29%	30%	32%	32%	29%	30% (+1)
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%
10		Toys (board games, video games, puzzles, etc.) (total)*	24%	25%	21%	23%	22%	26%	27%	25%	29% (+4)
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%
11		Electrical equipment / consumer electronics (total)	26%	27%	23%	25%	25%	26%	27%	24%	25% (+1)
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%
12		Decorative items / knick-knacks (total)	22%	27%	25%	23%	28%	27%	27%	24%	27% (+3)
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%

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

Total sample

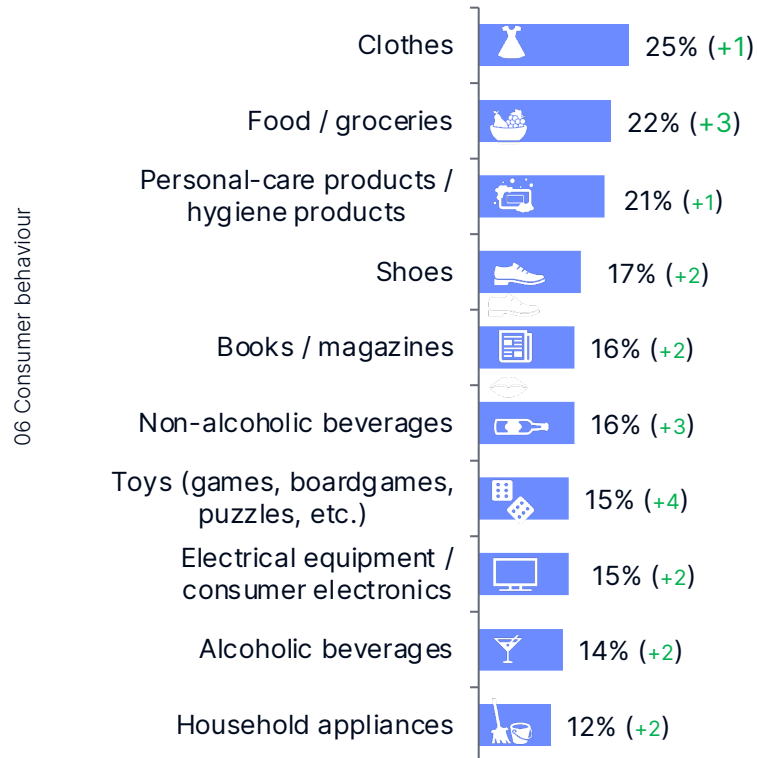
Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	08 July
13		Household appliances (total)	25%	30%	25%	23%	25%	25%	25%	23%	26% (+3)
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%
		offline	8%	11%	8%	8%	10%	9%	11%	9%	10%
14		Tableware / kitchen equipm. (total)	20%	25%	18%	21%	21%	22%	23%	21%	23% (+2)
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%
15		Jewelry	18%	20%	17%	15%	18%	18%	20%	18%	23% (+5)
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%
16		Sports / fitness equipm. (total)	20%	23%	18%	20%	22%	20%	21%	20%	22% (+2)
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%
17		Furniture	18%	21%	18%	17%	17%	19%	20%	17%	20% (+3)
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%

In Focus: Online vs. Offline Shopping

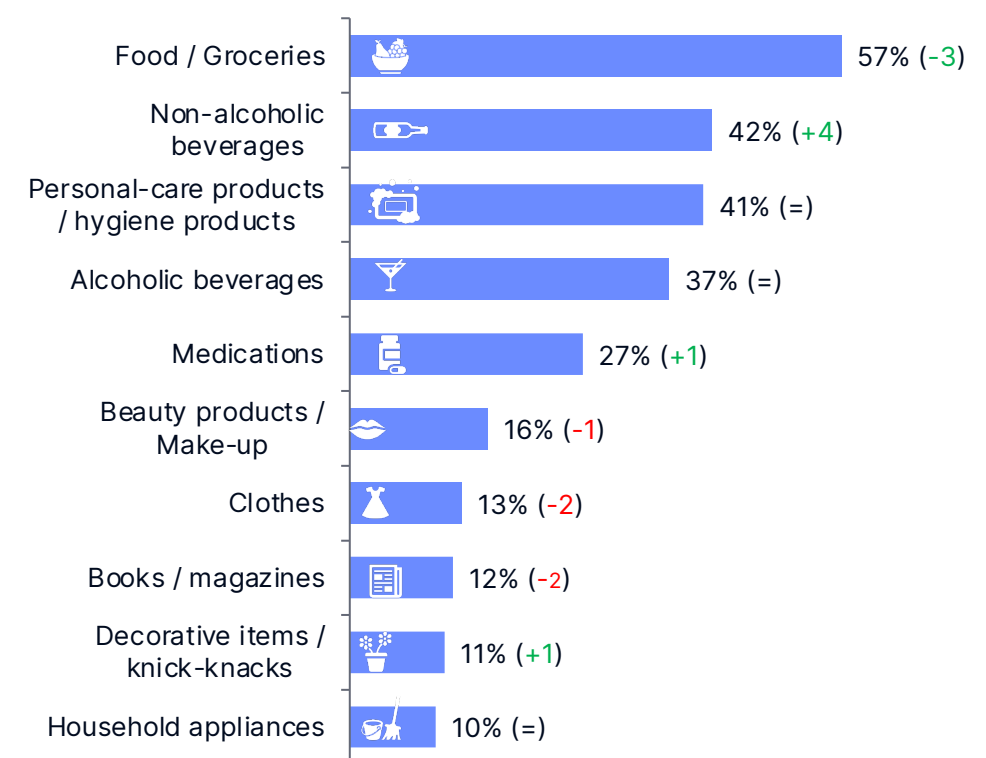
Total sample

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

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



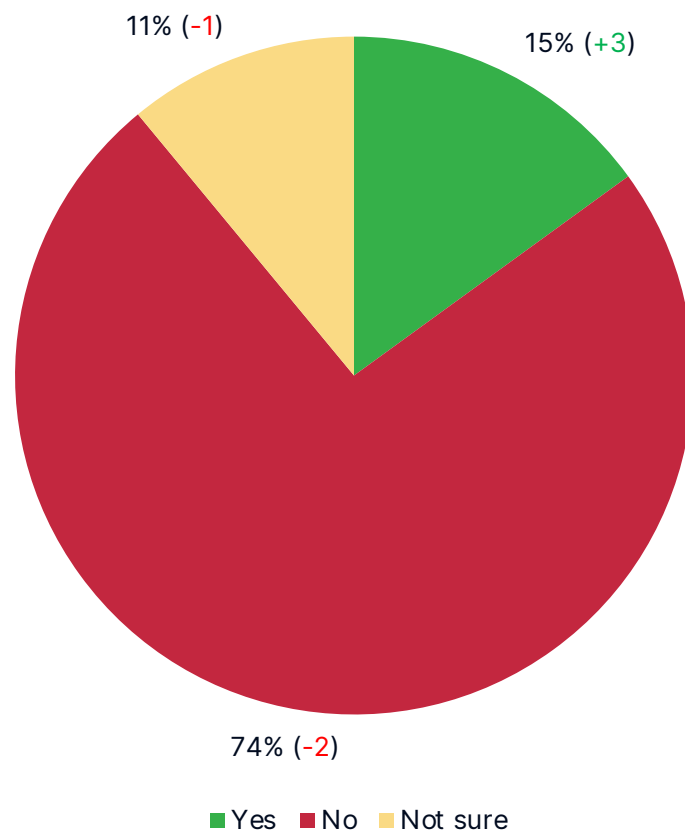
Top 10: Bought **offline** in the last week



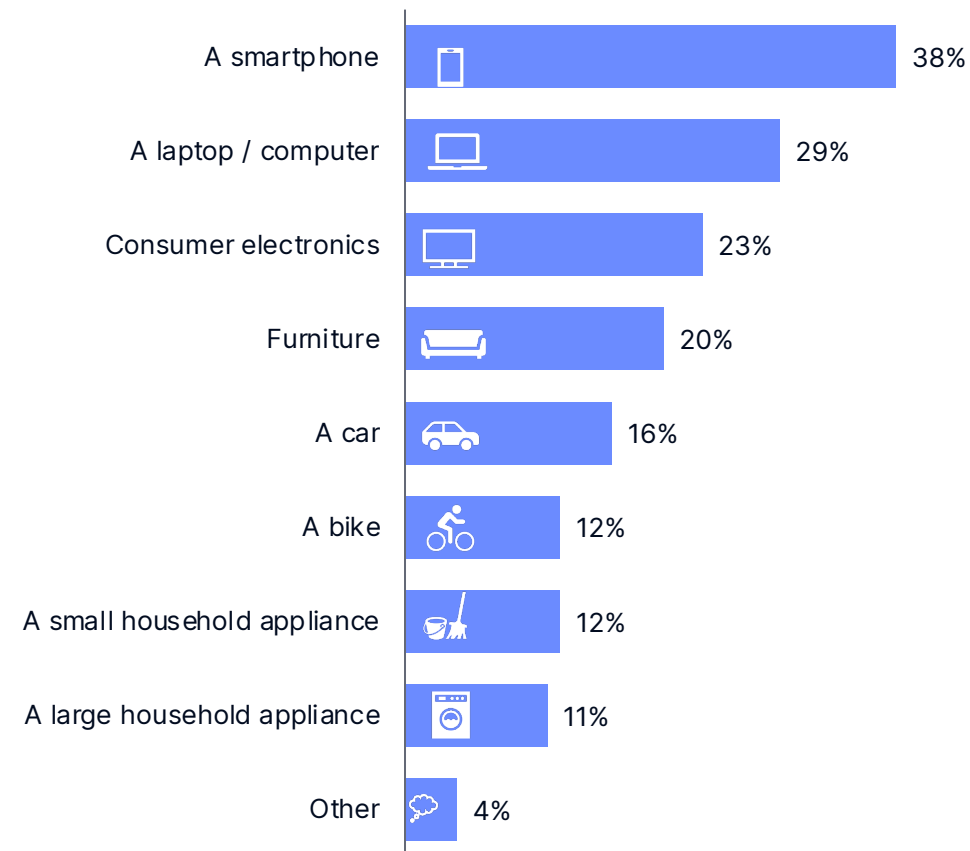
Consumer Barometer

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

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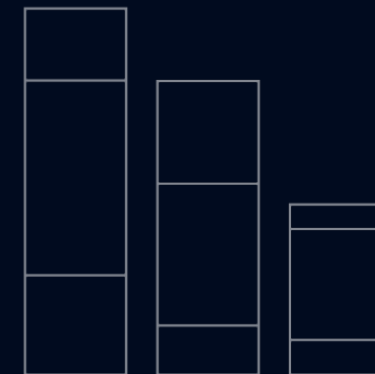
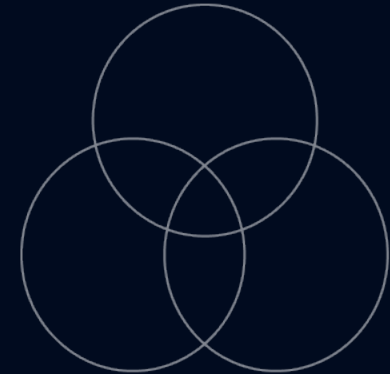
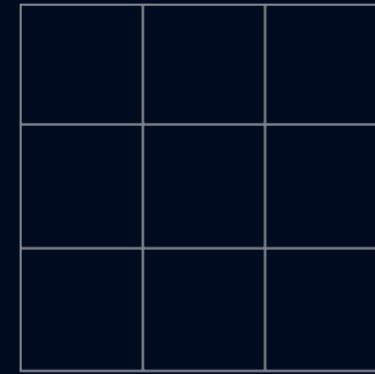
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Surveys and dates

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

Wave 17 – 23.06.2021

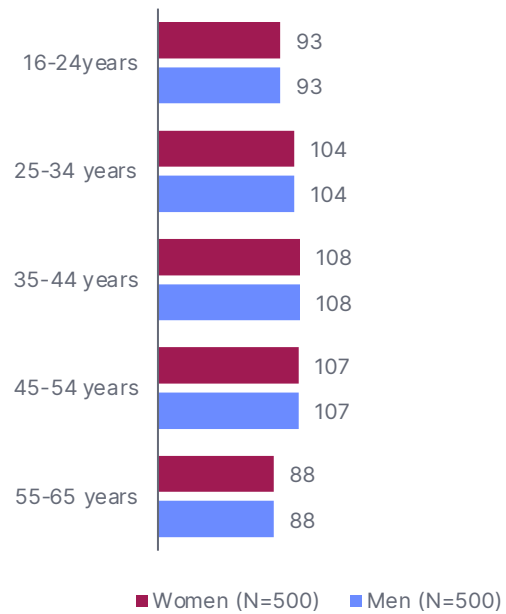
Wave 18 – 08.07.2021

Sample composition

Age & Gender - All Surveys

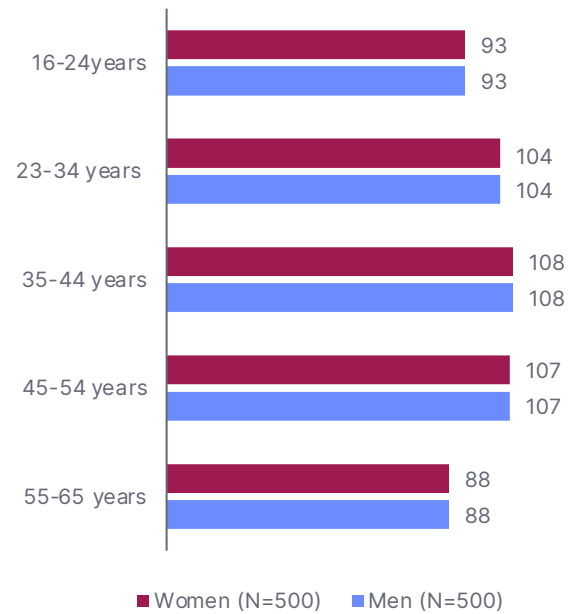
01 Study design & Sample

Survey 1-17 (N=1000)



Ø Age: 39.5 years*

Survey 18 (N=1000)



Ø Age: 39.6 years