



appinio corona report

19th survey – 28 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

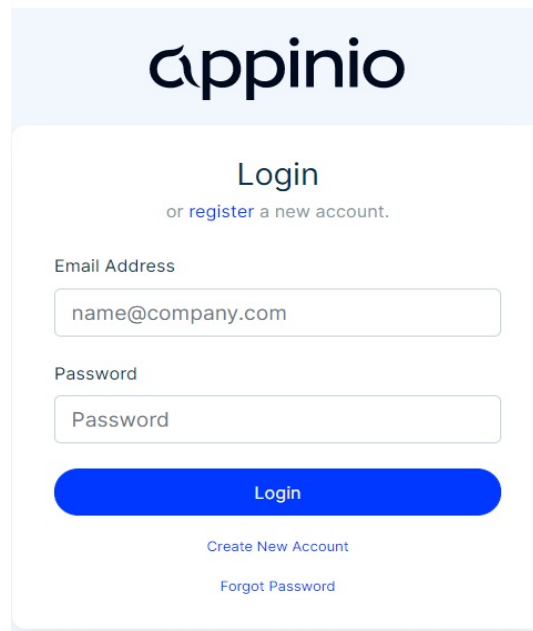


Access to the studies and the tracking-data

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



appinio

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"



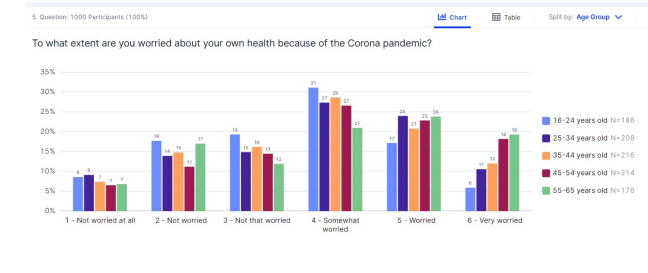
Corona: Consumer Study - UK

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 21 and 26, 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 19: N=1000

Content

Current supplemental questions:
Olympic Games 2020

- Which disciplines are Brits pursuing at the Olympic Games in Tokyo this year?
- How do Brits rate the organization of this year's Olympic Games in the context of the corona pandemic? Should they have been canceled?
- How do Brits feel about brand sponsorship during the Olympics this year? General approval or harsh criticism?
- Concerns and feelings about the coronavirus
- Willingness to vaccinate and reasons against vaccination
- Safety and mobility in everyday life

02

Key Insights



Key Insights – Tracking & Additional Questions

The most interesting insights of the week



Nearly two thirds of all Brits plan to watch at least one sporting event at the Summer Olympics.

- **One in three Brits (38%)** stated that they generally follow the **Summer Olympic Games**, **60 percent** say that they are likely to watch **at least one of the sports competitions**.
- Overall, the audience at the Summer Olympics tends to be quite uniform in age. **One in three Gen Zs (36%)** watches the games. **Among 55-65 year olds**, this share is only increased to **40 percent**.



One in five Brits associates the Nike brand with this year's Olympic Games

- When asked about brands associated with the Olympic Games, **one in five (20%) names Nike** and **eight percent names Adidas**.
- Nevertheless, **two thirds (68%)** of those surveyed say that **brand sponsorship** for the Olympics this year has **no influence on their image of the respective brand**.
- **One in seven (17%)** said that **brand sponsoring would have a positive impact on their personal image of a brand**, and **less than one in ten (7%)** say it would have a negative impact.



Every second thinks that the Olympic Games should have been postponed or cancelled.

- **While two out of every five Brits (40%)** are of the opinion that the Olympic Games can take place **as long as appropriate infection control measures are in place**, a **slightly greater share (44%)** think that the 2020 Games should have been **postponed again or cancelled altogether**.
- In addition, **the vast majority of Brits (92%)** think that watching the Olympic Games **feels different this year** compared to previous editions of the event.

03

Additional Questions

Olympic Games 2020

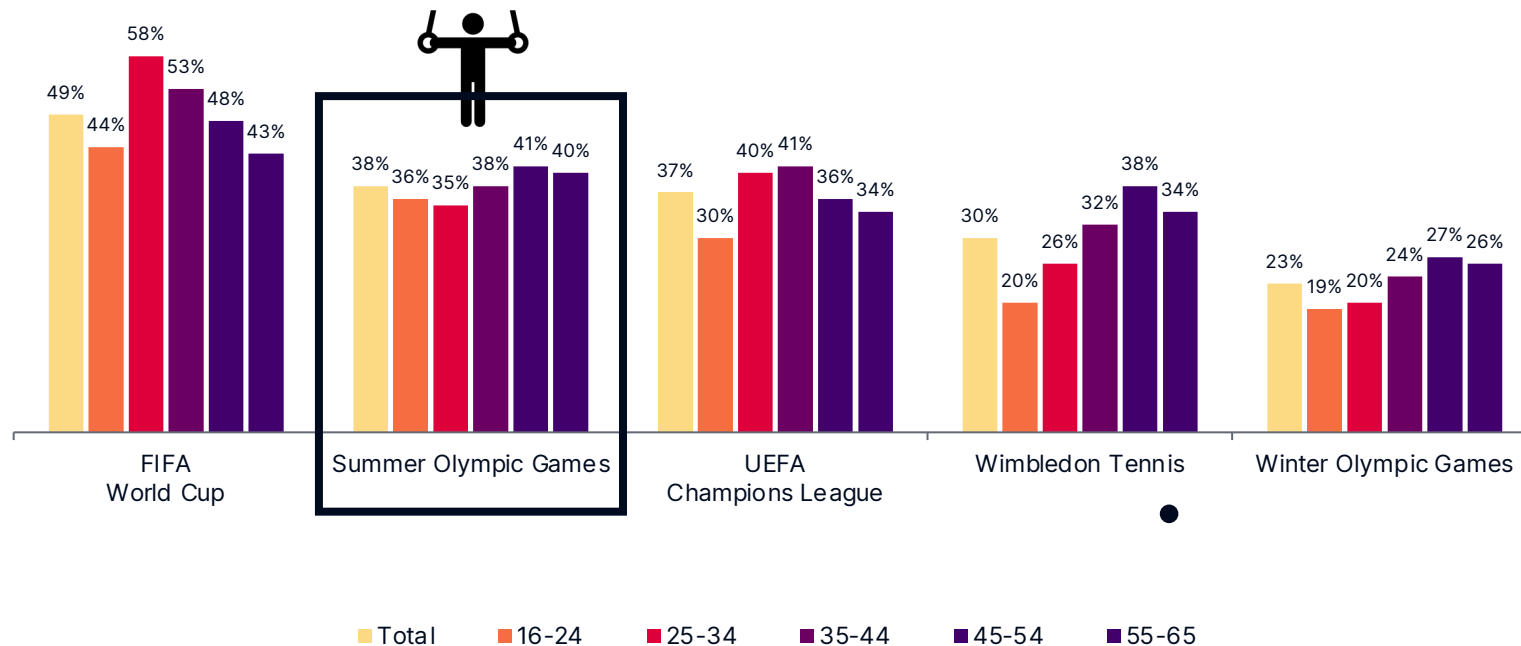
- Which disciplines are Brits pursuing at the Olympic Games in Tokyo this year?
- How do respondents rate the organization of this year's Olympic Games in the context of the corona pandemic? Should they have been canceled?
- How do Brits feel about brand sponsorship during the Olympics this year? General approval or harsh criticism?



Sports events in the UK

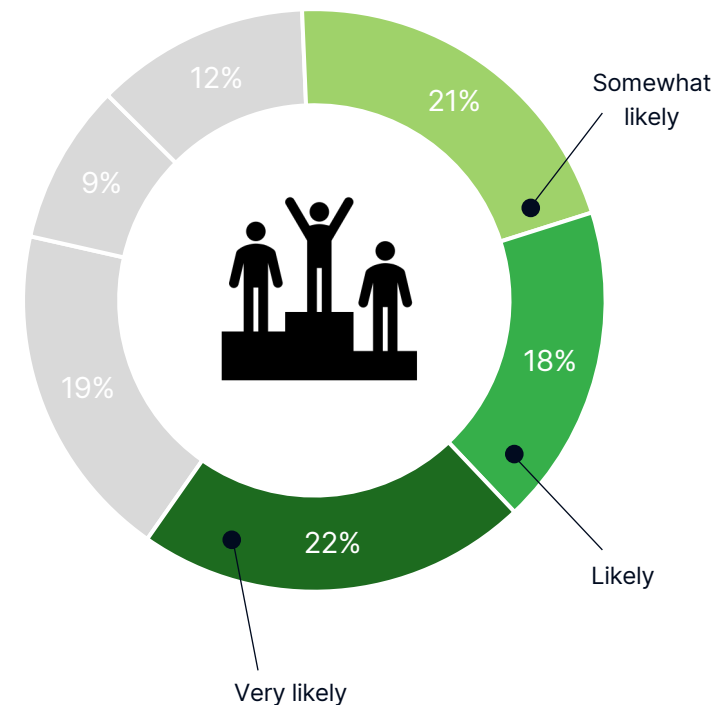
What are Brits watching?

Which of the following sports competitions do you normally watch (either on TV, on the news, etc.)?



- **Nearly one in four (22%) Brits do not follow any of the most popular sports competitions.** Among the female respondents, it is almost every third (30%).
- **The Summer Olympic Games are generally followed by one in four Brits (23%), and almost two thirds (60%) plan to watch at least one competition.**
- **The audience here tends to be older. One in three Gen Zs (36%) watches the games. For the 45 to 54 year olds, this share is increased to 41 percent.**

How likely are you to watch **at least one** of the **Tokyo 2020 Olympic sports competitions**?

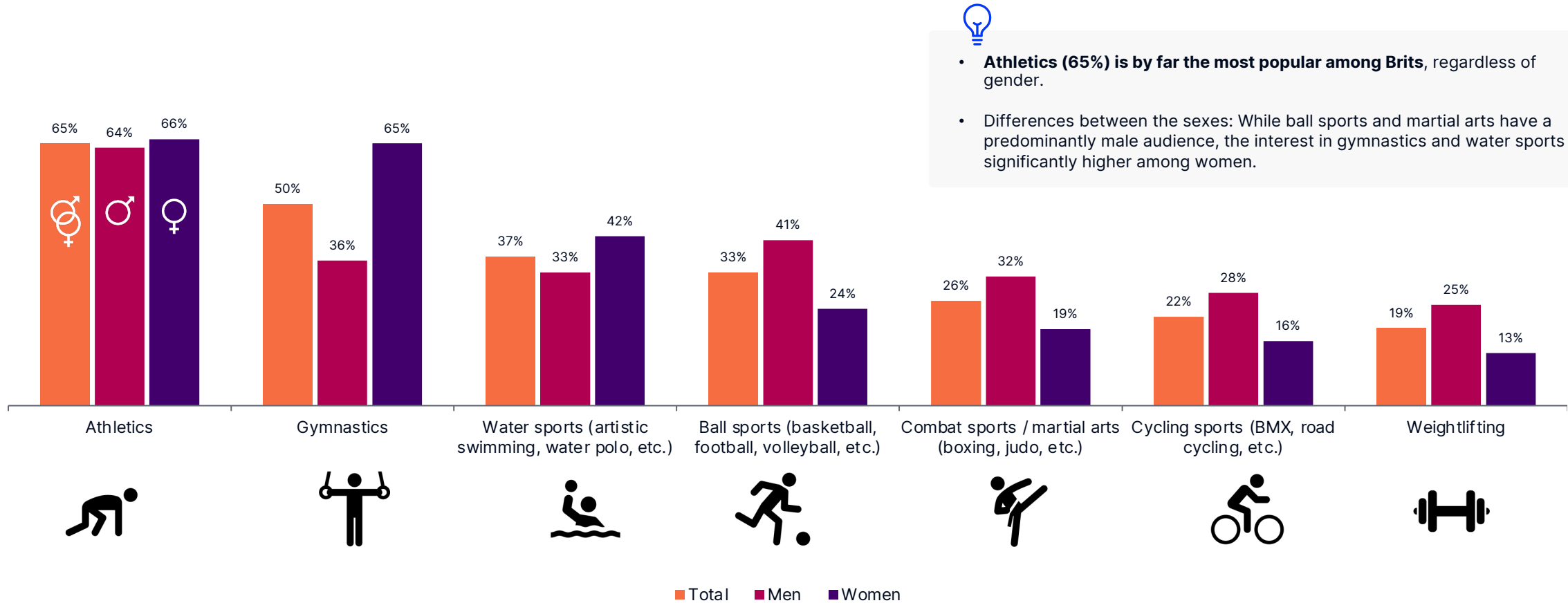


Olympic Summer Games in the UK

Which sports do Brits watch?

Which of the following sports are you most likely to watch at the upcoming Summer Olympics?

Appinio Corona Report – Wave 19

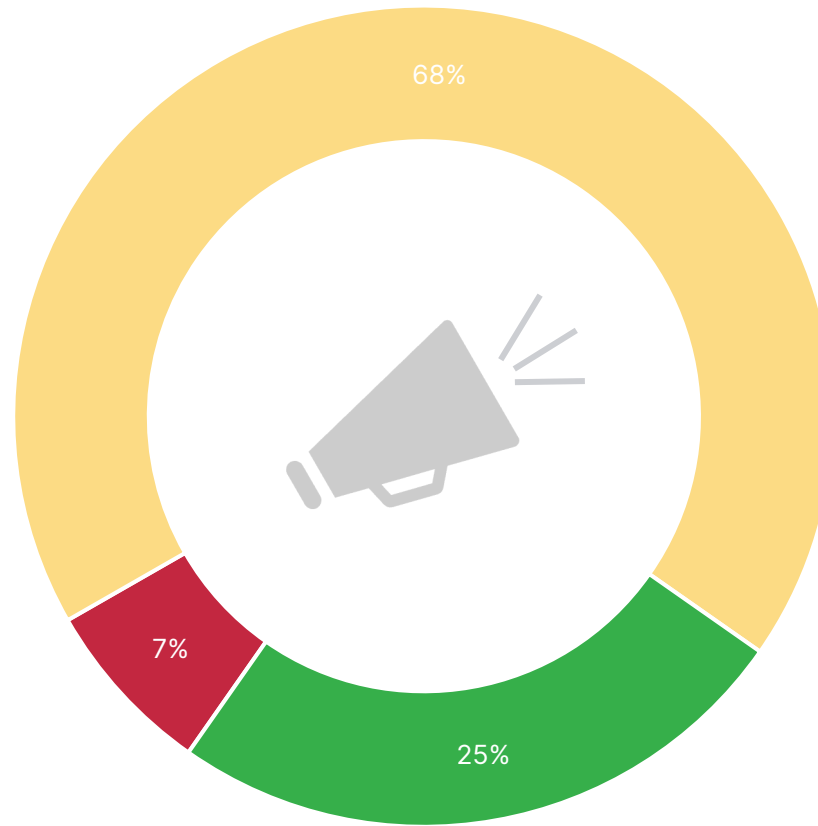


Brand sponsorship

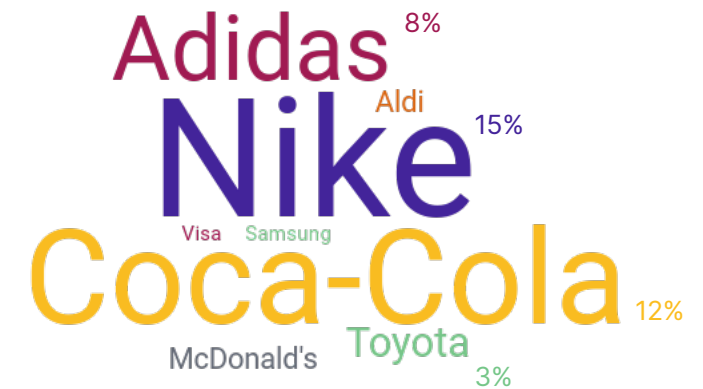
Brands & Olympics 2020

Certain brands are actively promoting their **sponsorship of this year's Olympic Games**. Does this type of advertising influence the **image** you have of a **brand**?

- Yes, in a (slightly) negative way
- No, it does not influence my opinion
- Yes, in a (slightly) positive way



What **brand** comes to mind when you think about the upcoming **Olympics**? Please state the name of the brand..

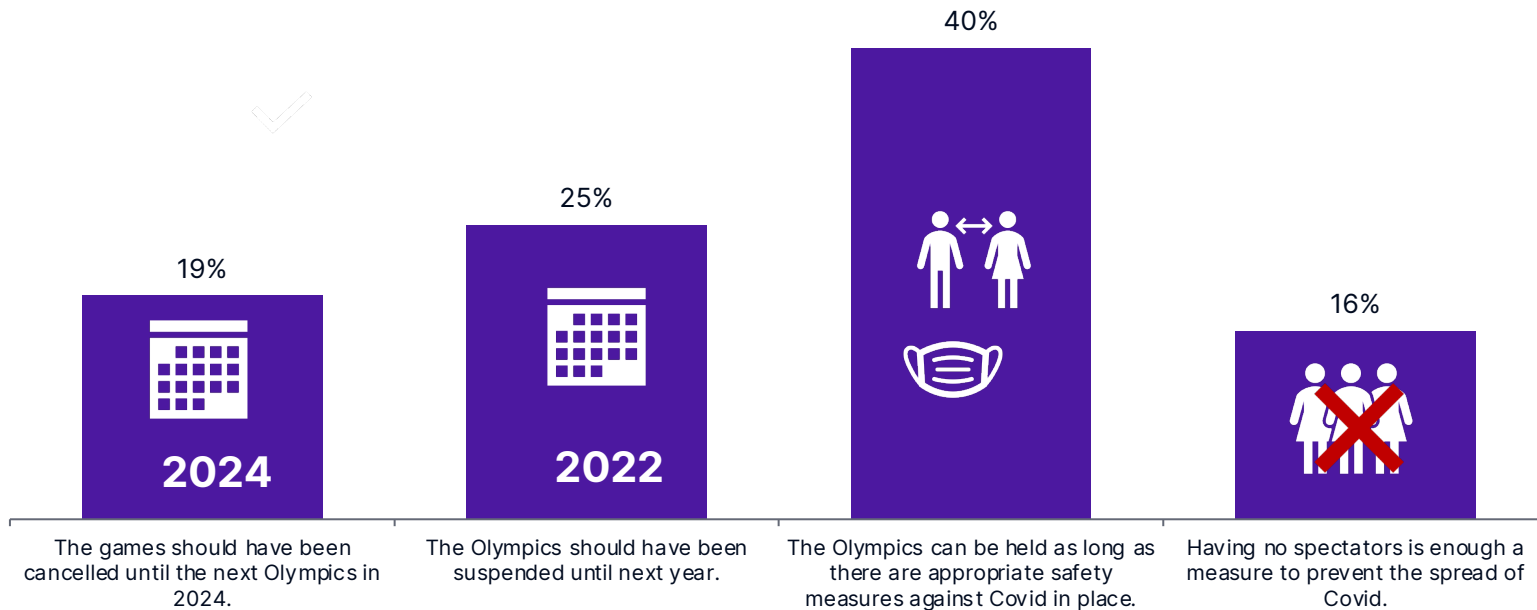


- Two thirds of those surveyed say that **brand sponsorship** this year has **no active influence** on their image of the respective brand.
- When asked about brands they associated most with the Olympic Games, **one in five (20%) named Nike, eight percent named Adidas.**

The Olympics & Covid

Brits' attitude to the Summer Games

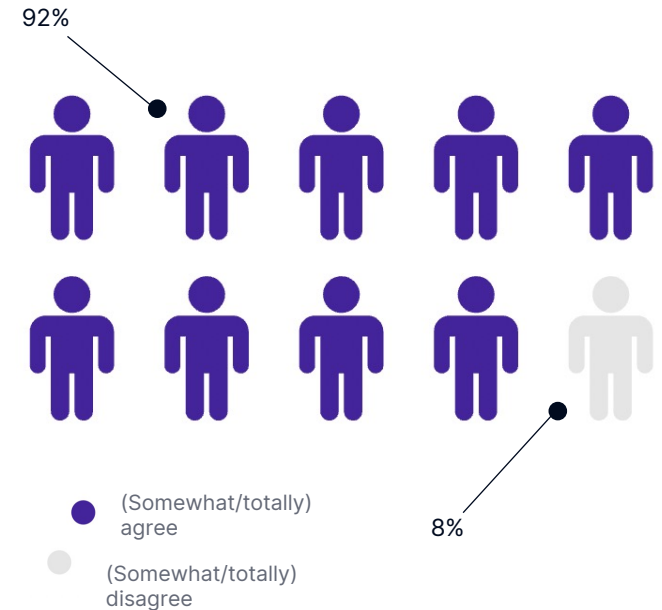
Which of the following statements do you agree with the most?



- Criticism of the implementation of the Games: more than **two in five Brits (44%)** say the Olympic Games either had to be **postponed until next year or cancelled until the next one**.

To what extent do you agree with the following statement?

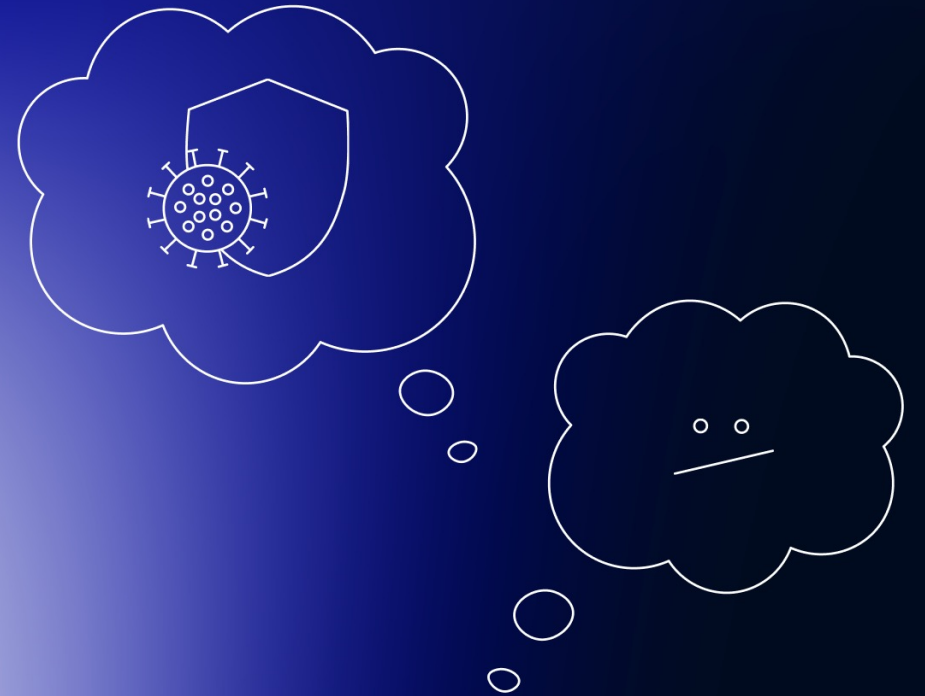
"Following the Olympics this year **feels different to me** than the Olympics in past years."



04

Concerns during Covid

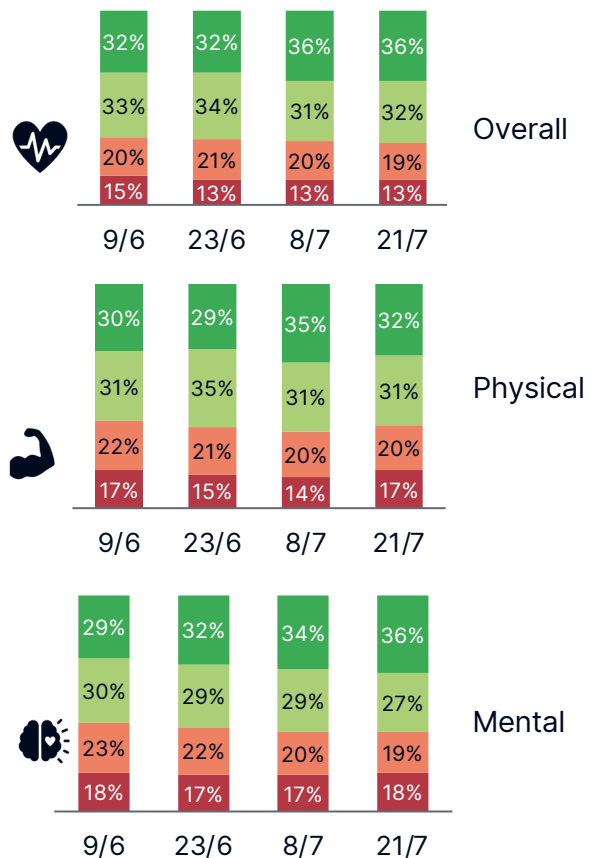
Feelings, concerns, & worries



How do you feel?

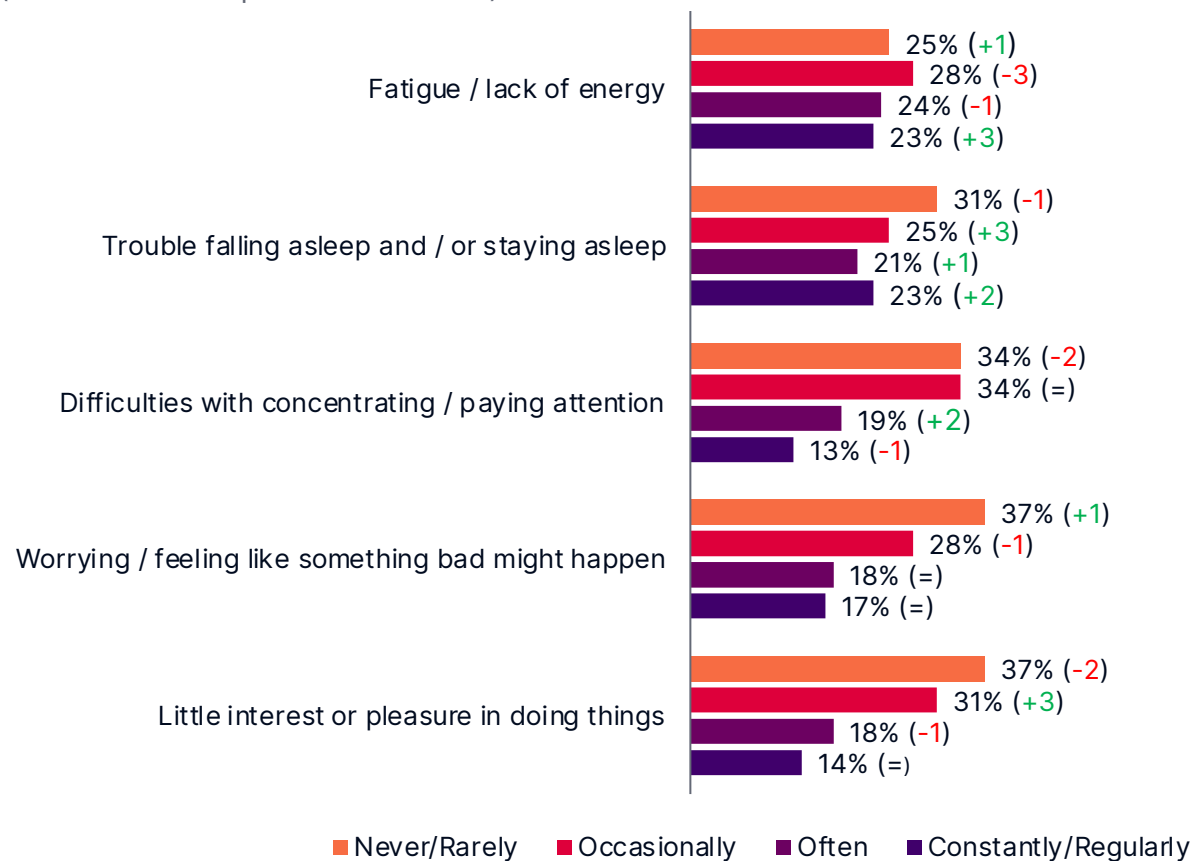
Total sample

How do you feel?



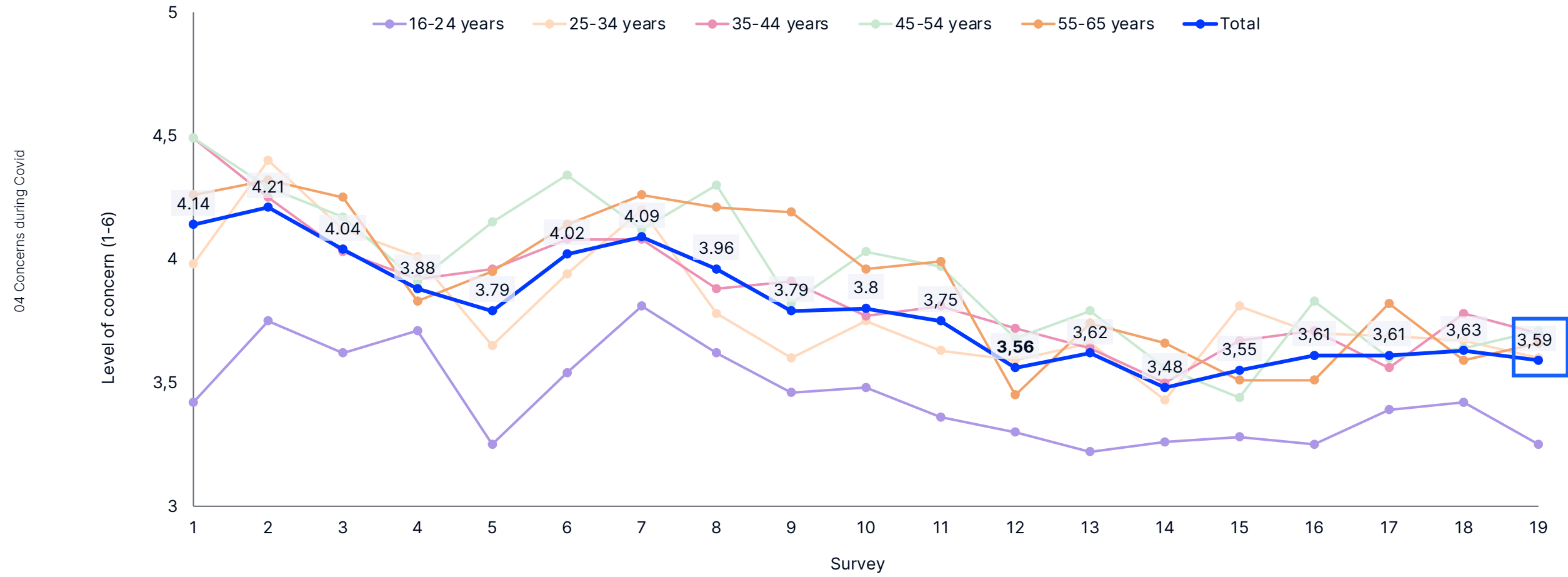
How often have you experienced the following emotions / symptoms during the last one or two weeks?

(In brackets = compared to June 23rd)



To what extent are Brits worried about their own health?

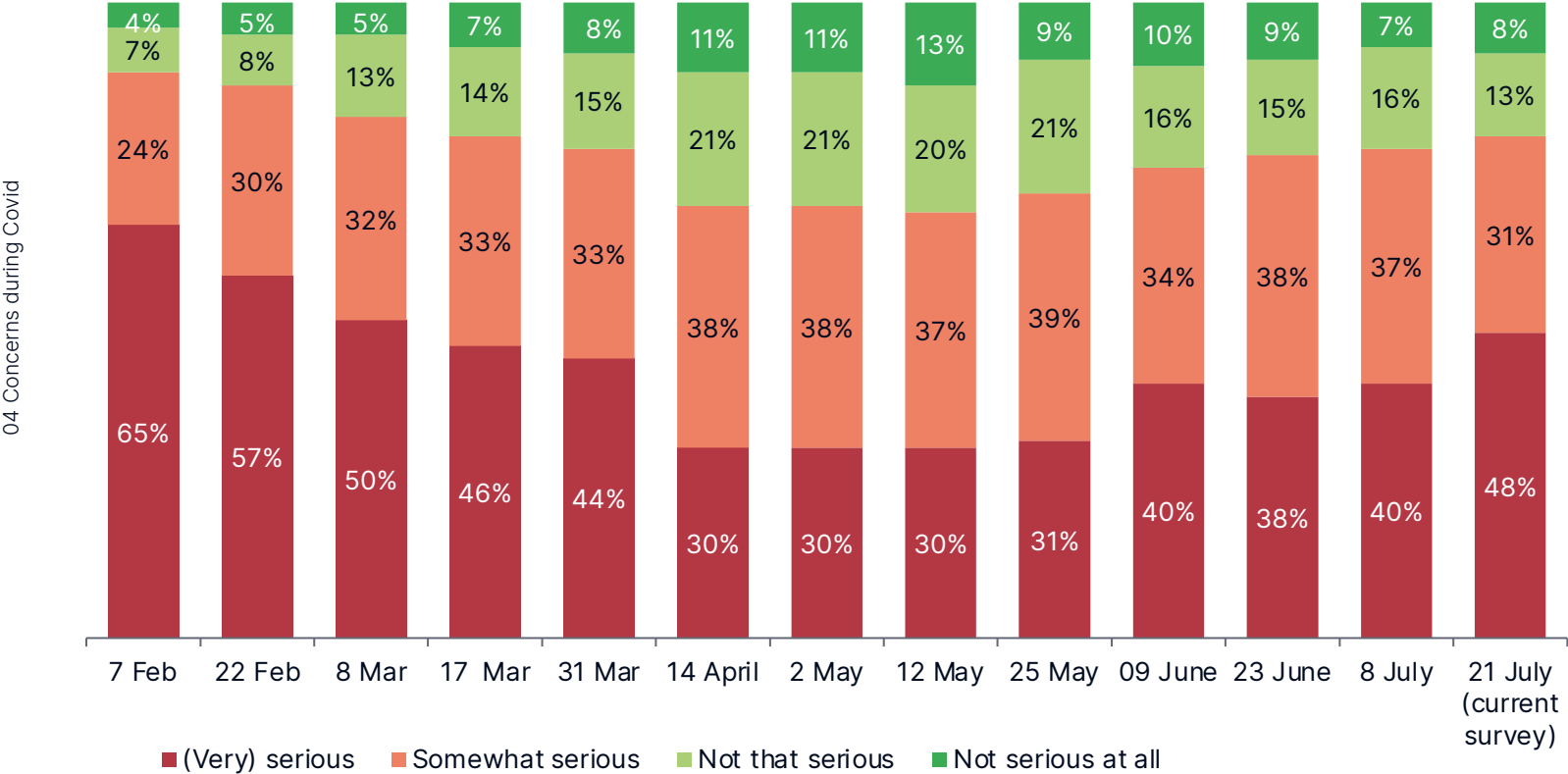
Total sample



How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



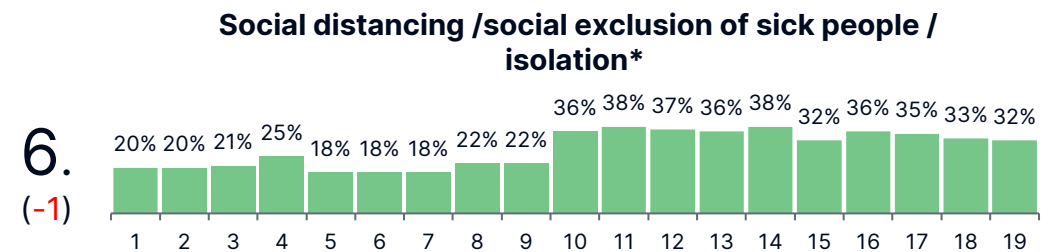
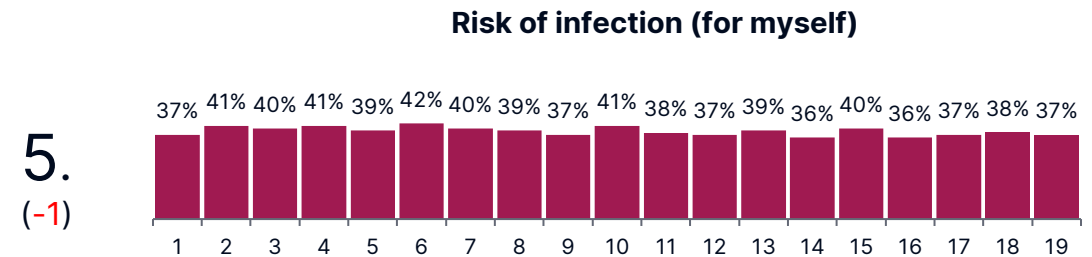
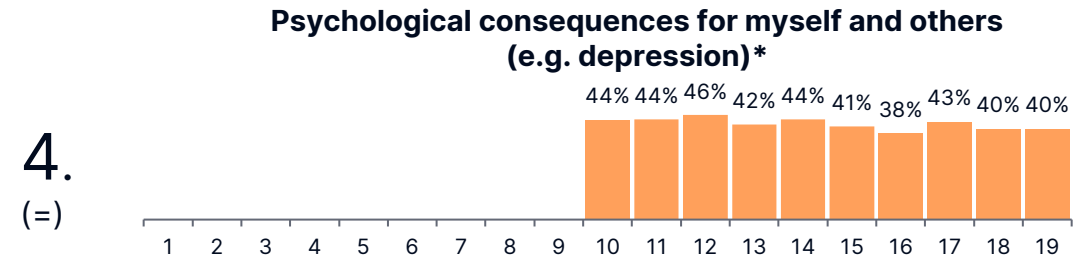
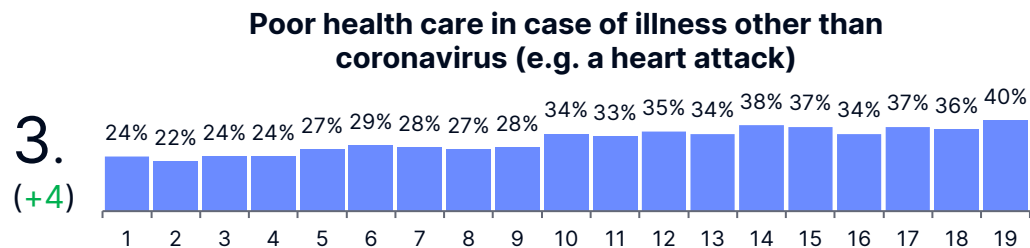
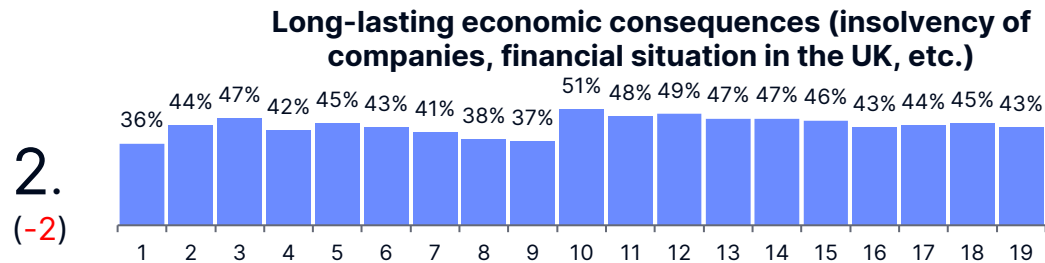
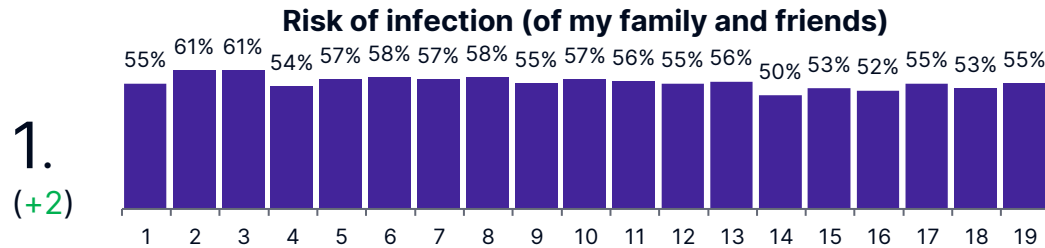
How satisfied are Brits in the following areas at the moment?

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

Rank	Area of life	Average
1	Safety	4.3
2	Freedom of movement / mobility	3.9
3	Entertainment	3.9
4	Relationships / romantic dates	3.8
5	Education / work	3.8
5	Nutrition/diet	3.7
6	Social life	3.5
8	Holidays / travel	3.0

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

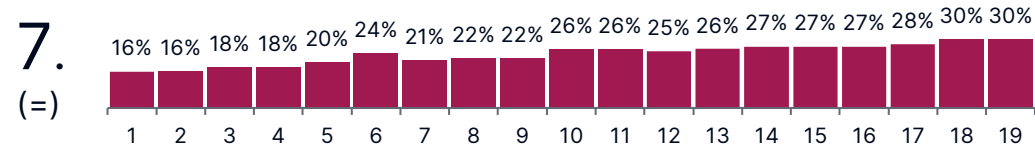
Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)



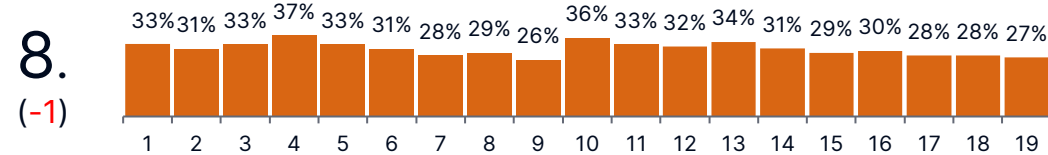
What are the biggest concerns regarding the Coronavirus? (2/2)

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

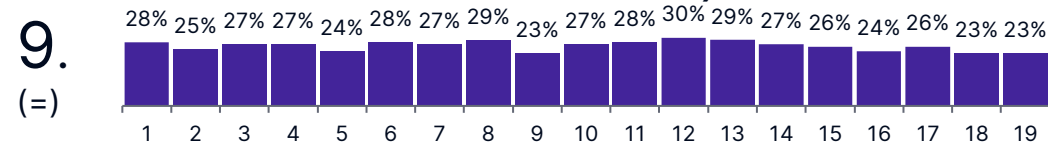
Poor health care in case of infection with coronavirus



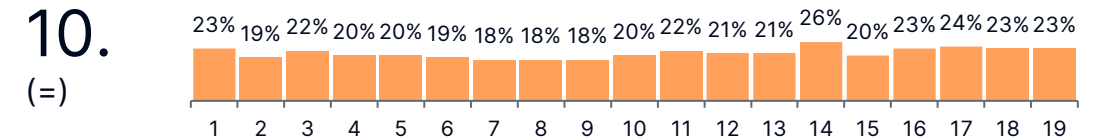
Personal financial consequences (furlough, possibility of losing my job, investments/shares)



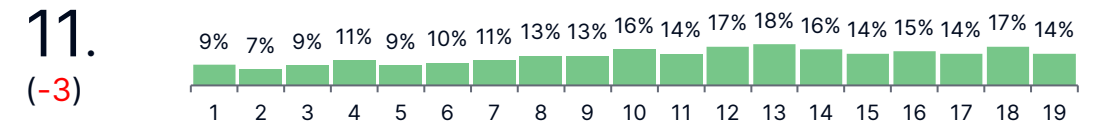
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)



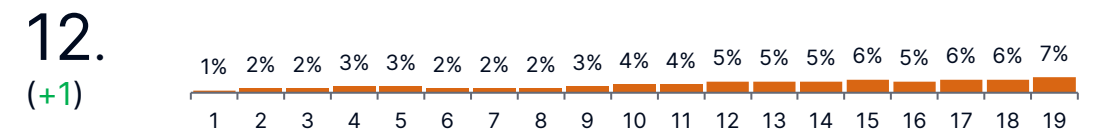
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)



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



I don't have any concerns



05

Return to normalcy

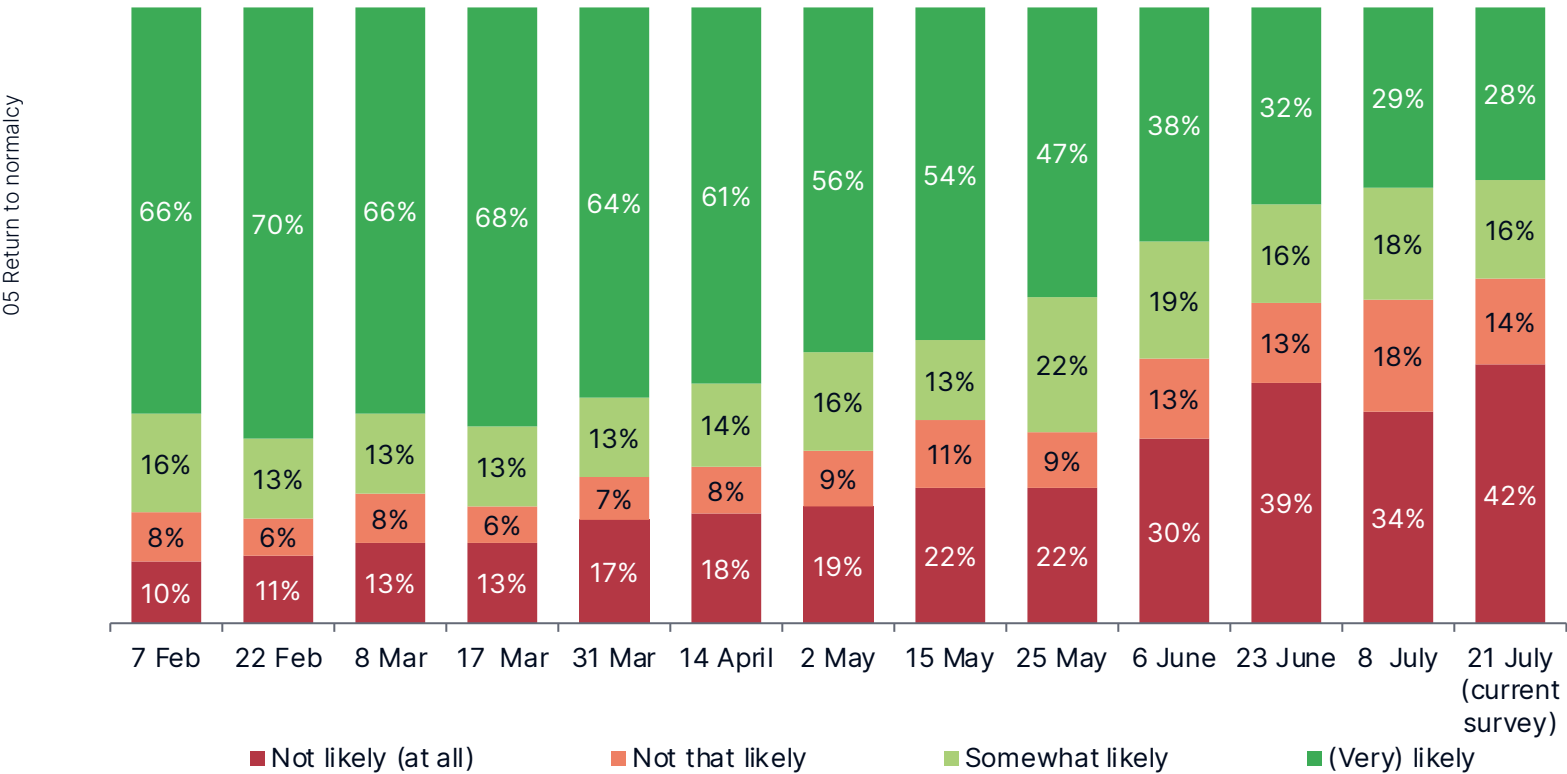
Vaccination progress and daily (work) life



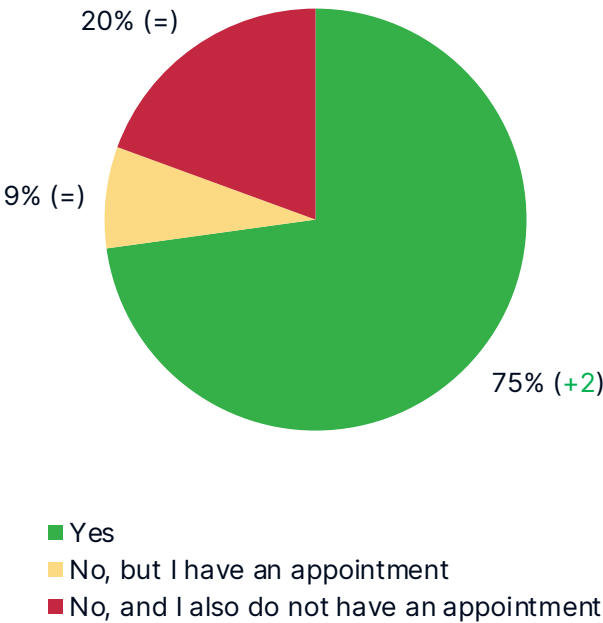
Vaccination readiness and progress

Total sample

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



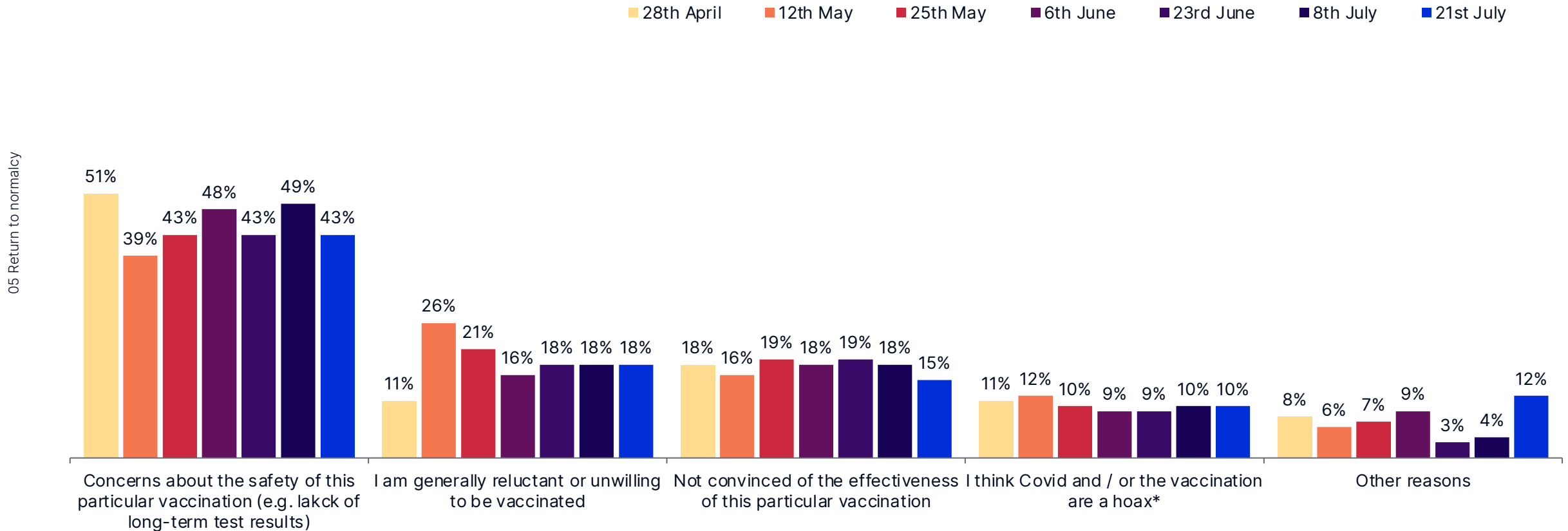
Have you already been vaccinated against coronavirus?
(In brackets = Comparison to the week of July 8th)



Reasons against vaccination

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

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



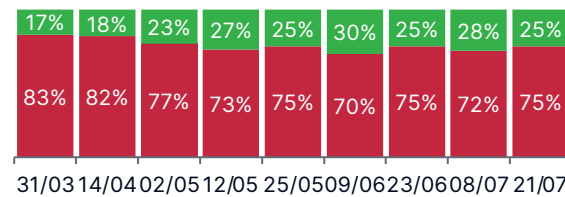
How safe are (everyday) activities rated?

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

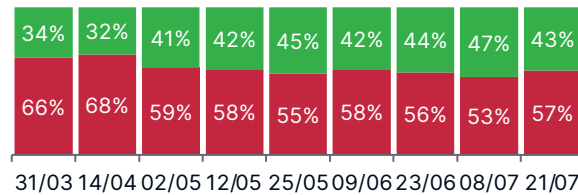
Regardless of the currently applicable regulations - how safe do you find the following activities?

■ (Rather) safe ■ Not (that) safe

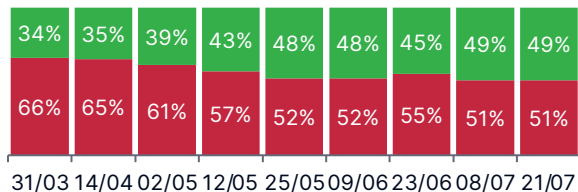
Going to large-scale events (>1000 people)



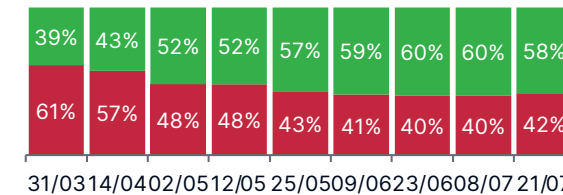
Going to the gym



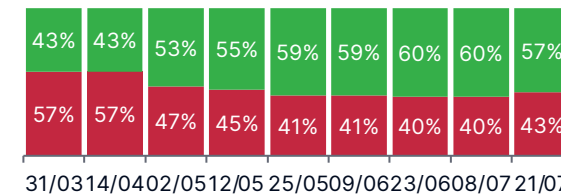
Going to the cinema



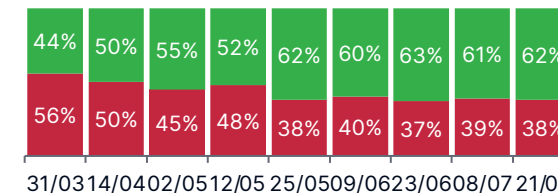
Going to a restaurant / bar



Going to a shopping centre



Going to a museum



How safe are (everyday) activities rated?

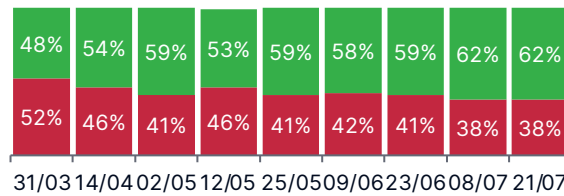
Total sample

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

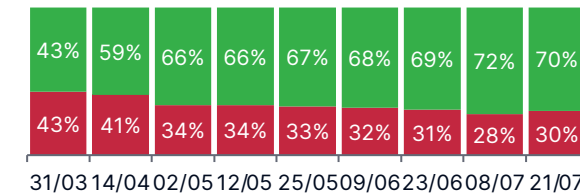
If there are no restriction currently in place, to what extent do you consider these activities to be safe at present?

■ (Rather) safe ■ Not (that) safe

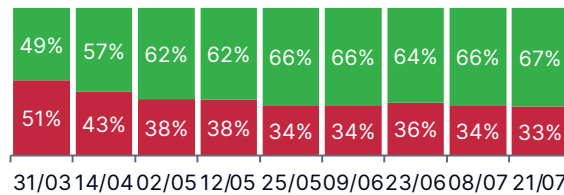
Going to the office



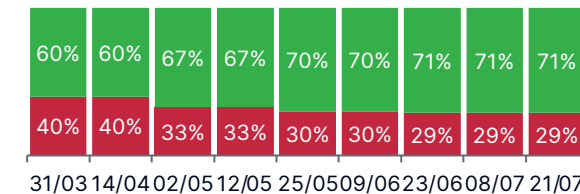
Visiting a group of friends (>4 people)



Going on (short) weekend trips



Going to a supermarket

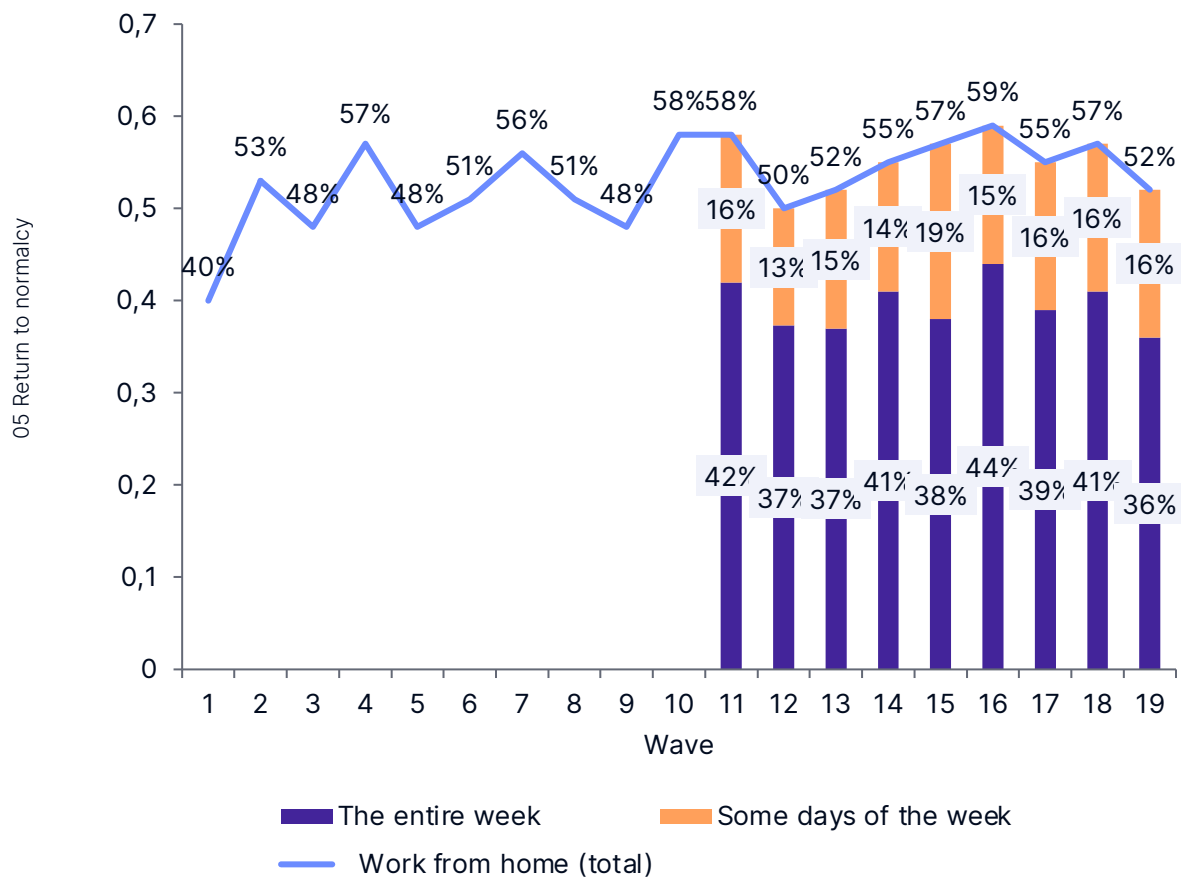


05 Return to normalcy

How many respondents work from home?

Currently: 68 percent of employees

Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: 32 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"

8%

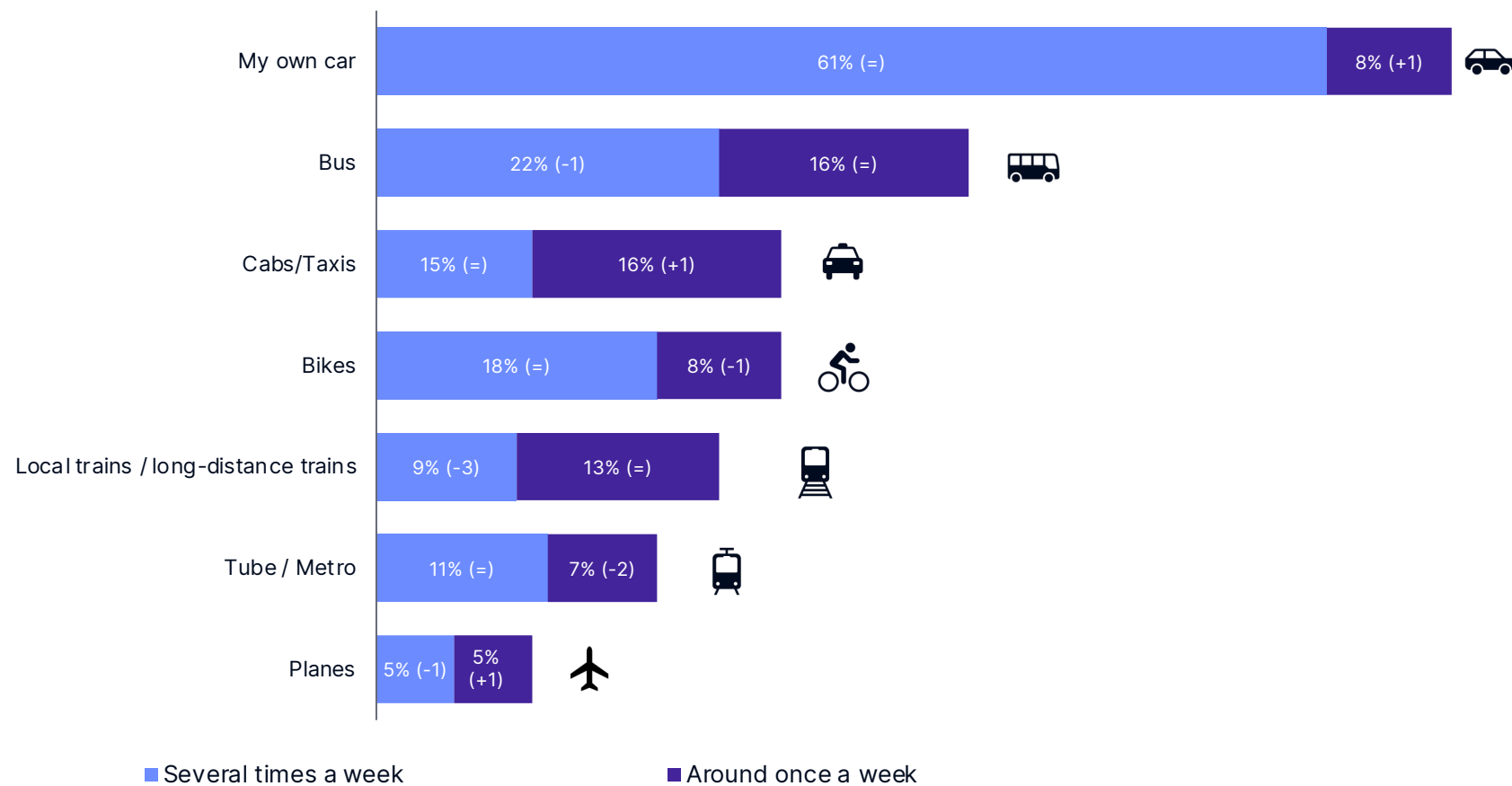
"I could theoretically work from home but my employer does not allow it"

5%

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	21 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	Wave 19 Bottom 2
1	 Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%	43%	45%
2	 Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%	41%	43%
3	 Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%	31%	36%
4	 Regional trains	78%	52%	49%	58%	54%	39%	35%	34%	28%	33%	29%	33%
5	 Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%
6	 Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%	26%	28%
7	 Rental cars	Not applicable					28%	24%	21%	22%	23%	21%	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	27 July
1		Food / groceries (total)	92%	92%	90%	94%	91%	92%	92%	92%	93%	93% (=)
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%	20%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%	61%
2		Non-alcoholic beverages (total)	63%	64%	62%	67%	66%	63%	64%	67%	65%	68% (+3)
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%	13%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%	48%
3		Personal-care / Hygiene (total)	70%	69%	64%	68%	70%	67%	66%	66%	70%	68% (-2)
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%	19%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%	41%
4		Alcoholic beverages (total)	51%	53%	50%	55%	55%	52%	58%	57%	57%	54% (-3)
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%	10%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%	38%
5		Clothes (total)	42%	46%	45%	49%	51%	48%	50%	48%	46%	49% (+3)
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%	26%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%	15%
6		Medications (total)	40%	45%	39%	40%	43%	41%	44%	43%	44%	41% (-3)
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%	11%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%	26%

„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	23 June	8 July	21 July
7		Books / Magazines (total)	32%	33%	32%	32%	31%	34%	34%	32%	32%	33% (+1)
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%	14%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%	14%
8		Beauty products / Make-up (total)	31%	35%	34%	30%	35%	35%	34%	31%	36%	33% (-3)
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%	14%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%	14%
9		Shoes (total)	25%	30%	27%	29%	30%	32%	32%	29%	30%	30% (=)
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%	16%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%	10%
10		Decorative items / knick-knacks (total)	22%	27%	25%	23%	28%	27%	27%	24%	27%	29% (+2)
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%	13%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%	11%
11		Toys (board games, video games, puzzles, etc.) (total)*	24%	25%	21%	23%	22%	26%	27%	25%	29%	27% (-2)
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%	14%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%	8%
12		Electrical equipment / consumer electronics (total)	26%	27%	23%	25%	25%	26%	27%	24%	25%	26% (+1)
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%	15%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%	7%

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

Total sample

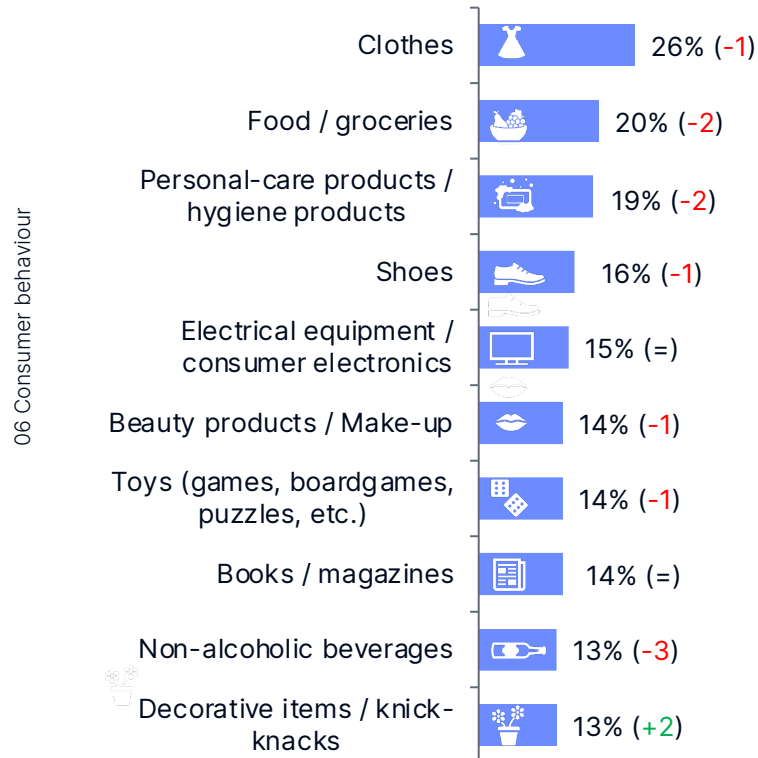
Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	08 July	21 July
13		Household appliances (total)	25%	30%	25%	23%	25%	25%	25%	23%	26%	26% (=)
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%	12%
		offline	8%	11%	8%	8%	10%	9%	11%	9%	10%	9%
14		Tableware / kitchen equipm. (total)	20%	25%	18%	21%	21%	22%	23%	21%	23%	21% (-2)
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%	8%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%	9%
15		Sports / fitness equipm. (total)	20%	23%	18%	20%	22%	20%	21%	20%	22%	21% (-1)
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%	11%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%	6%
16		Jewelry	18%	20%	17%	15%	18%	18%	20%	18%	23%	19% (-4)
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%	10%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%
17		Furniture	18%	21%	18%	17%	17%	19%	20%	17%	20%	18% (-2)
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%	10%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%	5%

In Focus: Online vs. Offline Shopping

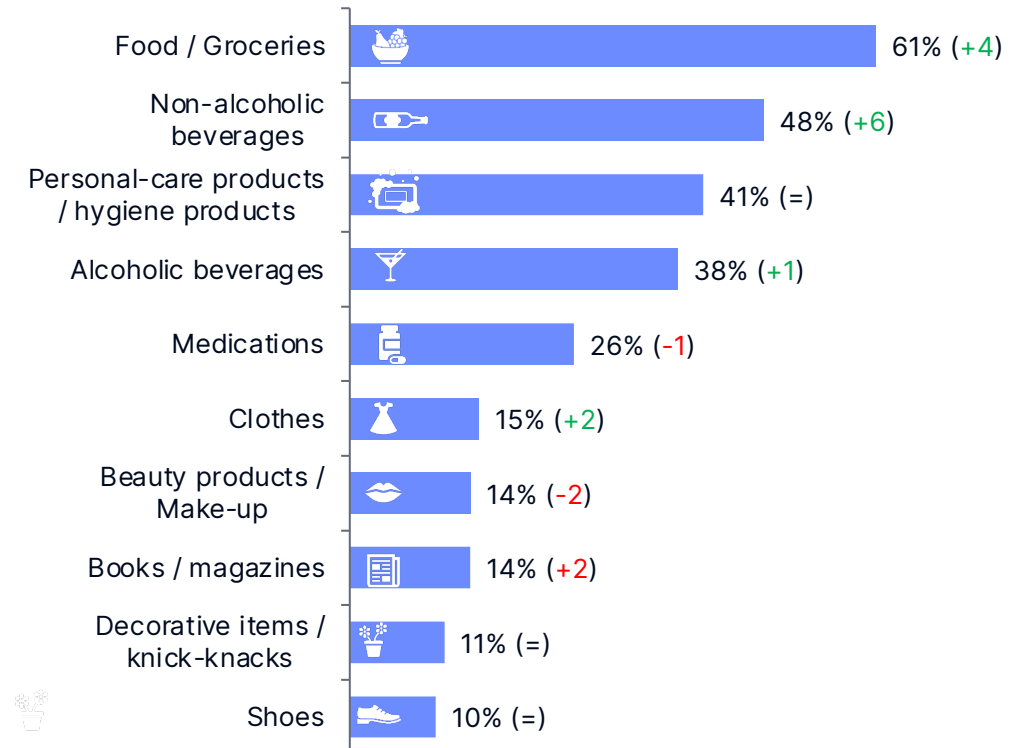
Total sample

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

(In brackets = compared to the week of July 08th)



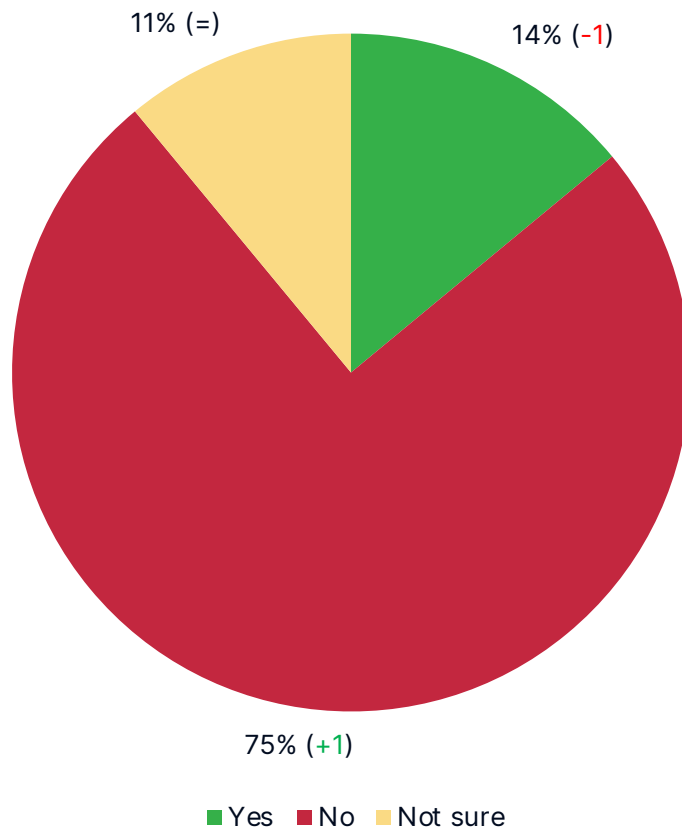
Top 10: Bought **offline** in the last week



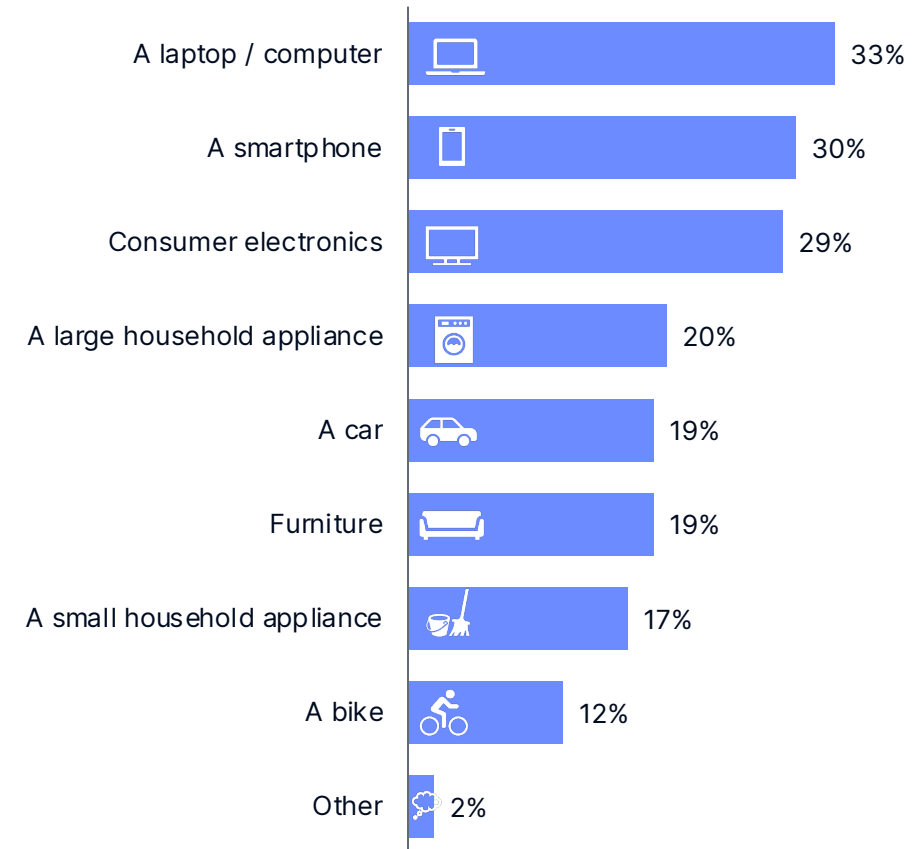
Consumer Barometer

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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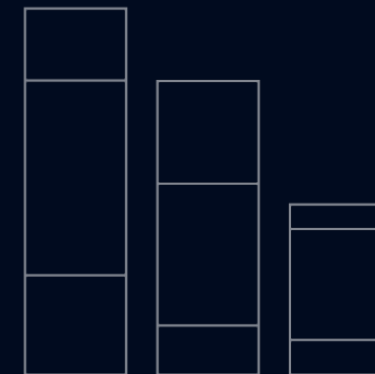
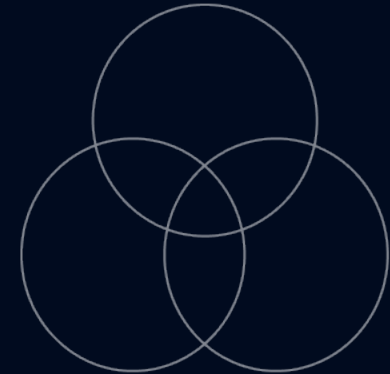
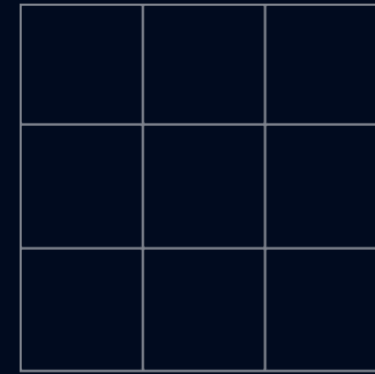
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Surveys and dates

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

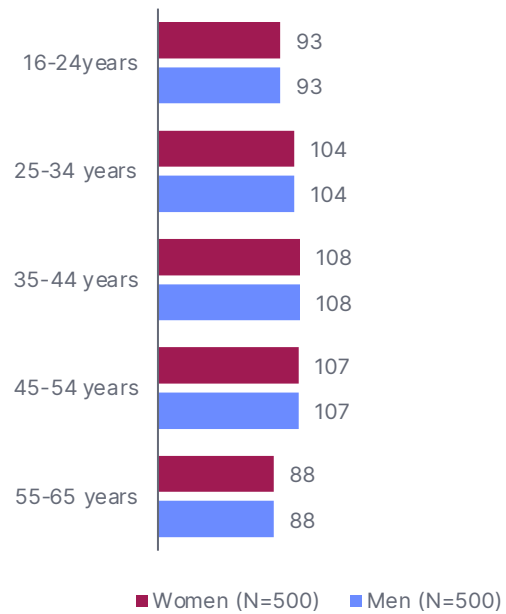
Wave 19 – 21.07.2021

Sample composition

Age & Gender - All Surveys

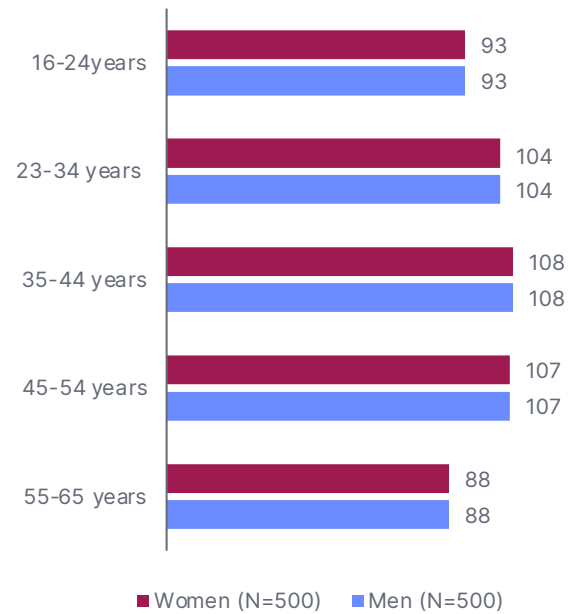
01 Study design & Sample

Survey 1-18 (N=1000)



Ø Age: 39.6 years*

Survey 19 (N=1000)



Ø Age: 39.3 years