

A modern office interior with a minimalist aesthetic. In the foreground, a brown leather office chair with a chrome base is positioned on the right. To its left is a dark wooden chair. A desk with a white lamp and a laptop is visible in the background. The wall is a neutral grey, and a clock is partially visible in the top left corner. The floor is a light grey.

appinio corona report

22nd survey – 8 September 2021

🇬🇧 United Kingdom

Study Design & Sample	04
Key Insights	06
Additional questions	08
Concerns about Coronavirus	13
Return to Normalcy	19
Consumer Behaviour	27

Intro to the study

Introduction to the Appinio Coronavirus Consumer Report



View all data incl. filter options at
[appinio.com/login](https://research.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

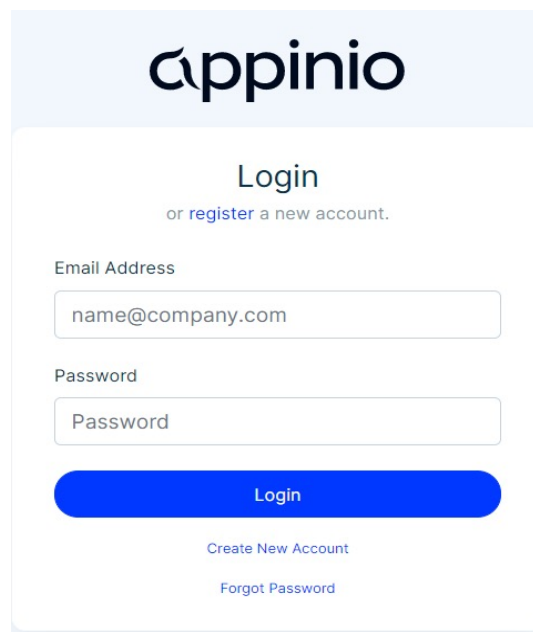


Access to the studies and the tracking-data

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 features the Appinio logo at the top. Below it, a 'Login' section includes a link to 'register a new account'. The 'Email Address' field contains 'name@company.com'. The 'Password' field is labeled '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"



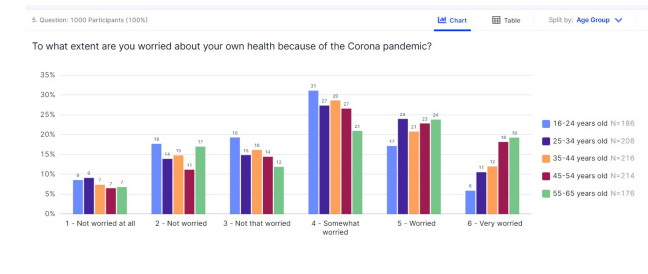
Corona: Consumer Study - UK

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 August 31 and September 04, 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 22: N=1000

Content

- Current additional questions:
 - **Back to work:**
- The vacation time is coming to an end and workers have to return to their desks. But how satisfied are they with their positions? And what influence does Covid still have on the world of work?
- Focus on office jobs: what has changed? Do workers believe these changes will be maintained?
- Home office: who is back in the office and how many employees are still working from home? What has changed as a result of working from home and how does it differ for employees and employers?

02

Key Insights

Back to work:

The vacation time is coming to an end and workers have to return to their desks. But how satisfied are they with their positions? And what influence does Covid still have on the world of work?

Focus on office jobs: what has changed? Do workers believe these changes will be maintained?

Home office: who is back in the office and how many employees are still working from home? What has changed as a result of working from home and how does it differ for employees and employers?



Key Insights – Tracking & Additional Questions

The most interesting insights of the week



Job satisfaction: salary and work atmosphere are the most important factors

- Nearly eight out of ten employees in the UK are satisfied in their job. Both respondents in traditional office jobs (76%) and respondents who do not work in the office (77%) state that they are fairly to very satisfied.
- The top three aspects of job satisfaction are having a reasonable salary (49%), a good work-life balance (45%) and a good work environment (39%).
- Men and women have slightly different priorities: Women prioritise flexible working hours (37%) over job security (31%), whereas men value job security (30%) more than flexible working hours (26%).



More efficient, but more stressful: COVID-19 has changed everyday work

- For many employees who work in office jobs (40%), the pandemic has changed everyday working life. The majority of them (79%) are convinced that these changes will continue in the future.
- These changes have both good and bad sides:
- For more than every second person in an office job (54%), stress levels from work have increased since COVID-19, 32 percent state that they work more hours, and 30 percent work less with colleagues.
- Nevertheless, more than one in three says that their area of responsibility have become more varied (42%).



The majority of all employees with an office job still work from their home office

- **56 percent** of all employees in an office job **currently work from home**. Three fourths of them (74%) work exclusively remotely, the rest spend some of their time in the actual office.
- Whether or not they hold a managerial position, more than three fourths of all employees (75%) say that working from home has improved their work-life balance.
- 74 percent of all employees (with and without management positions) believe that their employer really doesn't mind whether they work from home or from the office.

03

Additional Questions

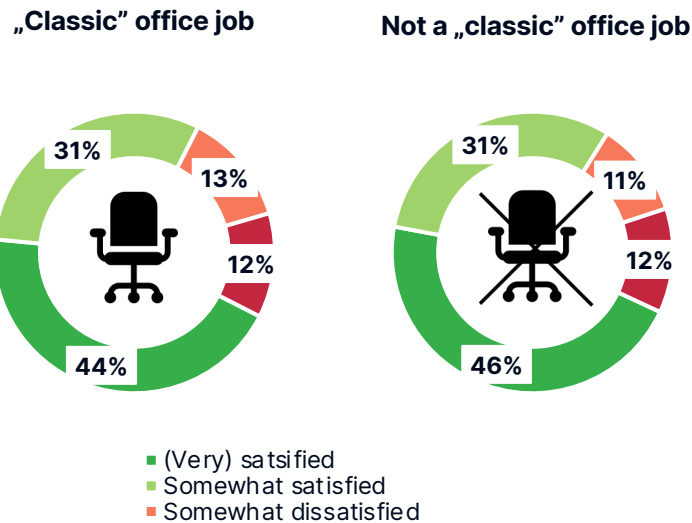
Back to work

- The vacation season is coming to an end and workers are slowly returning to their desks. But how satisfied are Brits in their day-to-day work? What impact has the pandemic had on the world of work?
- **Office jobs in focus:** what has changed? And what is expected when we return to normal?
- **Home office:** who is back in the office and how many employees are still working from home? What has changed for the better or for the negative as a result of the home office?



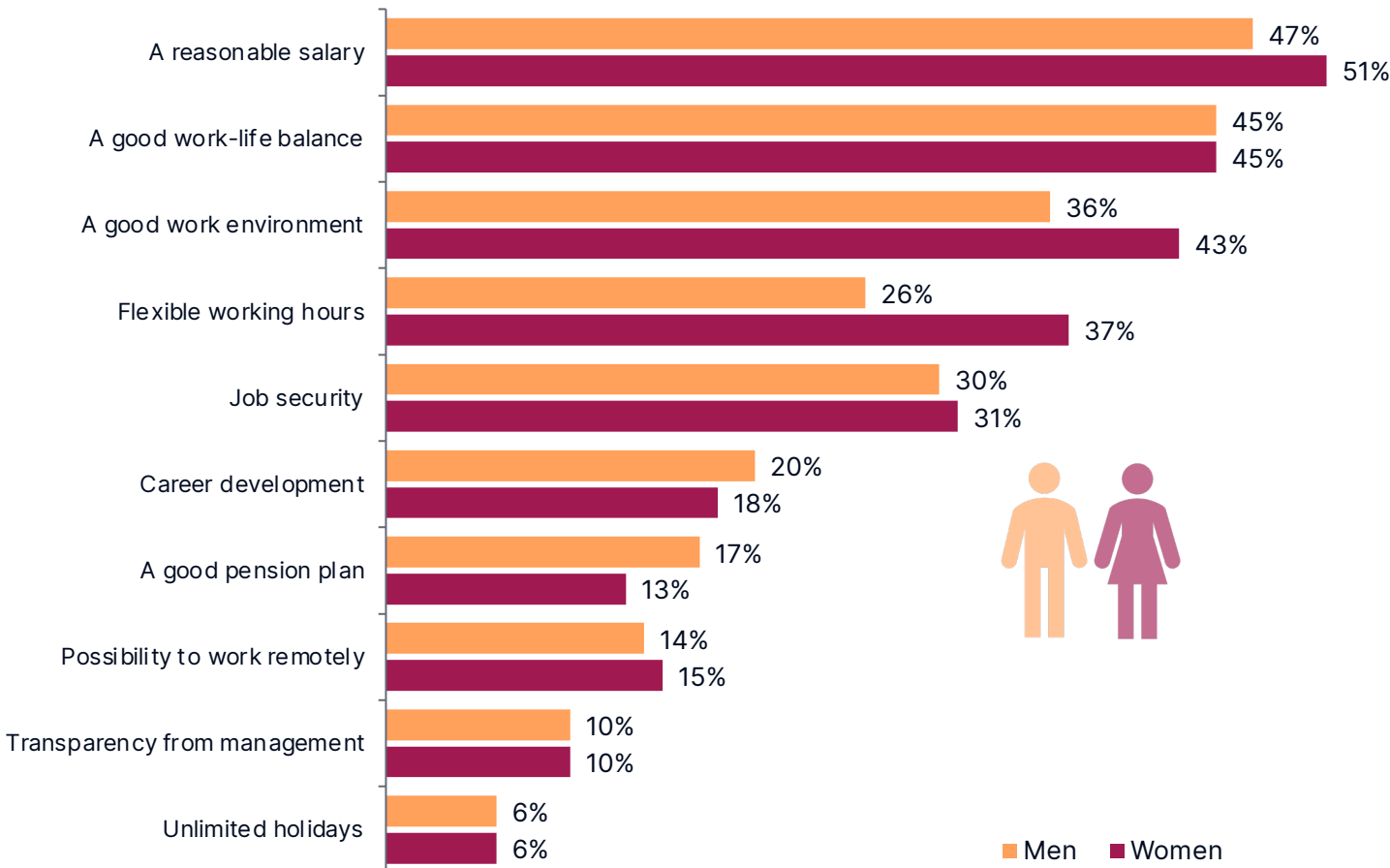
How satisfied are employees with their jobs at the moment?

Overall, how satisfied are you with your job?



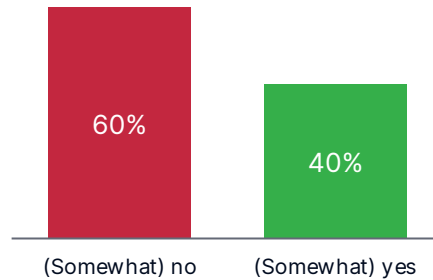
• Regardless of whether it is a classic office job or activities away from the desk - the vast majority (**76% and 77%, respectively**) are, on the whole, satisfied with their job.

Which aspects lead to job satisfaction?

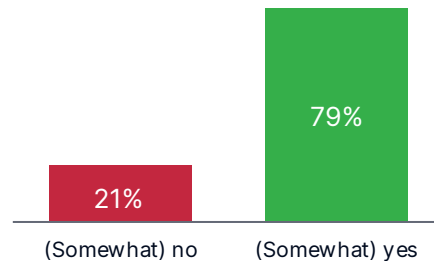


Office jobs in focus: Has everyday life changed as a result of the pandemic?

Has the pandemic changed your daily work?



Do you think these changes will continue in the future?



- For more than one in two people in an office job (**54%**), **the stress level associated with work has increased since COVID-19**. 32 percent state that their working hours have also increased, and 30 percent cooperate less with their colleagues.
- On a positive note: More than forty percent say that the variety of their tasks has increased (42%).

What has changed?

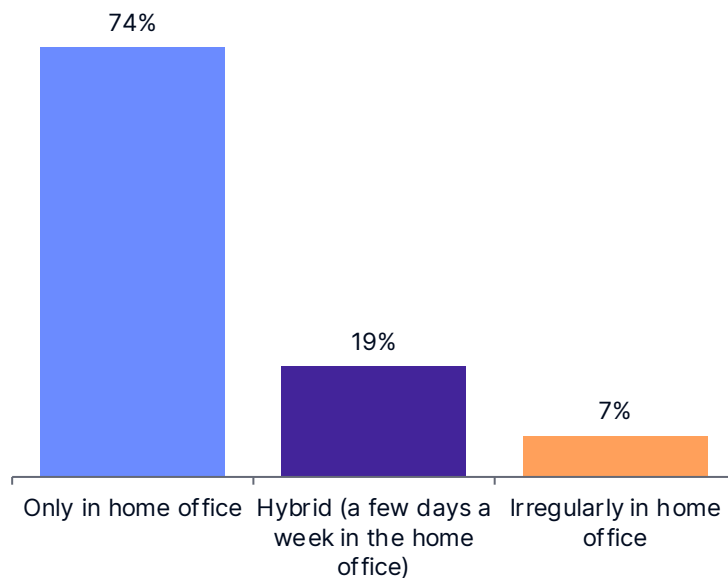


Office jobs in focus: Who's back in the office?

56%

of all employees with an office job
currently work from home.

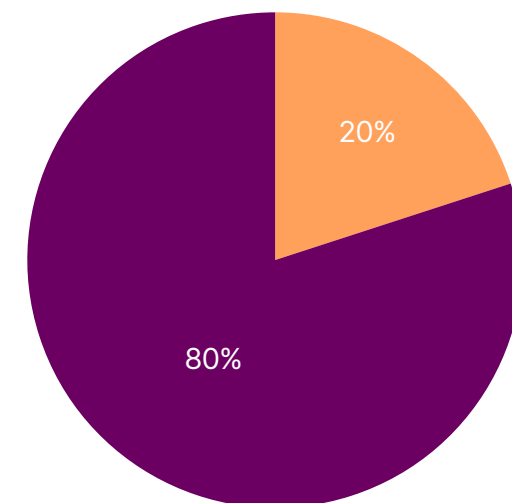
Of them, they work...



44%

of all employees with an office job
currently work in the office.

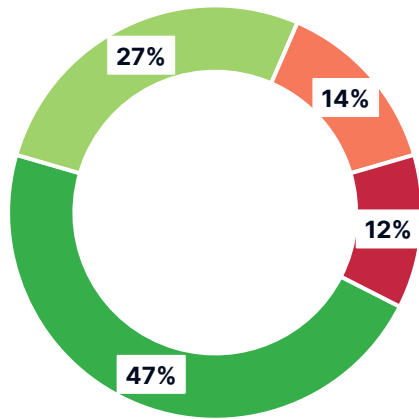
Of them, they ...



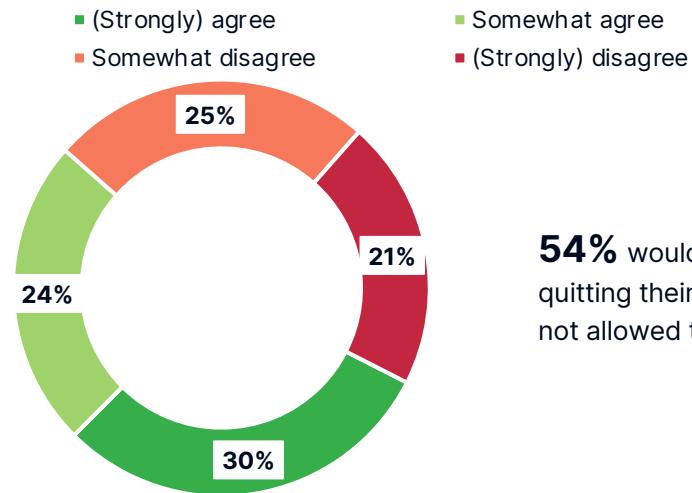
■ Worked entirely or partially in the home office but not anymore
■ Never worked from home



Home office: what has changed for employees?



74% tend to believe that their superiors really don't mind whether they work from home or in the office.



54% would generally consider quitting their current job if they are not allowed to work from home.



Regardless of whether they are with or without management responsibility:

Around three in four (75%) of all employees say that working from home has **improved their work-life balance.**



04

Concerns during Covid

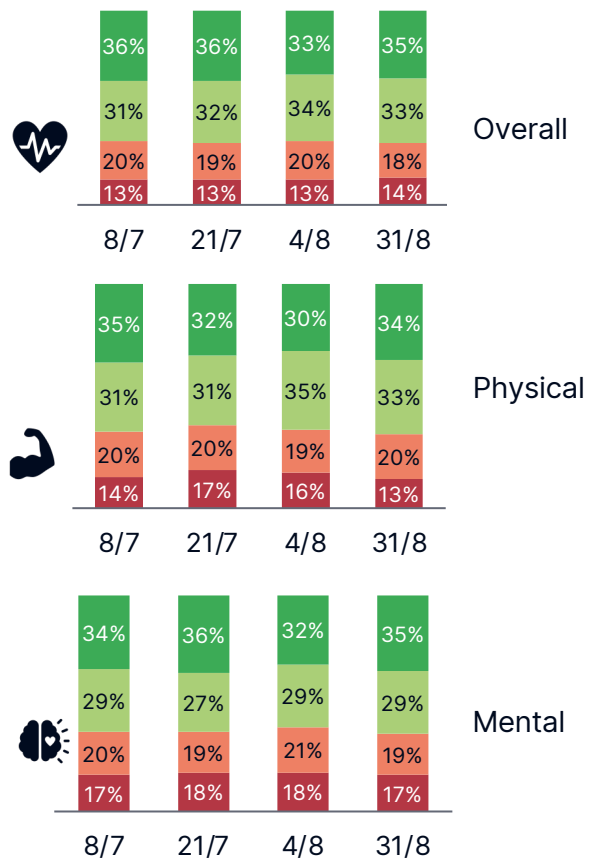
Feelings, concerns, & worries



How do you feel?

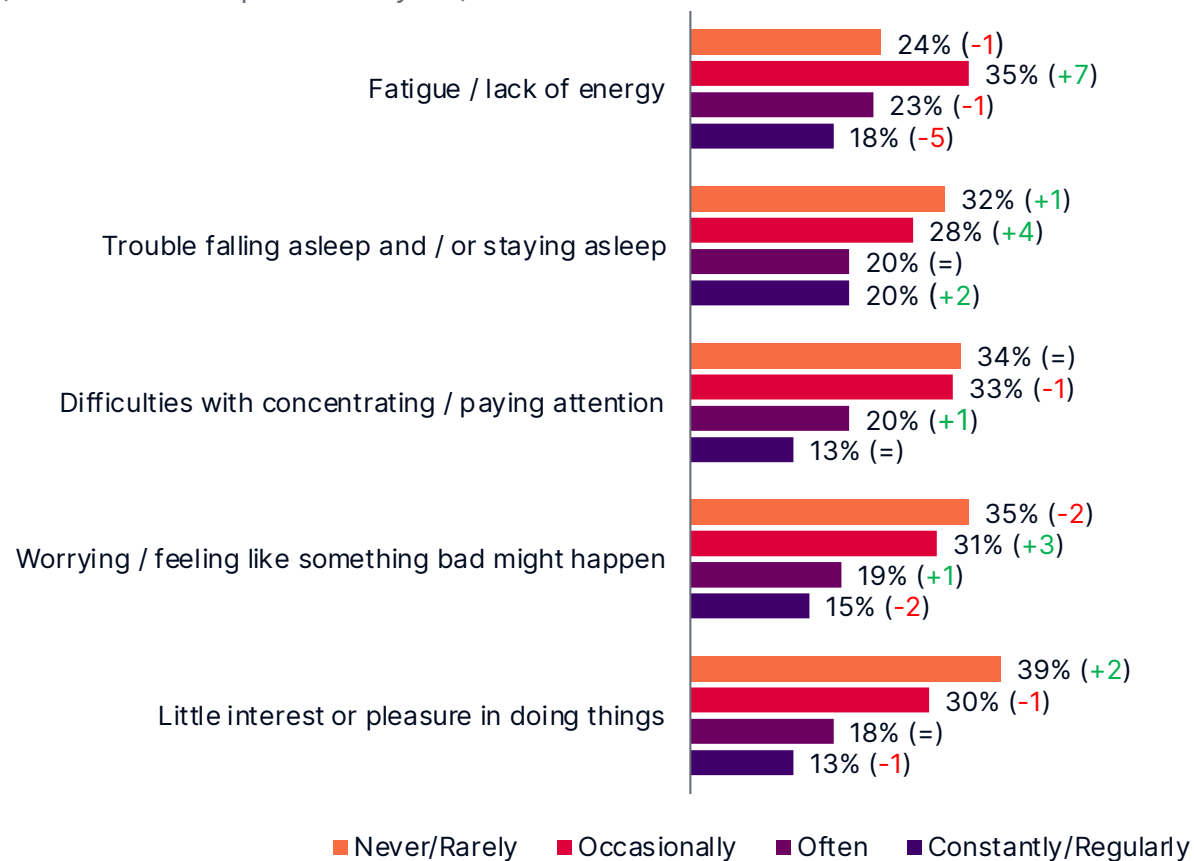
Total sample

How do you feel?



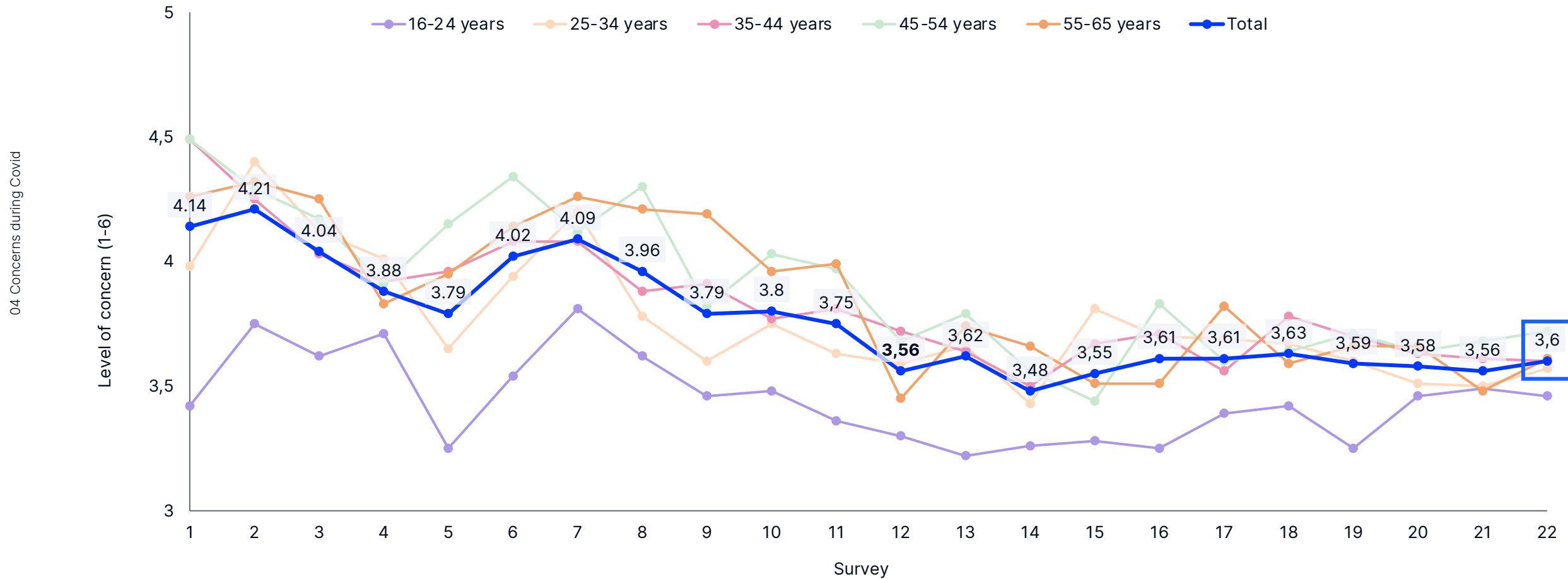
How often have you experienced the following emotions / symptoms during the last one or two weeks?

(In brackets = compared to July 7th)



To what extent are Brits worried about their own health?

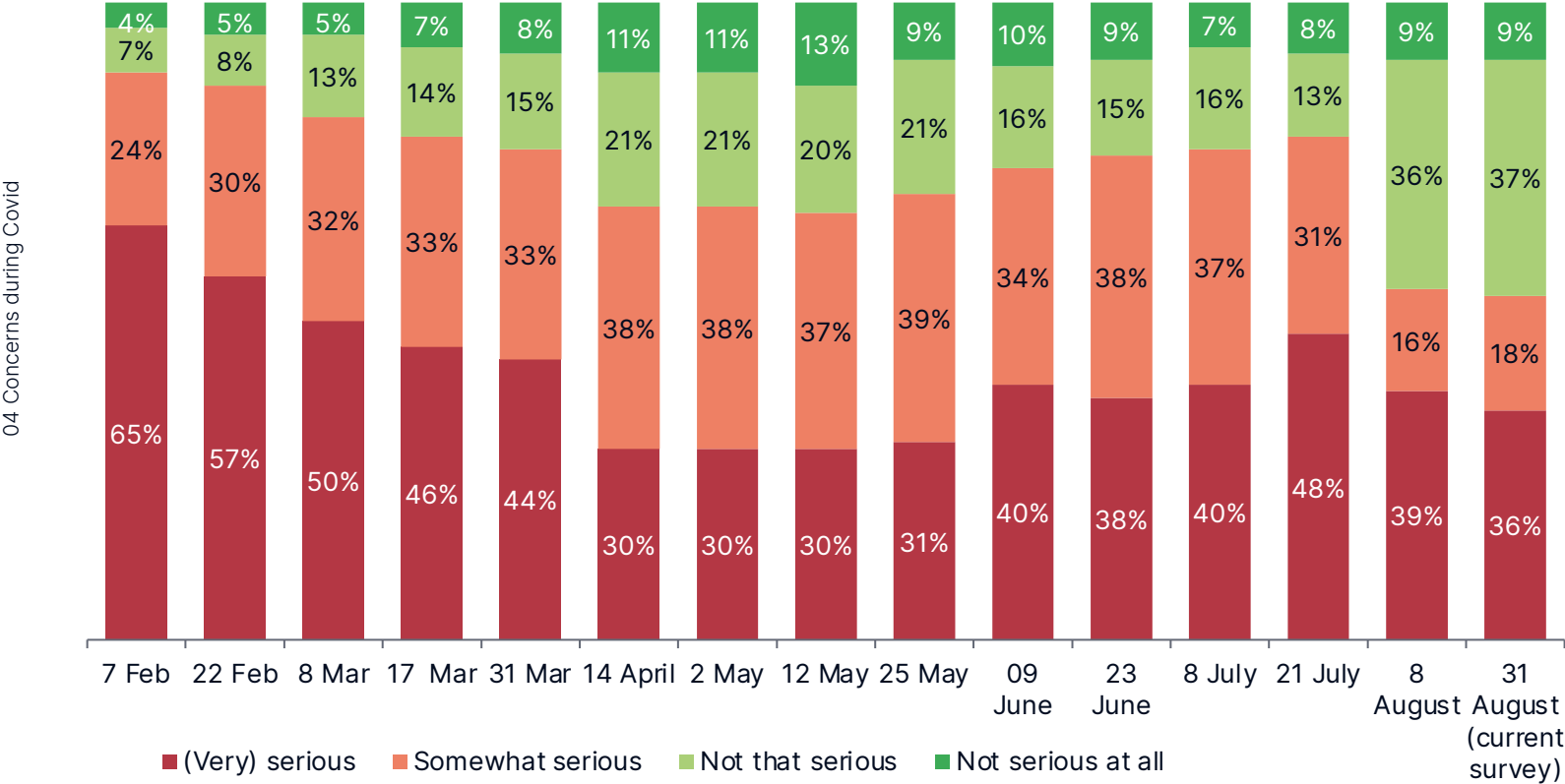
Total sample



How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



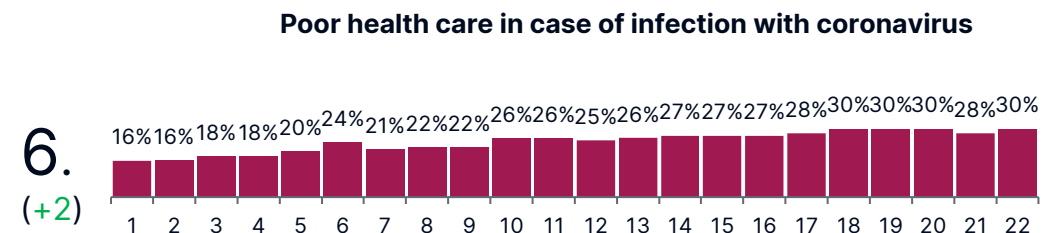
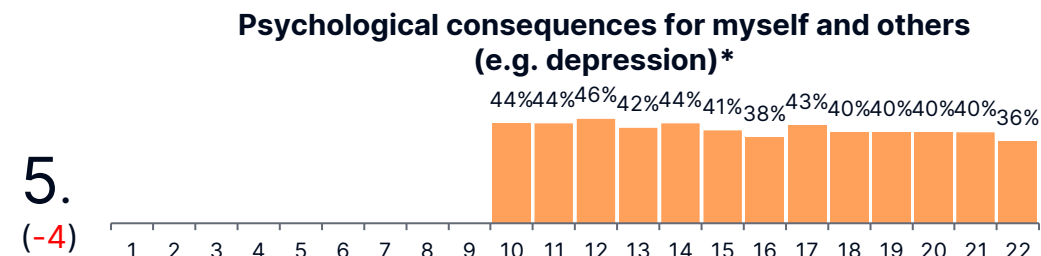
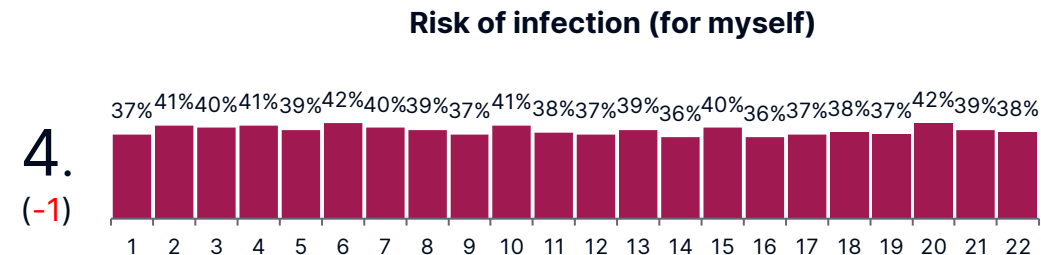
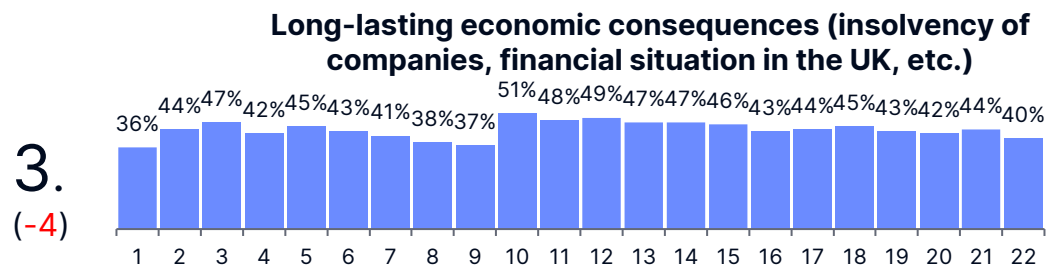
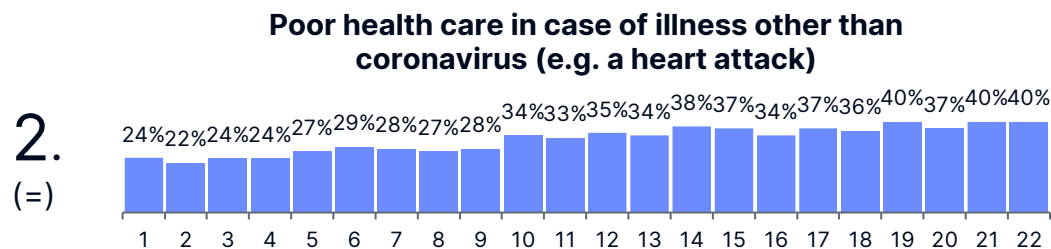
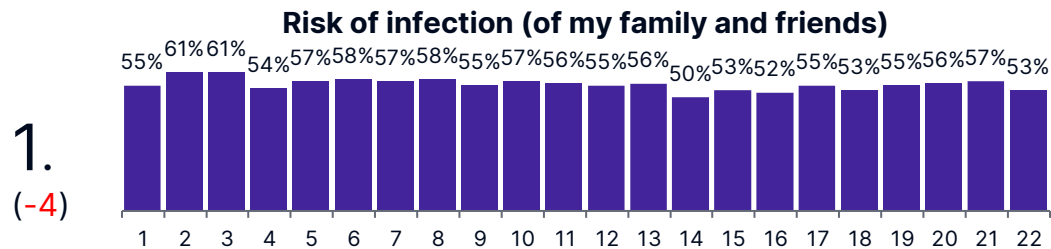
How satisfied are Brits in the following areas at the moment?

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

Rank	Area of life	Average
1	Safety	4.3
2	Freedom of movement / mobility	4.1
3	Entertainment	3.9
4	Relationships / romantic dates	3.8
5	Nutrition/diet	3.7
5	Education / work	3.7
6	Social life	3.6
8	Holidays / travel	3.2

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

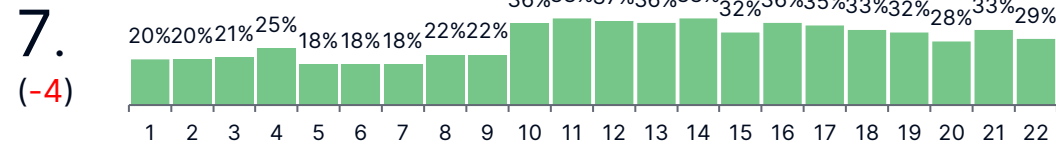
Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)



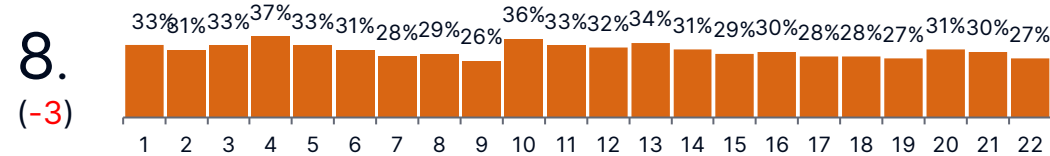
What are the biggest concerns regarding the Coronavirus? (2/2)

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

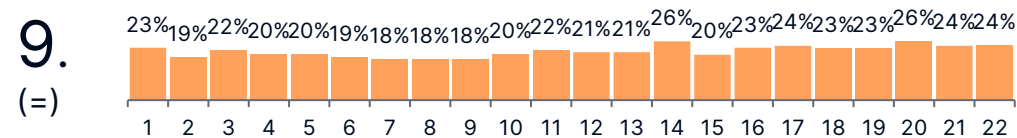
Social distancing /social exclusion of sick people / isolation*



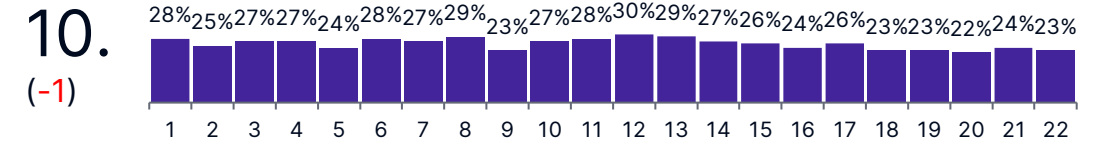
Personal financial consequences (furlough, possibility of losing my job, investments/shares)



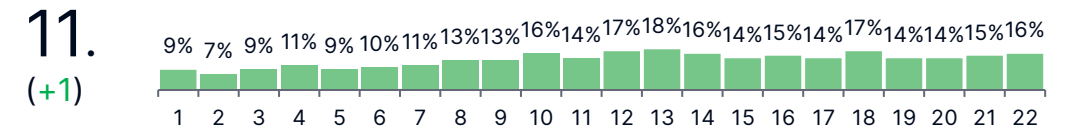
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)



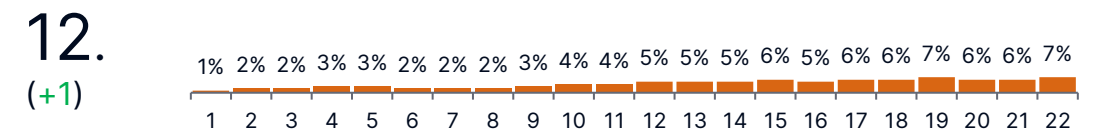
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)



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



I don't have any concerns



05

Return to normalcy

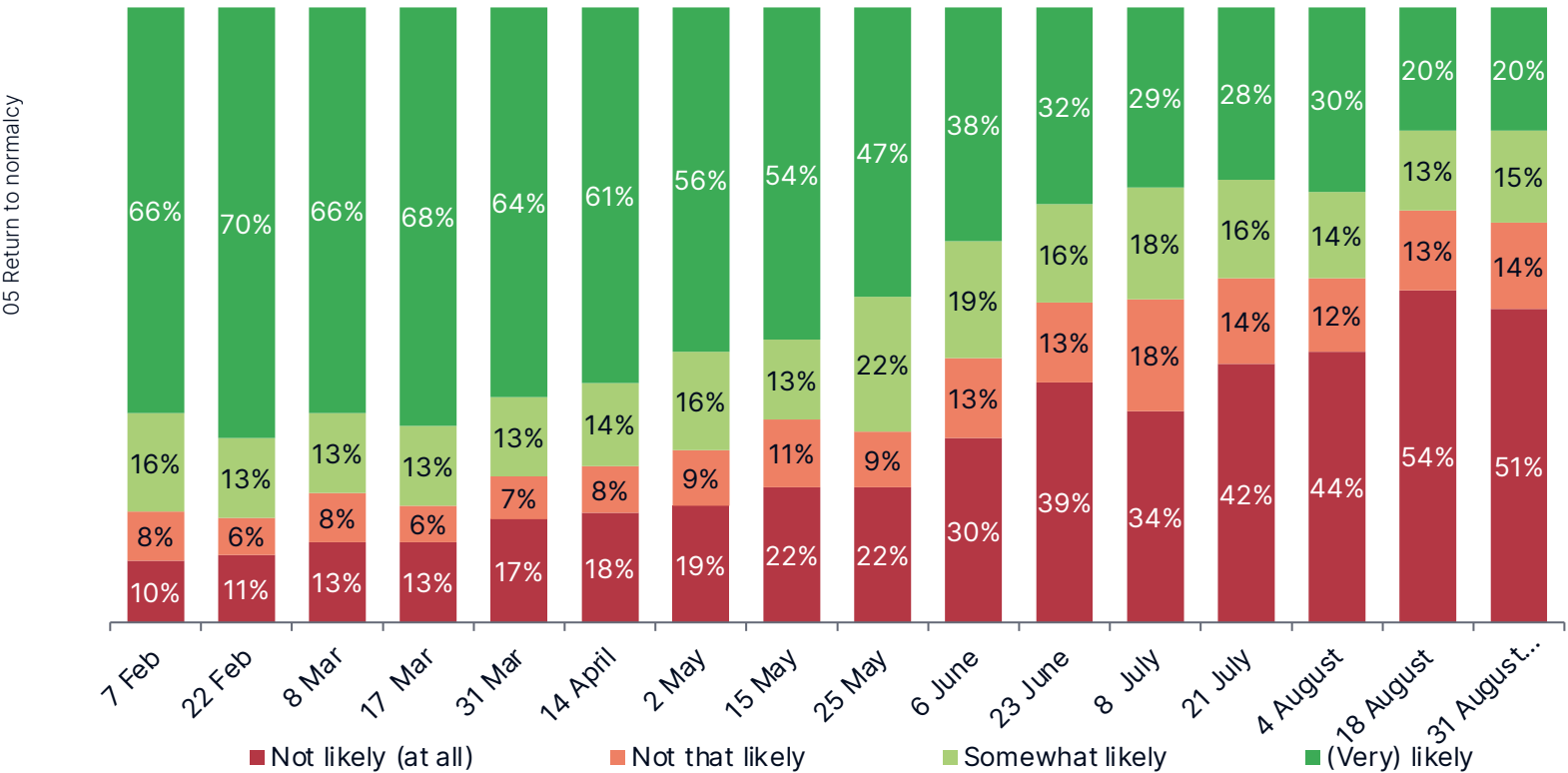
Vaccination progress and daily (work) life



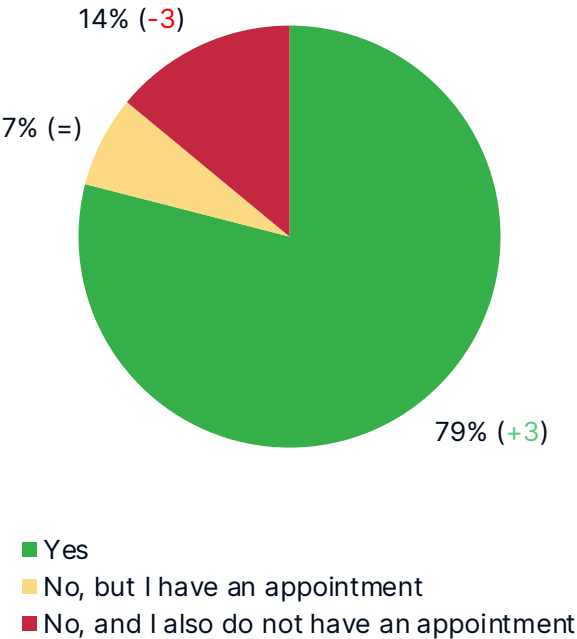
Vaccination readiness and progress

Total sample

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



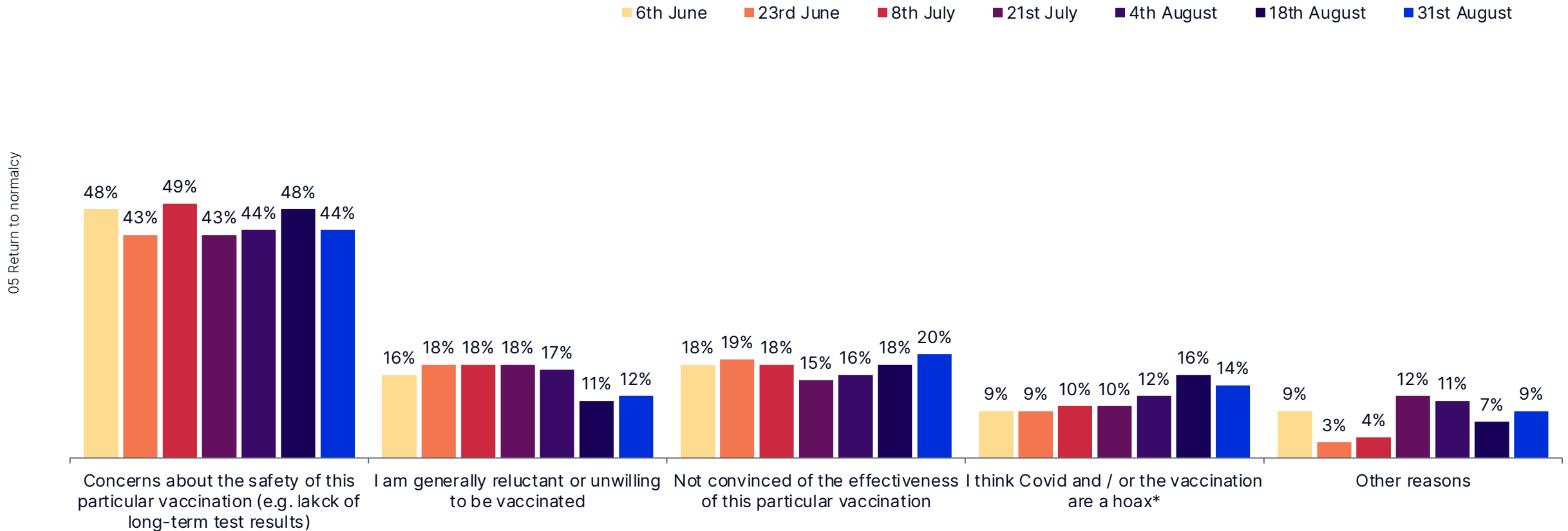
Have you already been vaccinated against coronavirus?
(In brackets = Comparison to the week of July 21st)



Reasons against vaccination

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

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



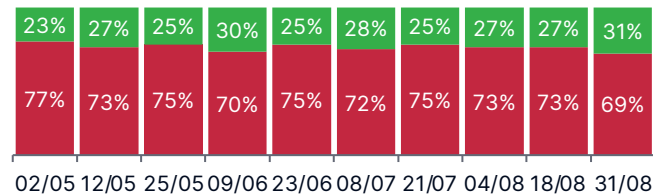
How safe are (everyday) activities rated?

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

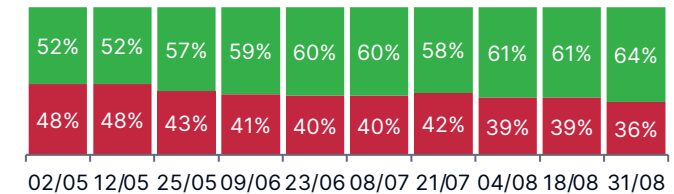
Regardless of the currently applicable regulations - how safe do you find the following activities?

■ (Rather) safe ■ Not (that) safe

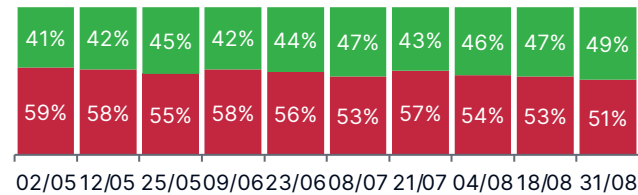
Going to large-scale events (>1000 people)



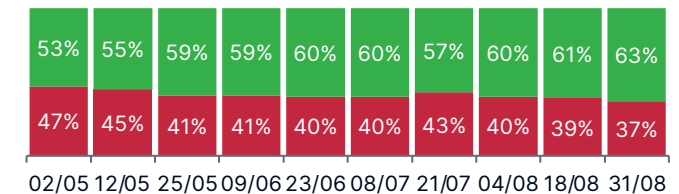
Going to a restaurant / bar



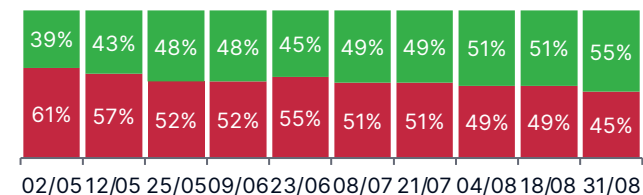
Going to the gym



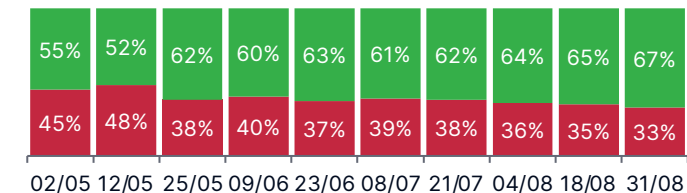
Going to a shopping centre



Going to the cinema



Going to a museum



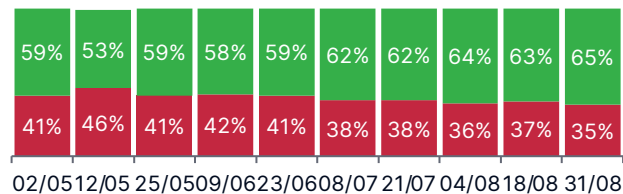
How safe are (everyday) activities rated?

Total sample

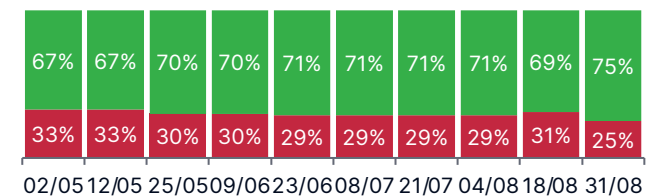
If there were no regulations in the UK, how safe would you consider the following activities?
If there are no restriction currently in place, to what extent do you consider these activities to be safe at present?

■ (Rather) safe ■ Not (that) safe

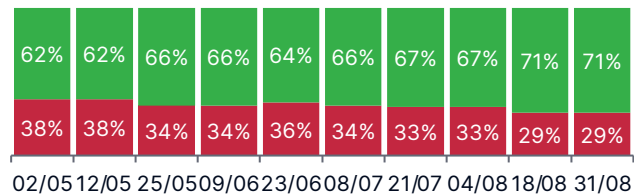
Going to the office



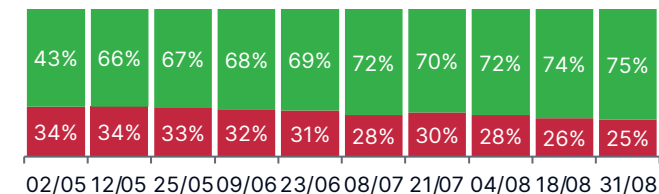
Going to a supermarket



Going on (short) weekend trips



Visiting a group of friends (>4 people)

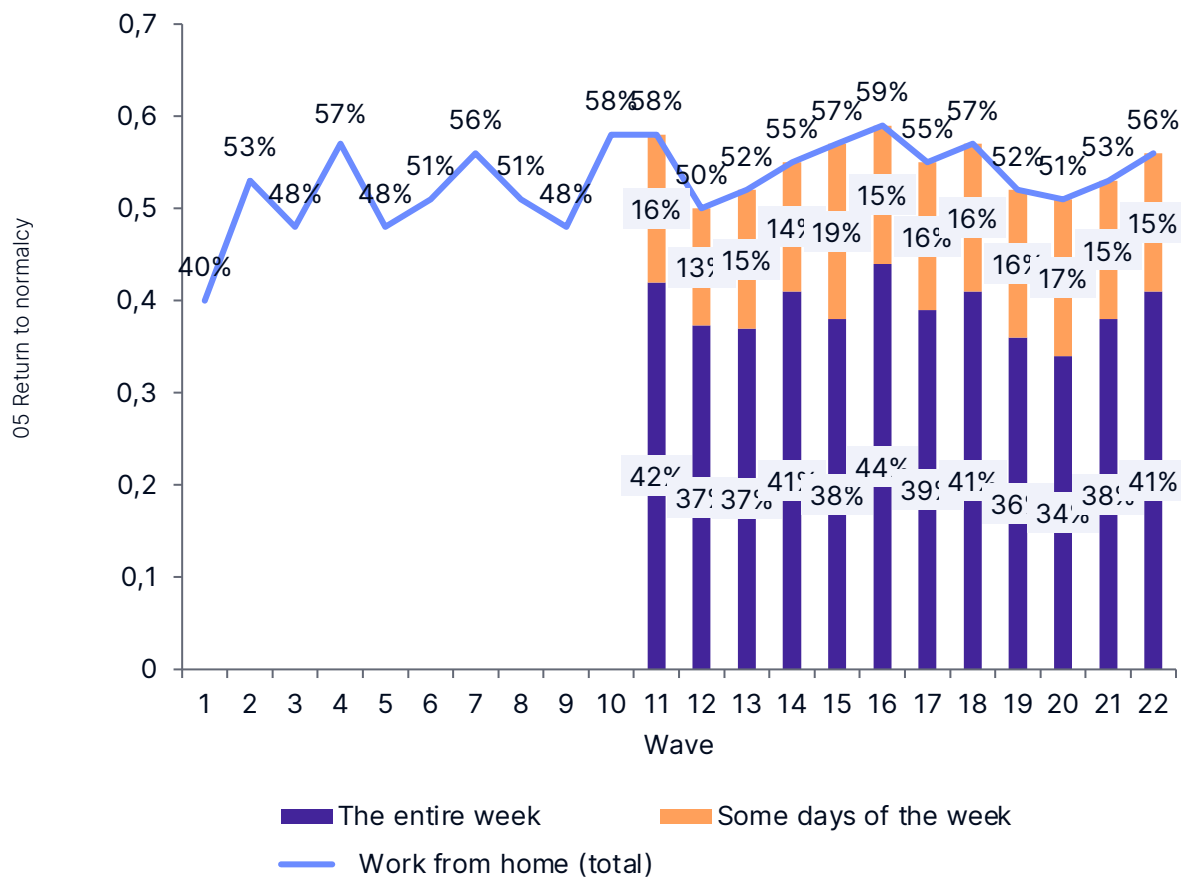


05 Return to normalcy

How many respondents work from home?

Currently: 56 percent of employees

Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: 44 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"

81%

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

11%

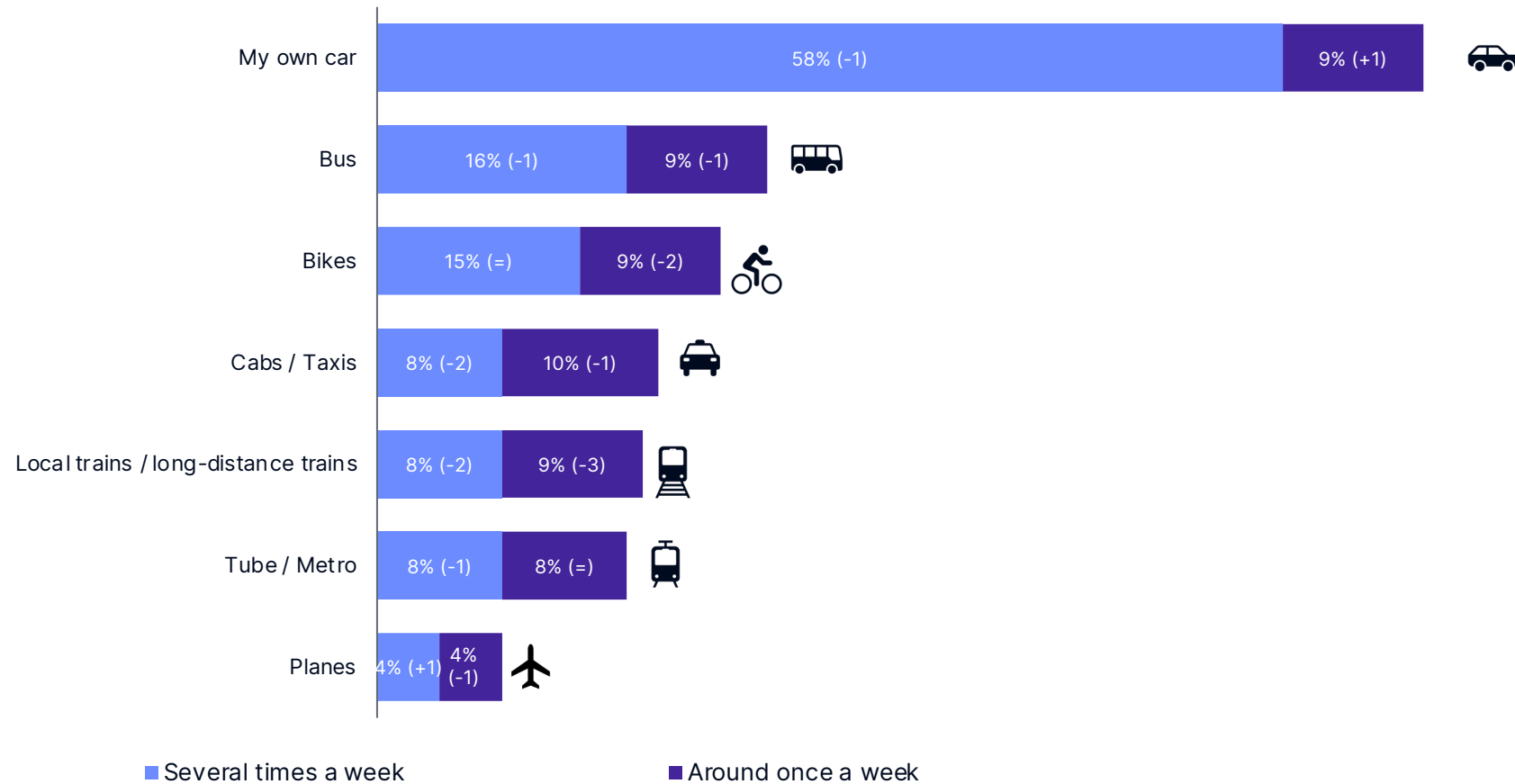
"I could theoretically work from home but my employer does not allow it"

8%

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	04 August	18 August	31 August
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	Wave 20 Bottom 2	Wave 21 Bottom 2	Wave 22 Bottom 2
1	 Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%	43%	45%	43%	43%	38%
2	 Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%	41%	43%	43%	40%	37%
3	 Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%	31%	36%	32%	30%	29%
4	 Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	31%	29%	29%
5	 Regional trains	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	30%	28%	28%
6	 Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%	26%	28%	26%	25%	24%
7	 Rental cars	Not applicable					28%	24%	21%	22%	23%	21%	21%	21%	18%	18%

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	8 July	27 July	04 August	18 August	31 August
1		Food / groceries (total)	92%	92%	90%	94%	91%	92%	92%	92%	93%	93%	93%	92%	92% (=)
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%	20%	20%	18%	19%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%	61%	59%	62%	60%
2		Non-alcoholic beverages (total)	63%	64%	62%	67%	66%	63%	64%	67%	65%	68%	64%	69%	67% (-2)
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%	13%	15%	14%	14%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%	48%	42%	48%	46%
3		Personal-care / Hygiene (total)	70%	69%	64%	68%	70%	67%	66%	66%	70%	68%	69%	65%	67% (+2)
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%	19%	22%	16%	17%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%	41%	39%	43%	43%
4		Alcoholic beverages (total)	51%	53%	50%	55%	55%	52%	58%	57%	57%	54%	54%	53%	53% (=)
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%	10%	12%	11%	11%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%	38%	37%	38%	37%
5		Clothes (total)	42%	46%	45%	49%	51%	48%	50%	48%	46%	49%	52%	48%	52% (+4)
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%	26%	27%	23%	27%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%	15%	18%	17%	17%
6		Medications (total)	40%	45%	39%	40%	43%	41%	44%	43%	44%	41%	44%	39%	43% (+4)
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%	11%	14%	10%	10%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%	26%	26%	25%	28%

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	04 August	18 August	31 August
7		Books / Magazines (total)	32%	33%	32%	32%	31%	34%	34%	32%	32%	33%	34%	33%	38% (+5)
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%	14%	15%	15%	16%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%	14%	15%	14%	17%
8		Beauty products / Make-up (total)	31%	35%	34%	30%	35%	35%	34%	31%	36%	33%	36%	31%	34% (+3)
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%	14%	16%	12%	12%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%	14%	14%	15%	15%
9		Shoes (total)	25%	30%	27%	29%	30%	32%	32%	29%	30%	30%	33%	31%	34% (+3)
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%	16%	17%	17%	16%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%	10%	11%	10%	13%
10		Toys (board games, video games, etc.) (total)*	24%	25%	21%	23%	22%	26%	27%	25%	29%	27%	27%	26%	29% (+3)
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%	14%	13%	14%	13%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%	8%	10%	9%	11%
11		Electrical equipment / consumer electronics (total)	26%	27%	23%	25%	25%	26%	27%	24%	25%	26%	27%	24%	28% (+4)
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%	15%	15%	13%	15%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%	7%	8%	8%	8%
12		Household appliances (total)	25%	30%	25%	23%	25%	25%	25%	23%	26%	26%	28%	23%	27% (+4)
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%	12%	13%	10%	12%
		offline	8%	11%	8%	8%	10%	9%	11%	9%	10%	9%	10%	10%	9%

„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

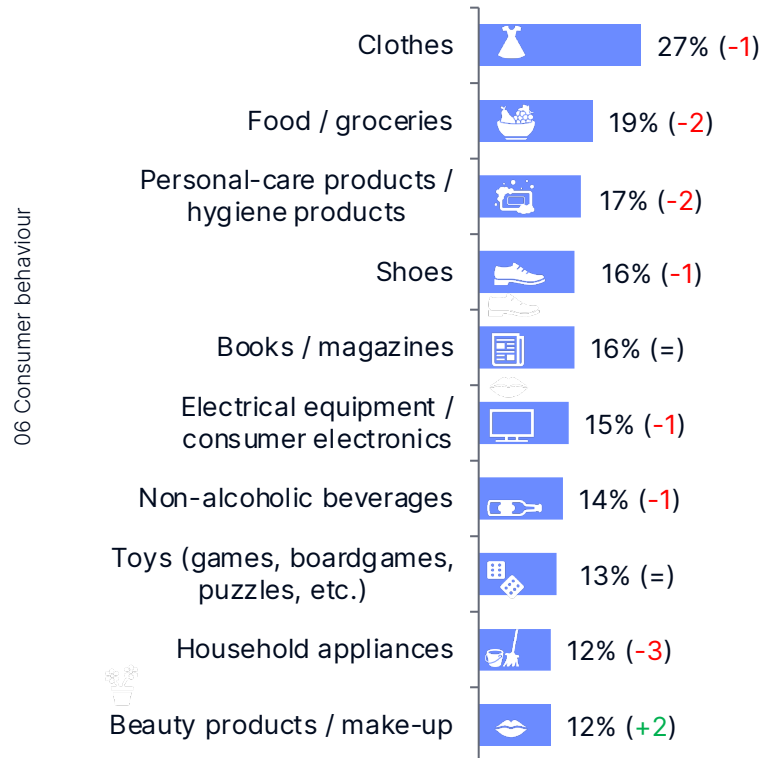
Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	8 July	21 July	04 August	18 August	31 August
13		Decorative items / knick-knacks (total)	22%	27%	25%	23%	28%	27%	27%	24%	27%	29%	27%	24%	25% (+1)
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%	13%	11%	10%	11%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%	11%	12%	11%	9%
14		Tableware / kitchen equipm. (total)	20%	25%	18%	21%	21%	22%	23%	21%	23%	21%	22%	20%	24% (+4)
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%	8%	9%	8%	10%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%	9%	10%	9%	10%
15		Jewelry	18%	20%	17%	15%	18%	18%	20%	18%	23%	19%	21%	20%	22% (+2)
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%	10%	10%	9%	10%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%	8%	7%	7%
16		Sports / fitness equipm. (total)	20%	23%	18%	20%	22%	20%	21%	20%	22%	21%	22%	20%	21% (+1)
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%	11%	12%	11%	11%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%	6%	7%	5%	5%
17		Furniture	18%	21%	18%	17%	17%	19%	20%	17%	20%	18%	20%	17%	19% (+2)
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%	10%	9%	8%	8%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%	5%	7%	6%	8%

In Focus: Online vs. Offline Shopping

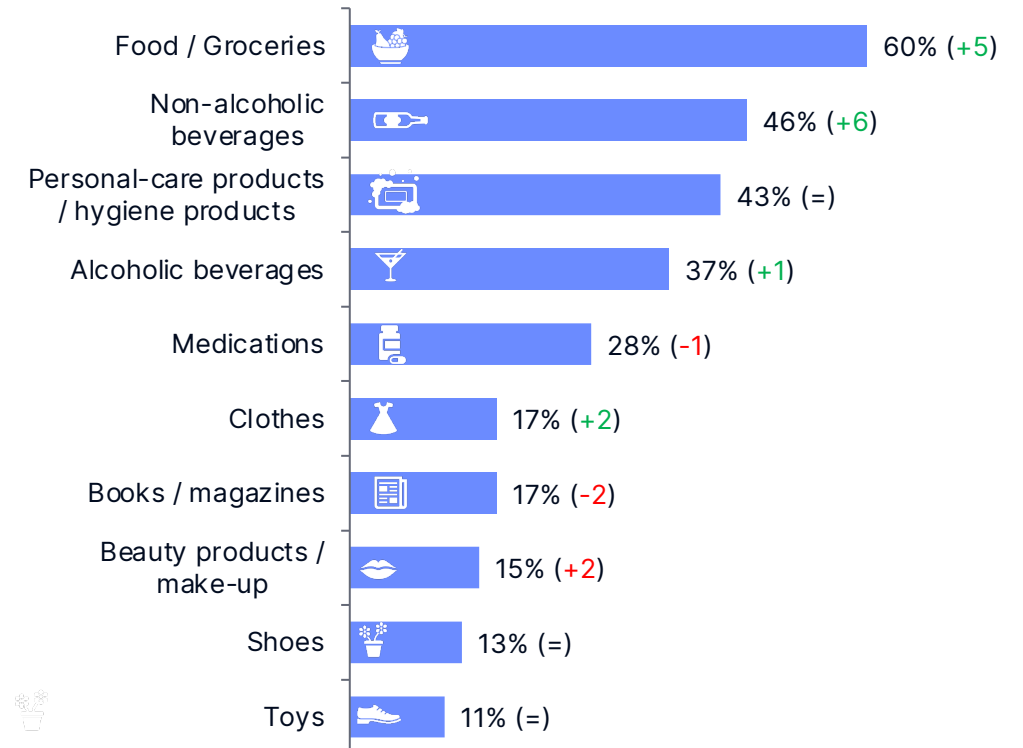
Total sample

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

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



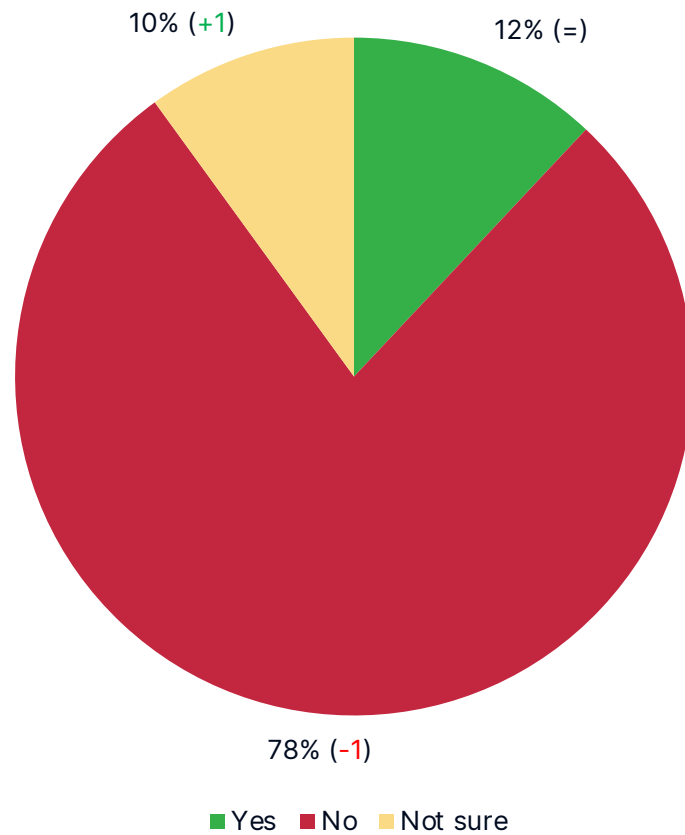
Top 10: Bought **offline** in the last week



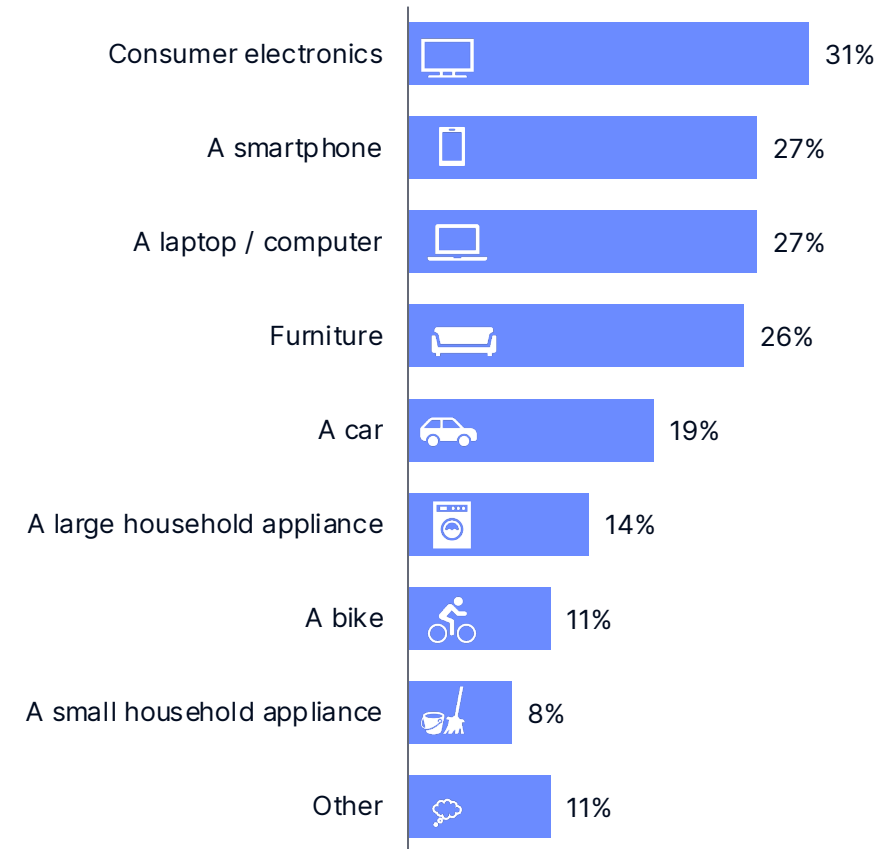
Consumer Barometer

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

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

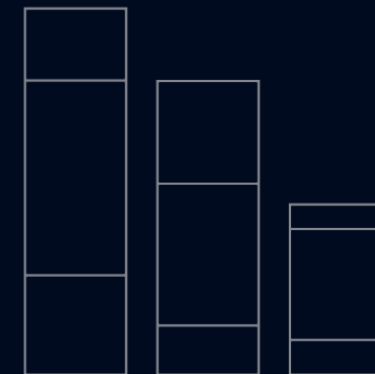
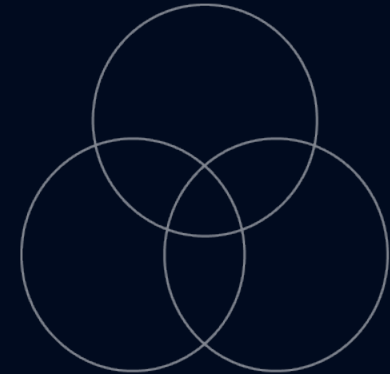
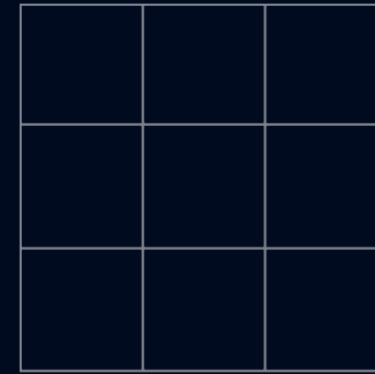
Office +49 40 4134 9710

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

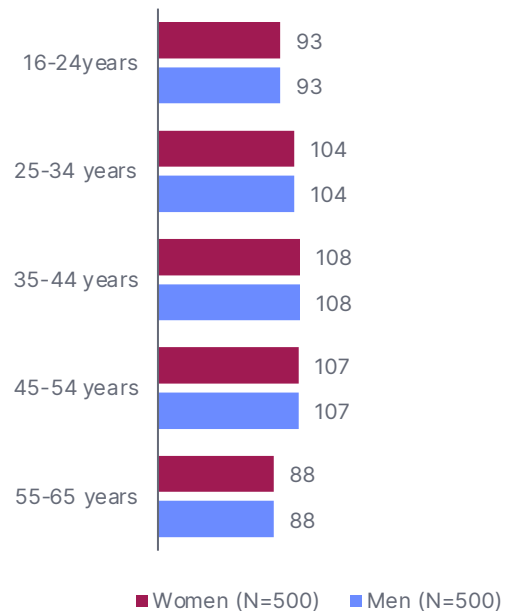
2020	2021
Wave 1 – 21.03.2020	Wave 7 – 07.02.2021
Wave 2 – 21.04.2020	Wave 8 – 22.02.2021
Wave 3 – 20.05.2020	Wave 9 – 08.03.2021
Wave 4 – 22.06.2020	Wave 10 – 17.03.2021
Wave 5 – 09.08.2020	Wave 11 – 31.03.2021
Wave 6 – 22.01.2021	Wave 12 – 14.04.2021
	Wave 13 – 02.05.2021
	Wave 14 – 12.05.2021
	Wave 15 – 25.05.2021
	Wave 16 – 09.06.2021
	Wave 17 – 23.06.2021
	Wave 18 – 08.07.2021
	Wave 19 – 21.07.2021
	Wave 20 – 04.08.2021
	Wave 21 – 18.08.2021
	Wave 22 – 31.08.2021

Sample composition

Age & Gender - All Surveys

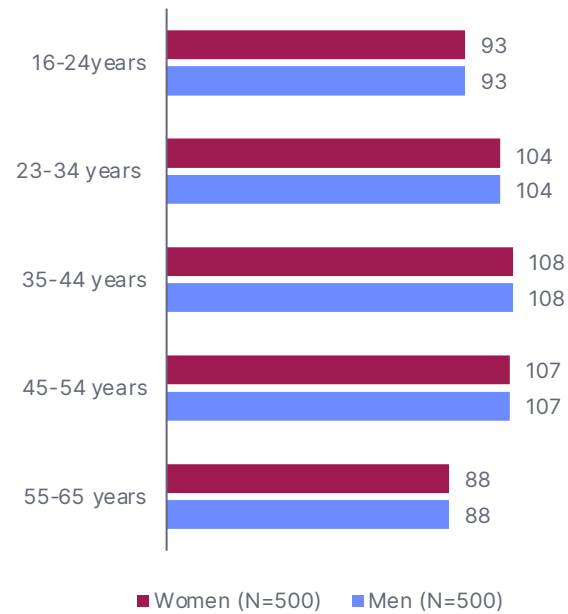
01 Study design & Sample

Survey 1-21 (N=1000)



Ø Age: 39.5 years*

Survey 22 (N=1000)



Ø Age: 39.5 years