



appinio corona report

23rd survey – 22 September 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

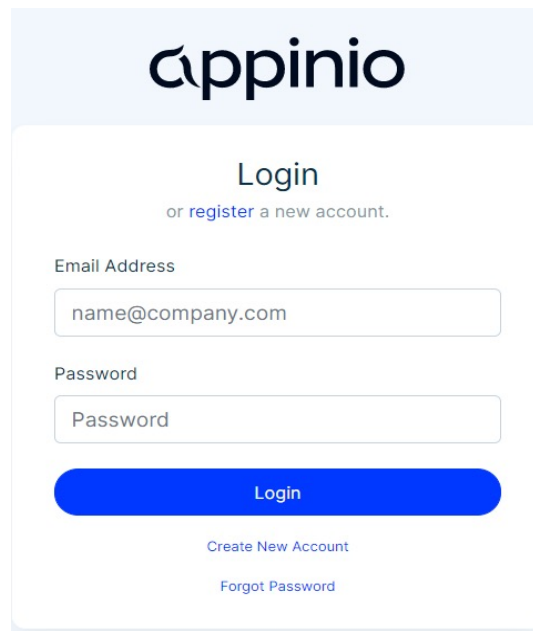


Access to the studies and the tracking-data

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 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"



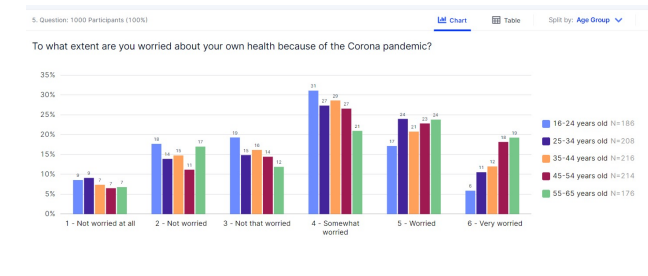
Corona: Consumer Study - UK

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 15, 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 23: N=1000

Content

- Current additional questions:

The end of the Angela Merkel era - an international comparison:

- What image does Angela Merkel leave behind after 16 years as chancellor - with the Spanish, French, British and Germans?
- Diplomatic, aloof, personable - how is the Chancellor perceived?
- Male vs. Female Heads of State - Does Gender Matter? And who prefers what?

02

Key Insights



Key Insights – Tracking & Additional Questions

The most interesting insights of the week at a glance



Angela Merkel as a popular figure

- **The majority of Brits (regardless of age) have a rather positive image of Angela Merkel.** Three quarters (76%) would agree that Angela Merkel is a good politician.
- Angela Merkel is also a popular figure in other European countries, including her native land. The Germans, Spanish, and French all have a largely positive image of the German Chancellor.
- Angela Merkel seems to have a **uniform popularity** score across all age groups in the UK, **the lowest being among the 45 to 54 year olds at 72%.**



A lot of Brits are ambivalent about the change of government in Germany

- **30 percent of Brits are (rather) worried about the takeover of the next Federal Chancellor.** Only 26 percent are (rather) optimistic overall, leaving the rest (44%) not sure about the change.
- **The EU states, including Germany itself, are significantly more concerned than the UK.** 65, 52, and 50 percent of the Germans, Spaniards, and French, respectively, are (rather) worried about the end of Merkel's reign.
- **67 percent of Brits (somewhat) feel it is a loss that Angela Merkel's chancellorship is ending.** Women (68%) feel this slightly more strongly than men (66%).



Millenials and Gen Zs want a female head of government

- **43 percent of Brits consider Angela Merkel to be the most competent compared to other heads of state** such as Boris Johnson (16%), Emmanuel Macron (7%) and Pedro Sanchez (2%).
- The same applies to the other European countries surveyed: The Germans (54%), Spanish (58%), and French (46%) also consider Angela Merkel to be the most competent compared to the rest.
- When it comes to who would prefer whom to be head of government in the UK, the older the age group, the less likely they are to prefer a woman—with the exception of the 25-34 year olds. **Of the 16-24 year olds, 27 percent say they would prefer a woman, while only about (17%) of the 55-65 year olds say so.**
- **Overall, more than every second Brit across all ages (62%) says that he / she does not care about gender.**

03

Additional Questions

The end of the Angela Merkel era - the international comparison:

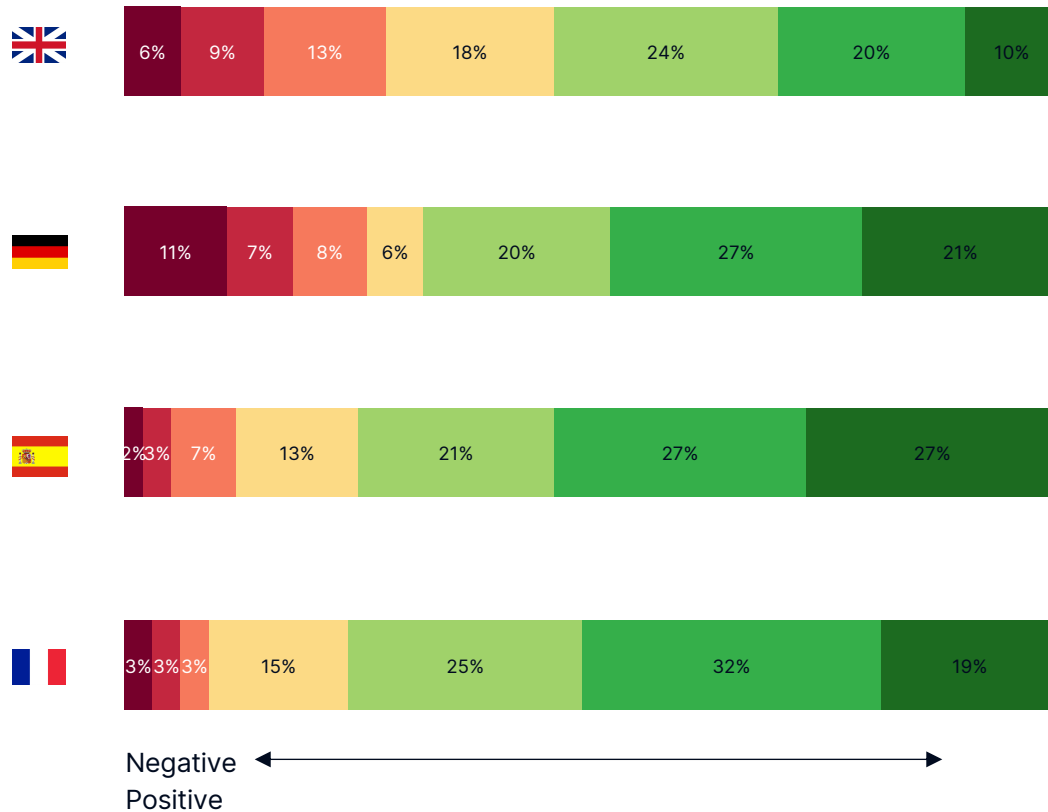
- What kind of image does Angela Merkel leave behind after 16 years as chancellor - with the Spanish, French, British and Germans?
- Diplomatic, aloof, personable - how is the Chancellor perceived?
- Male vs. female executives - does gender play a role? And who prefers what?



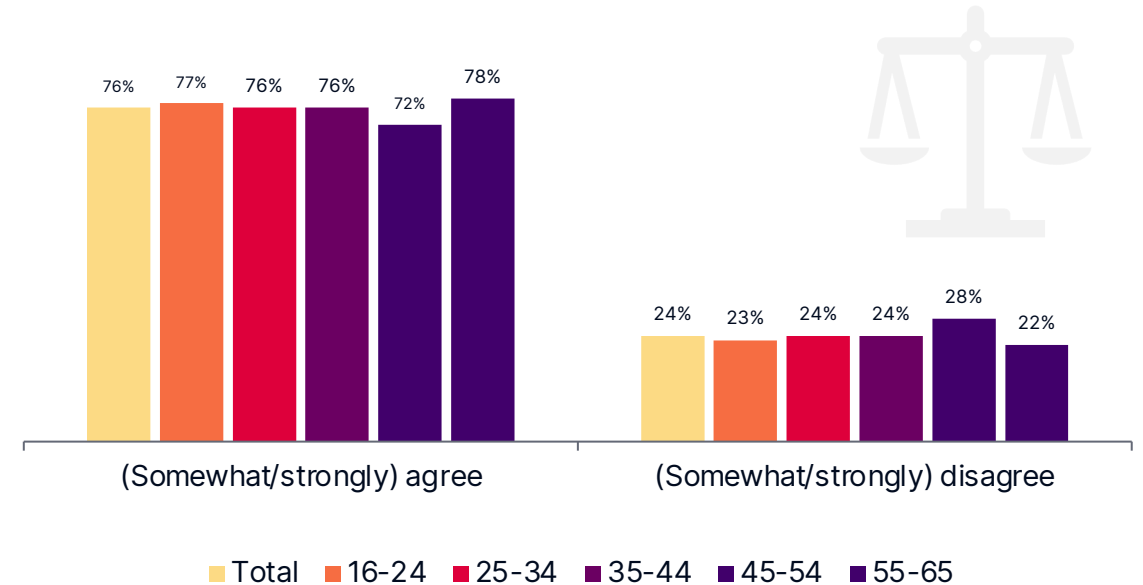
Angela Merkel as a popular figure

The international comparison

My general view of Angela Merkel is more:



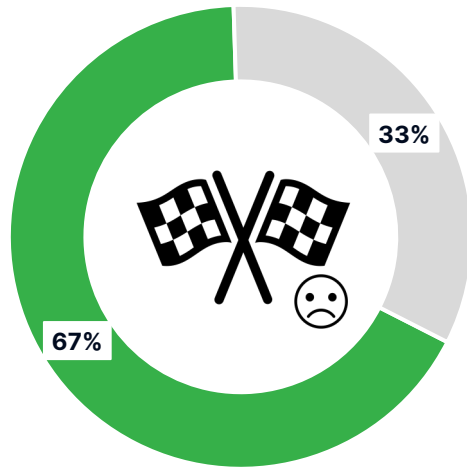
To what extent do you agree with the following statement?
"Angela Merkel is a good politician."



- The majority of Brits (regardless of age) have a **positive image** of Angela Merkel. Three quarters (**76%**) would agree that Angela Merkel is a good politician.
- Angela Merkel seems to be largely popular across all age groups, with her approval being the lowest **among the 45 to 54 year olds at 72%**.

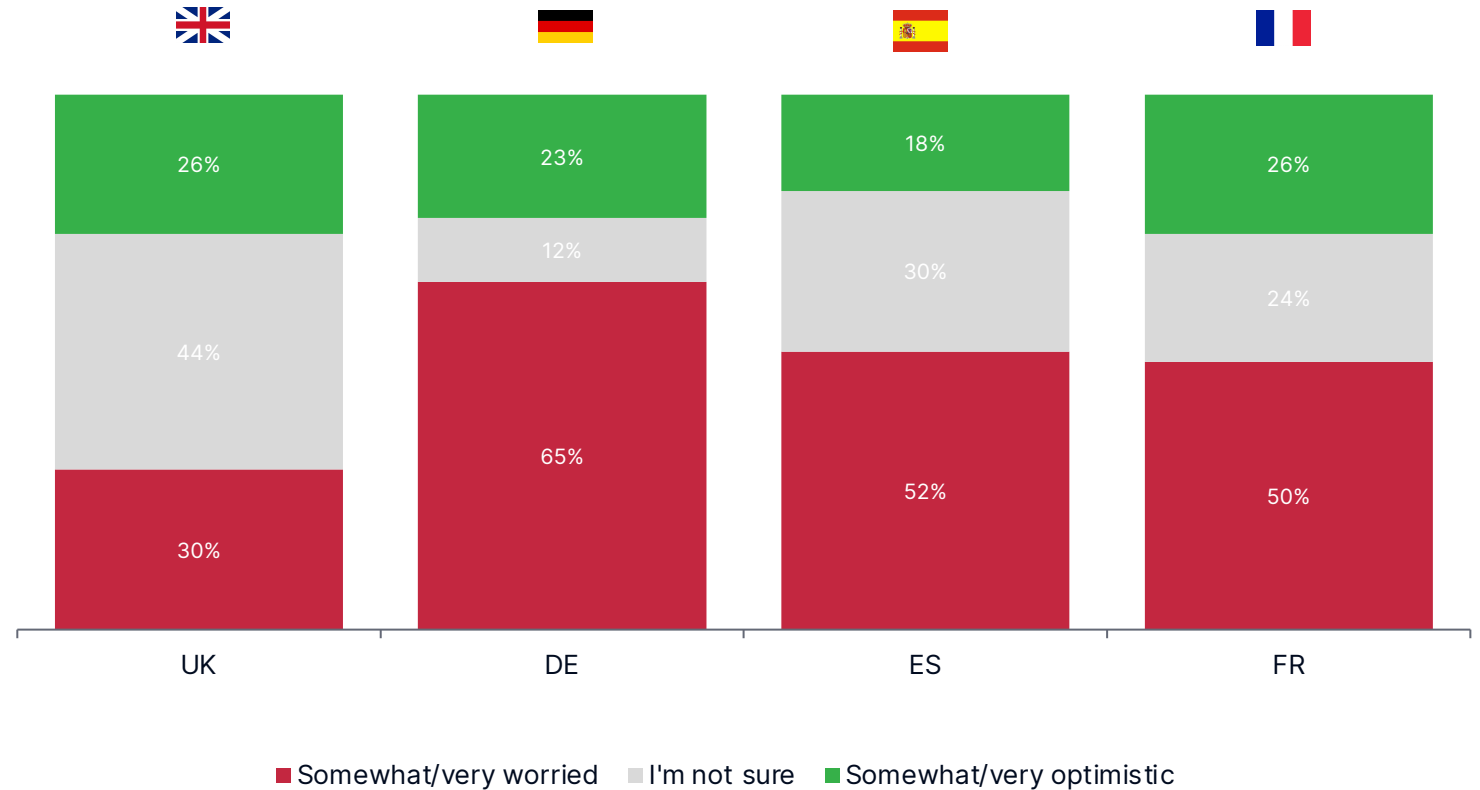
Concerns about a change of government in Germany

Do you feel it is a loss for Germany that Angela Merkel's time as Chancellor ends?



- **67 percent of Brits** feel it is (somewhat) a loss for Germany that Angela Merkel's chancellorship is ending. **Women (68%) feel this a little more than men (66%).**
- **30 percent of Brits are worried about the takeover of the next Federal Chancellor. Only 26 percent are, on the whole, optimistic.**

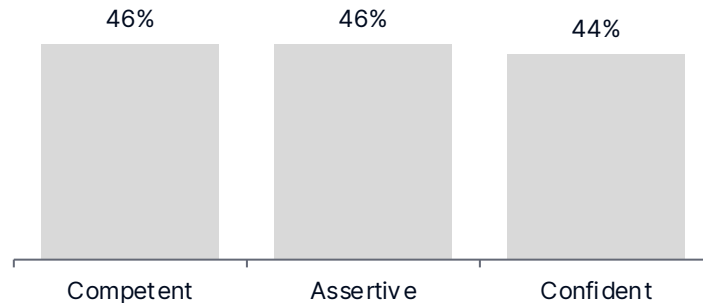
How do you feel about the end of Angela Merkel's chancellorship **and the takeover of her successor?**



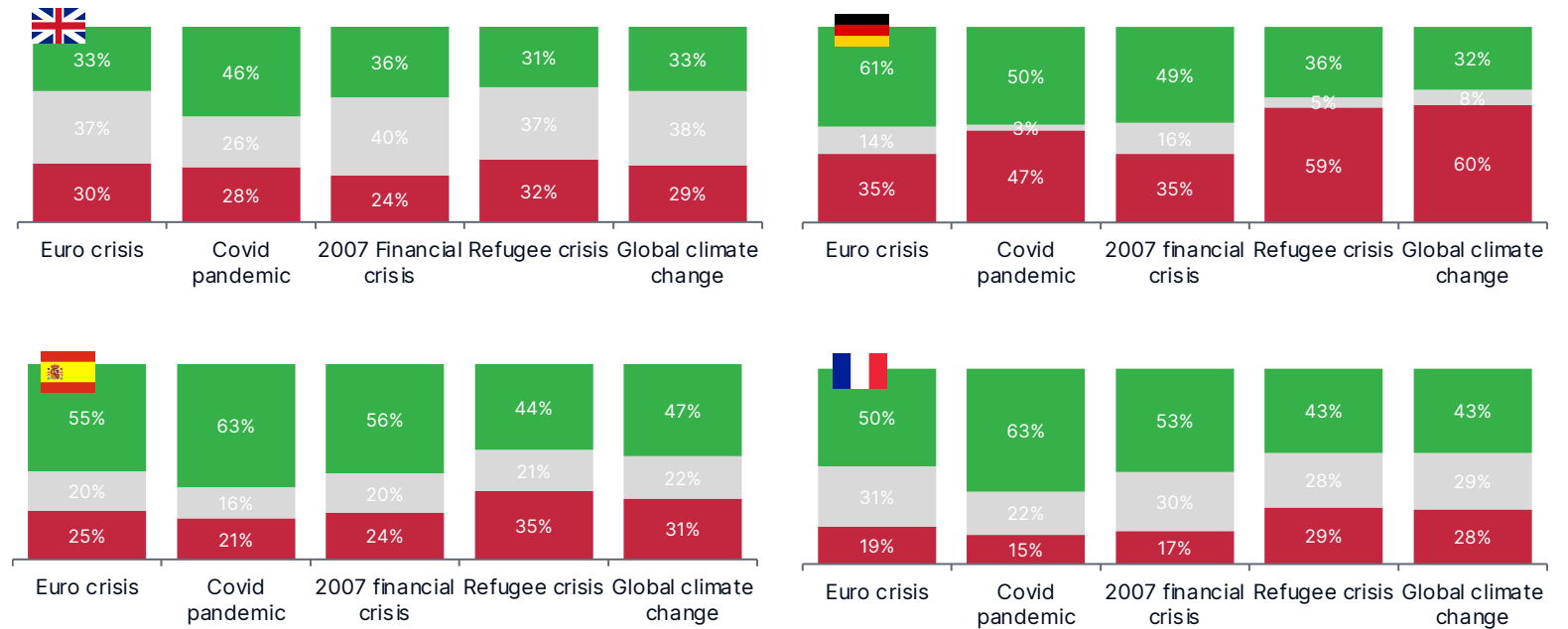
Angela Merkel – 16 years of politics

How do Brits feel about Angela Merkel's image and politics?

Brits find
Angela Merkel, above all,
'competent' (46%)
and **'assertive' (46%)**.



How has Angela Merkel dealt with the following situations in recent years?

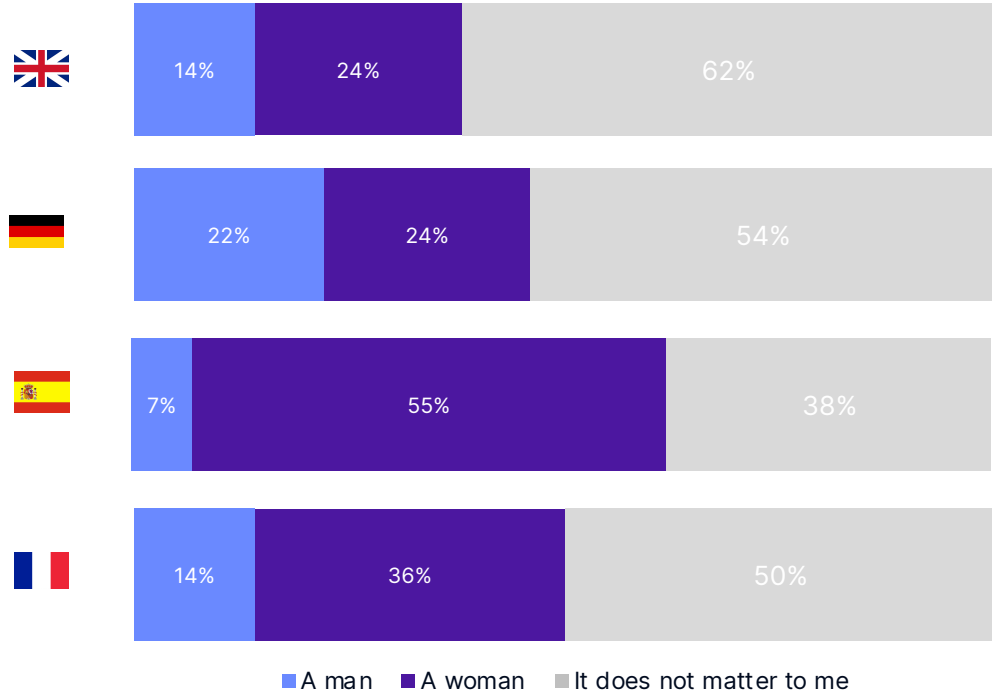


- From a list with 9 attributes, nearly half of Brits who are aware of Angela Merkel mainly associate the words **'competent' (46%)** and **'assertive' (46%)** with Angela Merkel.
- The opinion of Brits is very divided when it comes to Angela Merkel's handling of various political situations in recent years. **Nearly half (46%) are of the opinion that she dealt (rather) well with the covid pandemic.** On the other hand, less than a third are of the opinion that Angela Merkel dealt **(rather) well with the refugee crisis in 2015 (31%)**.

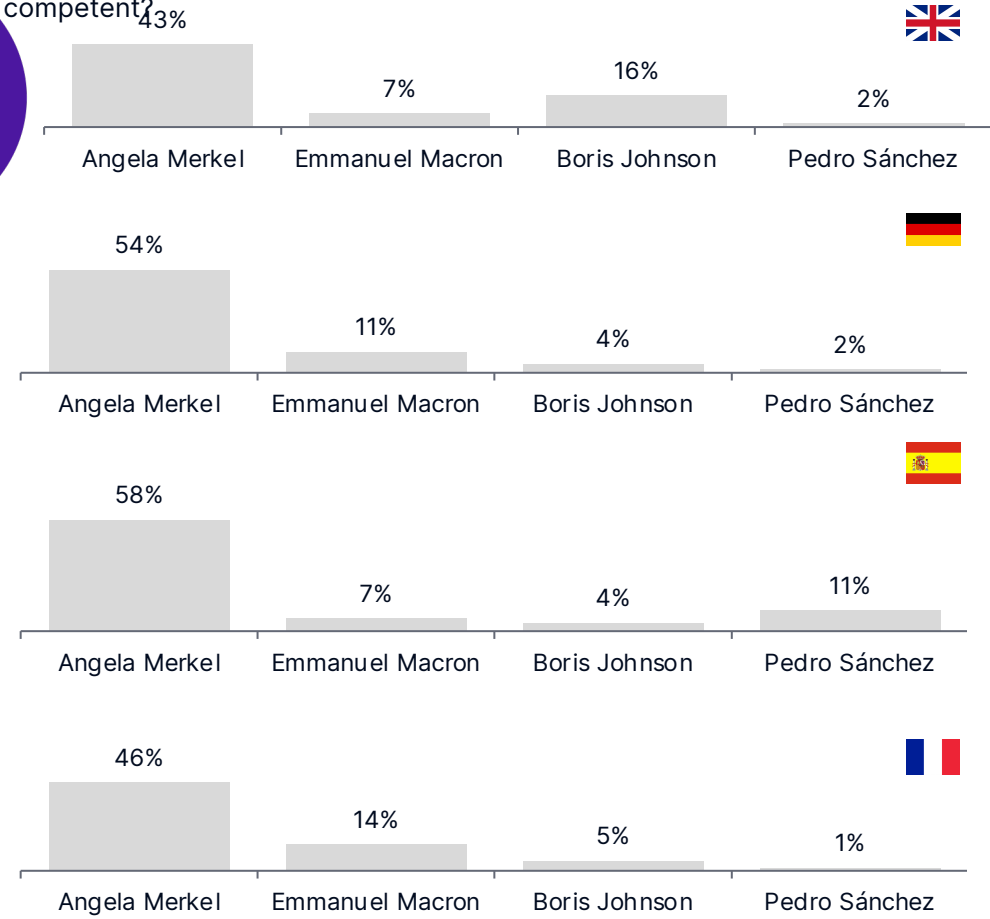
Is good political leadership female?

Male vs. female leadership – a country comparison

Which person would you rather have as **head of government**?



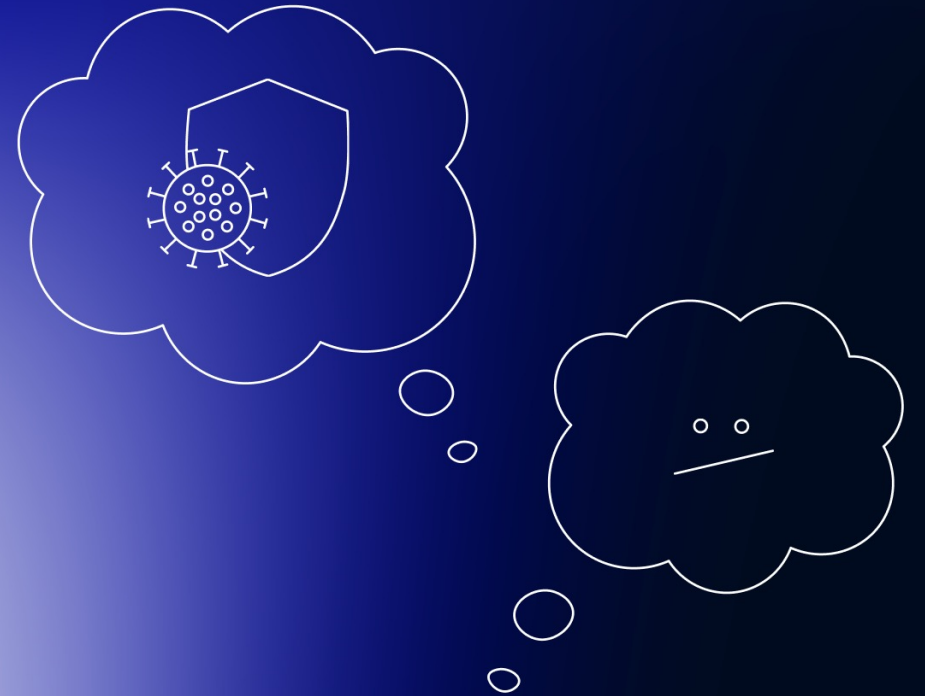
Which of the following **heads of government** do you perceive to be the most competent?



04

Concerns during Covid

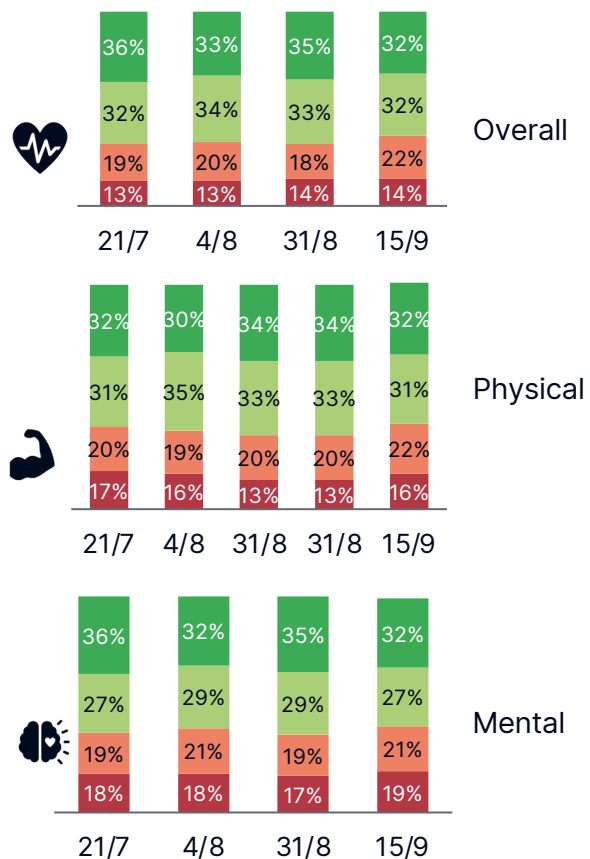
Feelings, concerns, & worries



How do you feel?

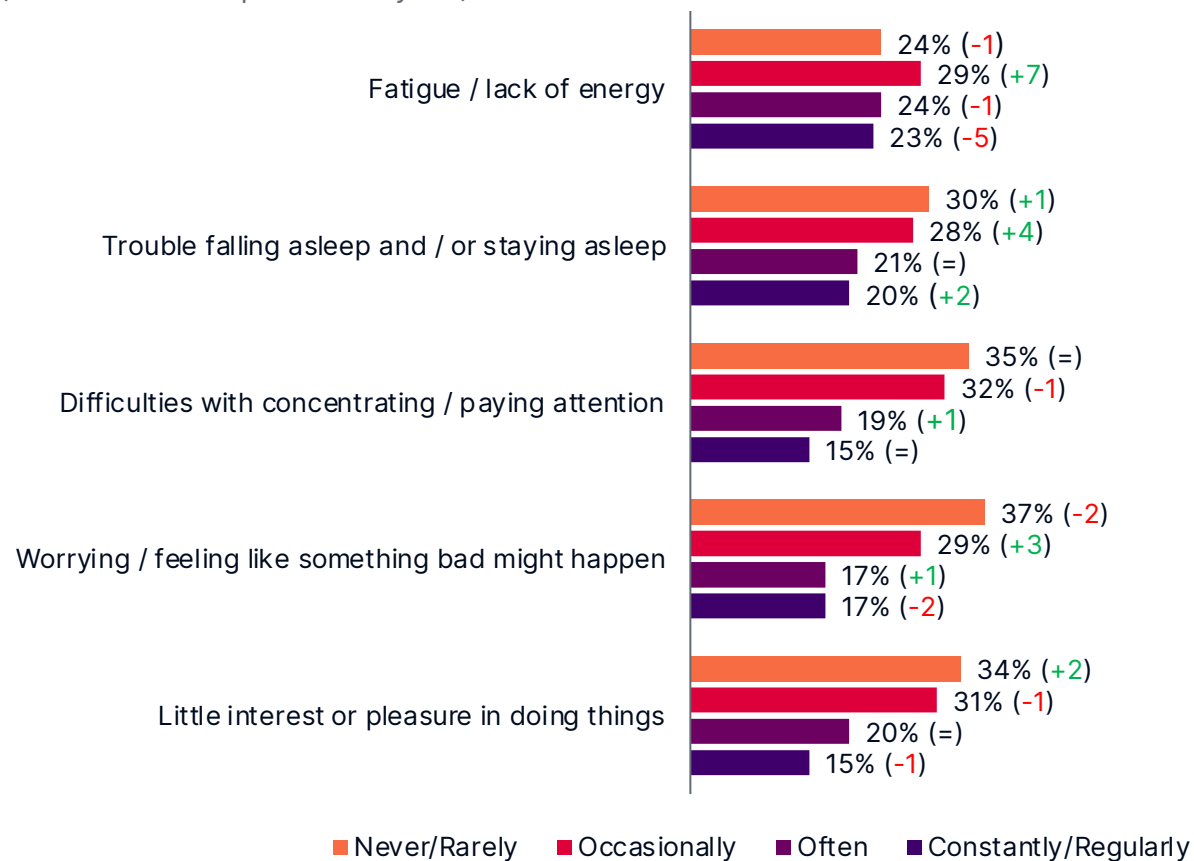
Total sample

How do you feel?



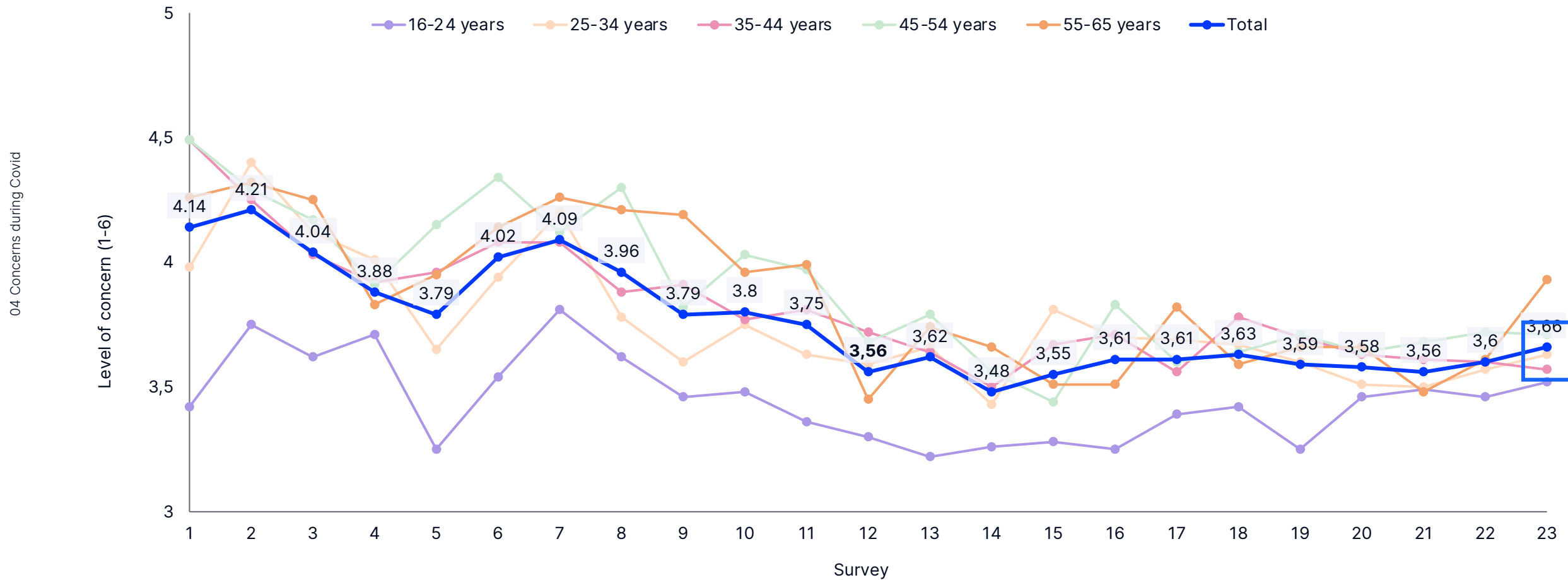
How often have you experienced the following emotions / symptoms during the last one or two weeks?

(In brackets = compared to July 7th)



To what extent are Brits worried about their own health?

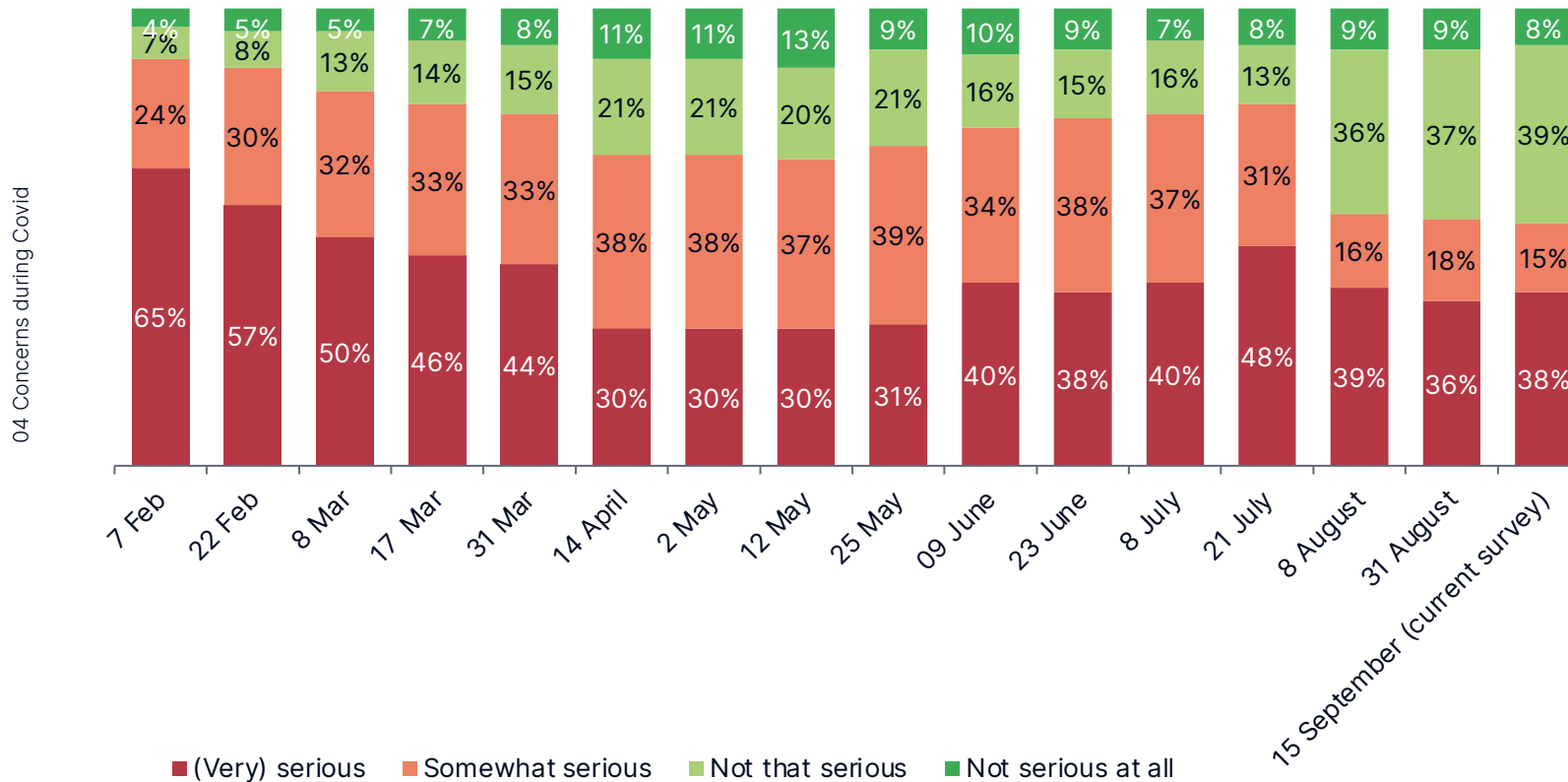
Total sample



How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



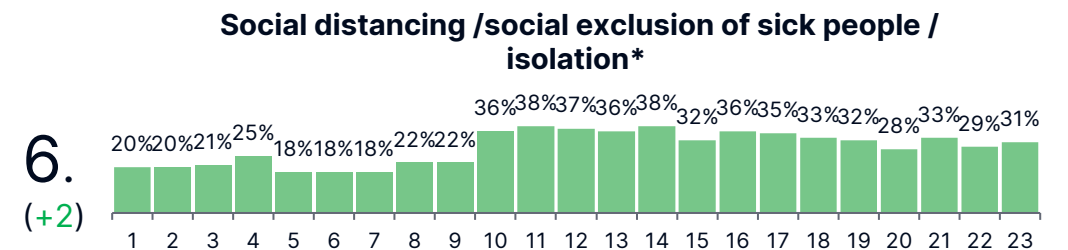
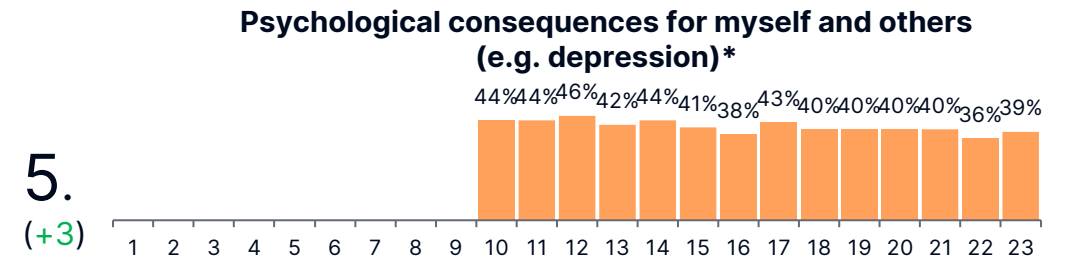
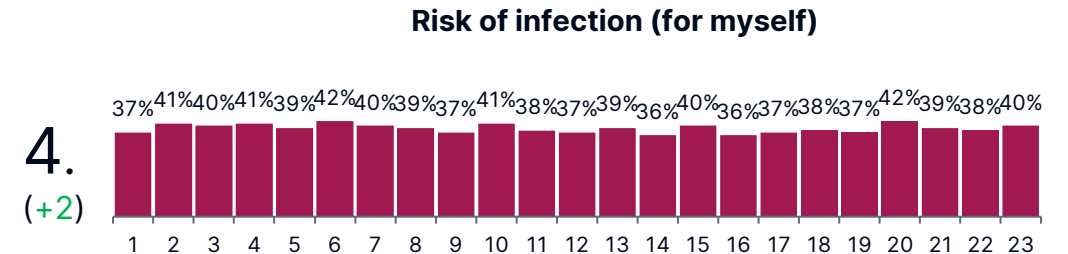
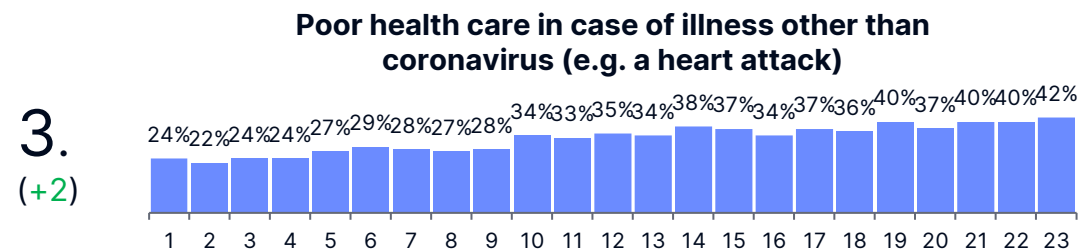
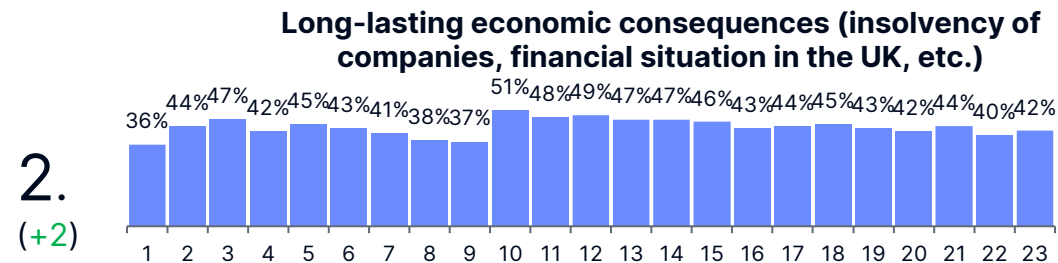
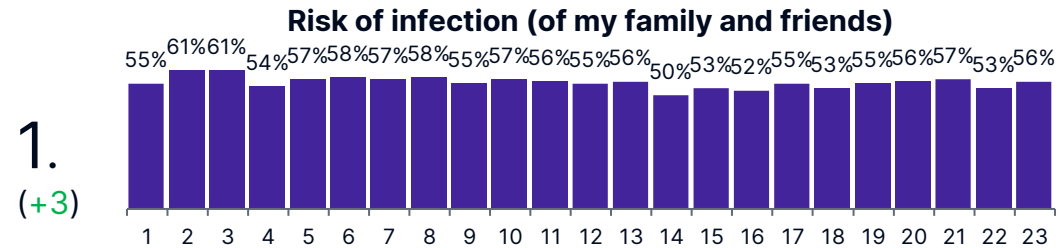
How satisfied are Brits in the following areas at the moment?

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

Rank	Area of life	Average
1	Safety	4.3
2	Freedom of movement / mobility	4.0
3	Entertainment	3.9
4	Relationships / romantic dates	3.7
5	Nutrition/diet	3.7
5	Education / work	3.6
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)

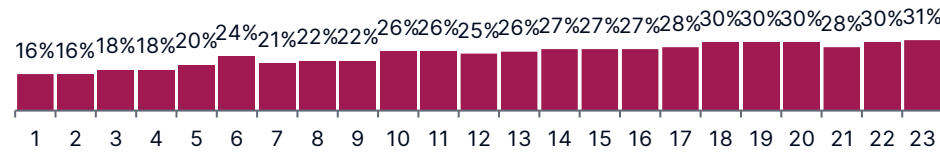


What are the biggest concerns regarding the Coronavirus? (2/2)

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

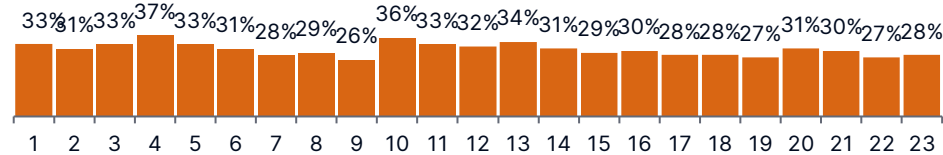
Poor health care in case of infection with coronavirus

7.
(+1)



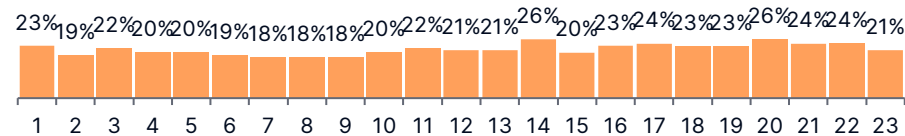
Personal financial consequences (furlough, possibility of losing my job, investments/shares)

8.
(+1)



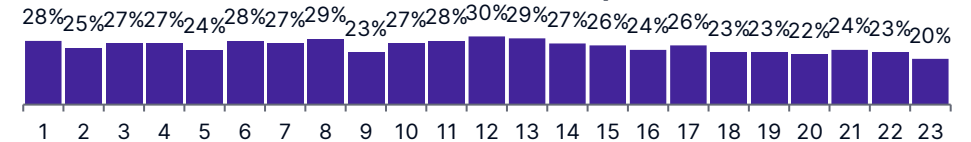
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)

9.
(-3)



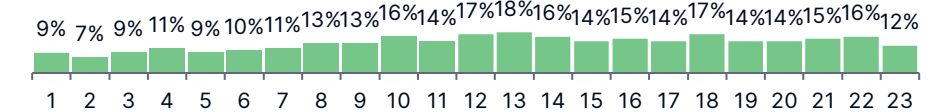
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)

10.
(-3)



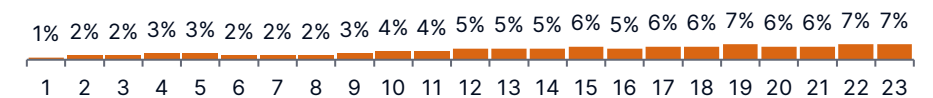
Not being able to host important private events (e.g., weddings, funerals)

11.
(-4)



I don't have any concerns

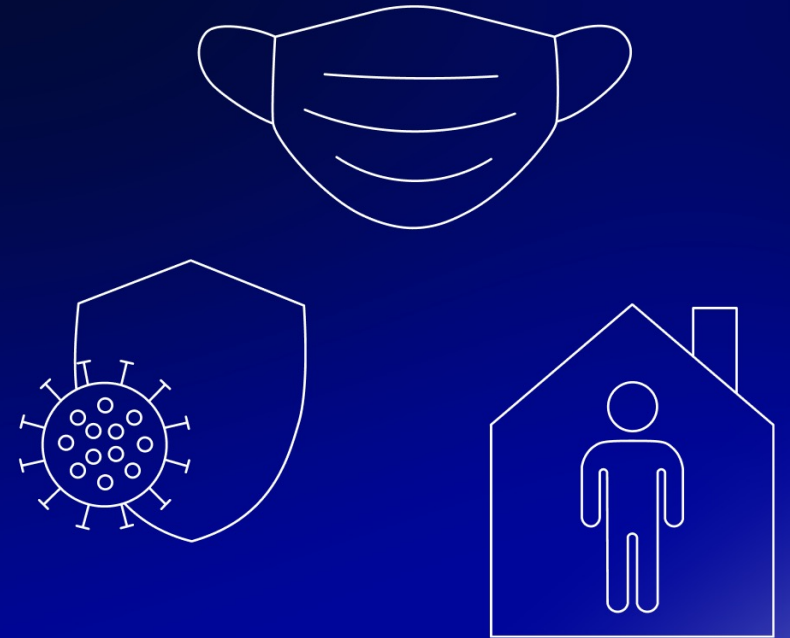
12.
(=)



05

Return to normalcy

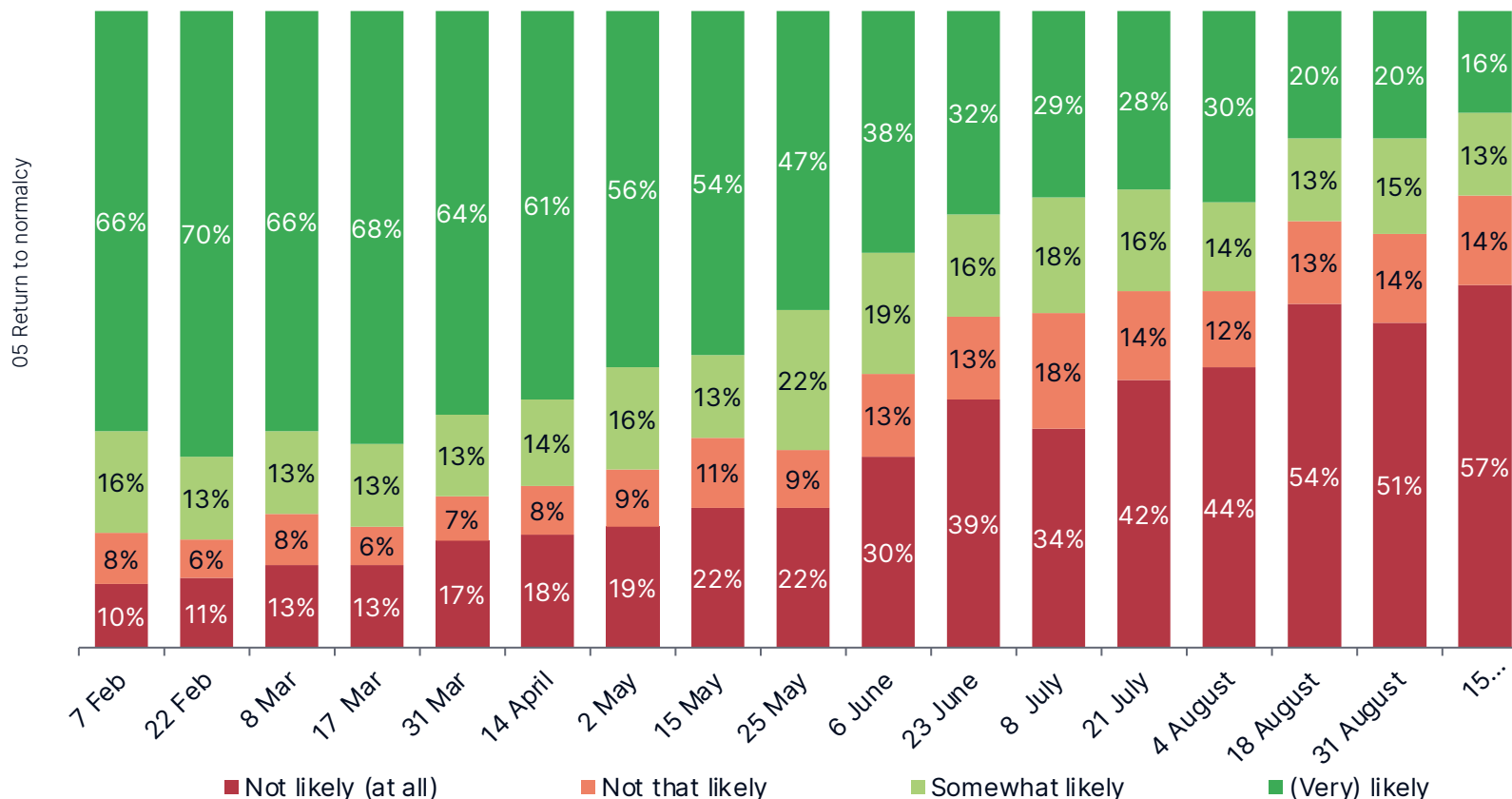
Vaccination progress and daily (work) life



Vaccination readiness and progress

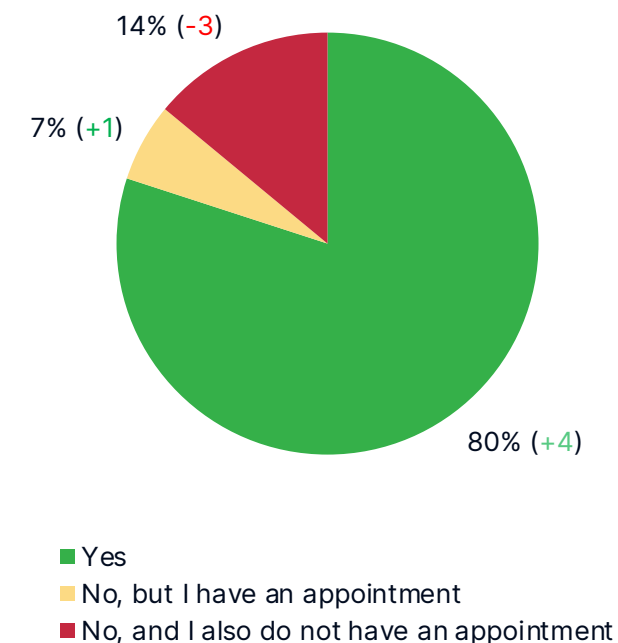
Total sample

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?

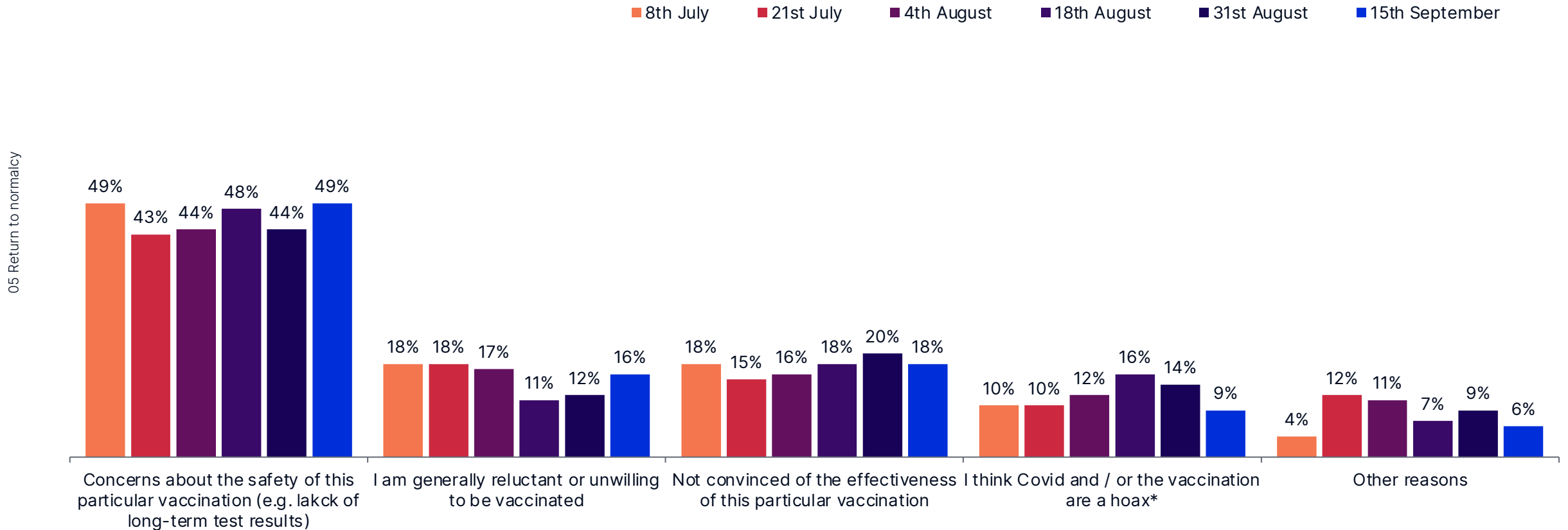
(In brackets = Comparison to the week of July 21st)



Reasons against vaccination

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

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



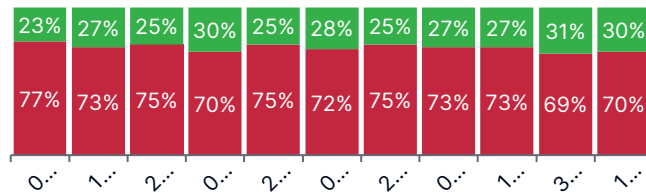
How safe are (everyday) activities rated?

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

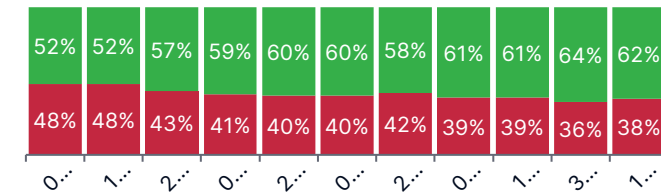
Regardless of the currently applicable regulations - how safe do you find the following activities?

■ (Rather) safe ■ Not (that) safe

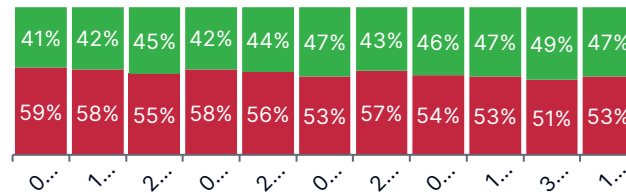
Going to large-scale events (>1000 people)



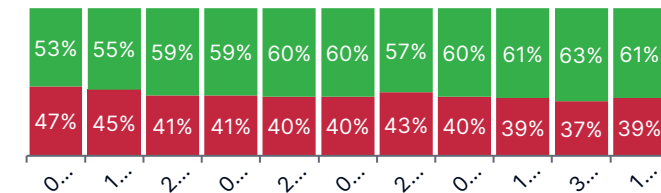
Going to a restaurant / bar



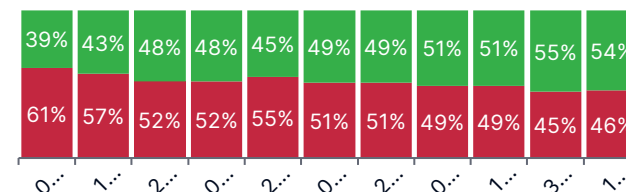
Going to the gym



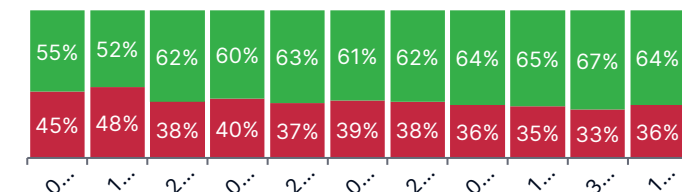
Going to a shopping centre



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



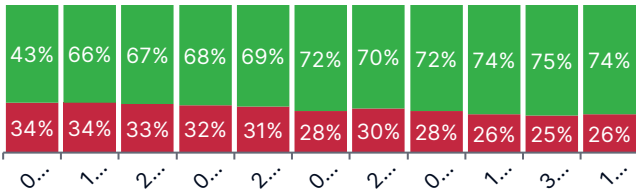
Going to a supermarket



Going on (short) weekend trips



Visiting a group of friends (>4 people)

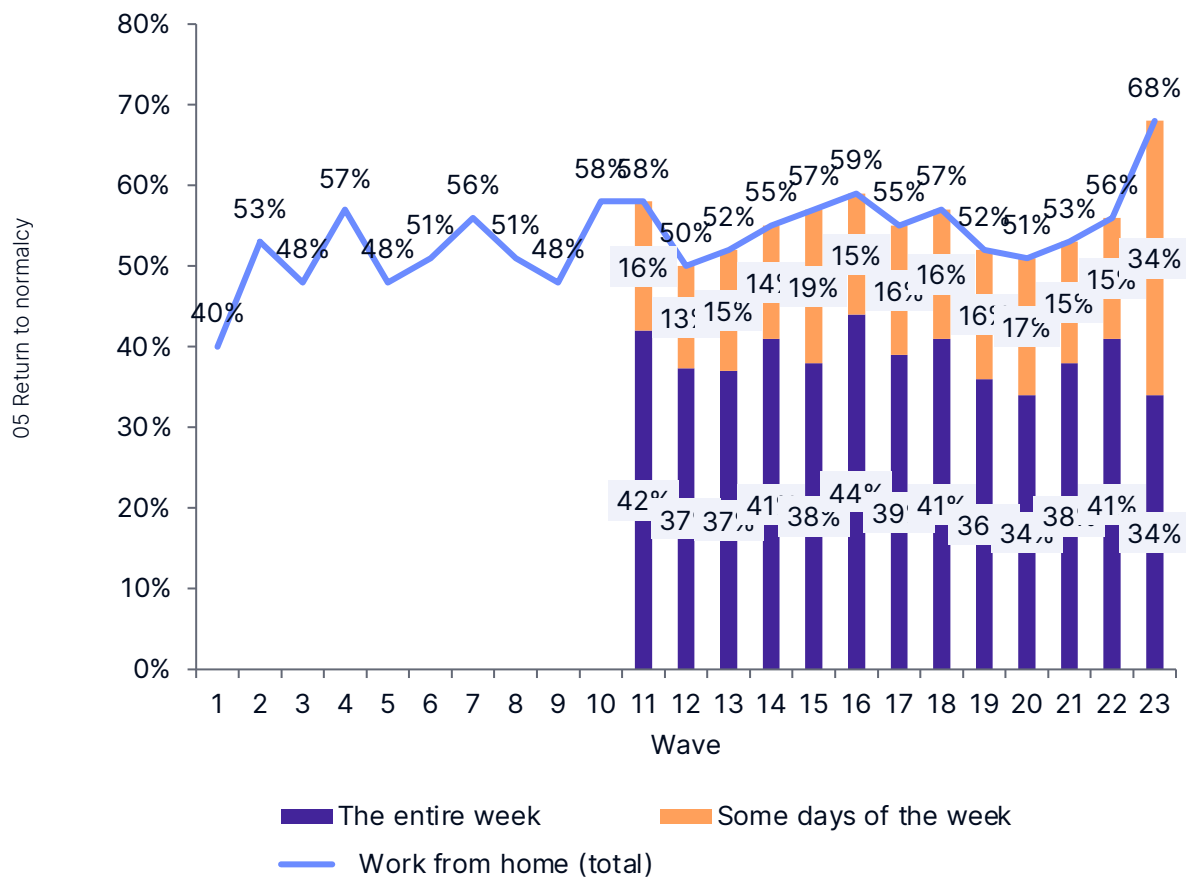


05 Return to normalcy

How many respondents work from home?

Currently: 68 percent of employees

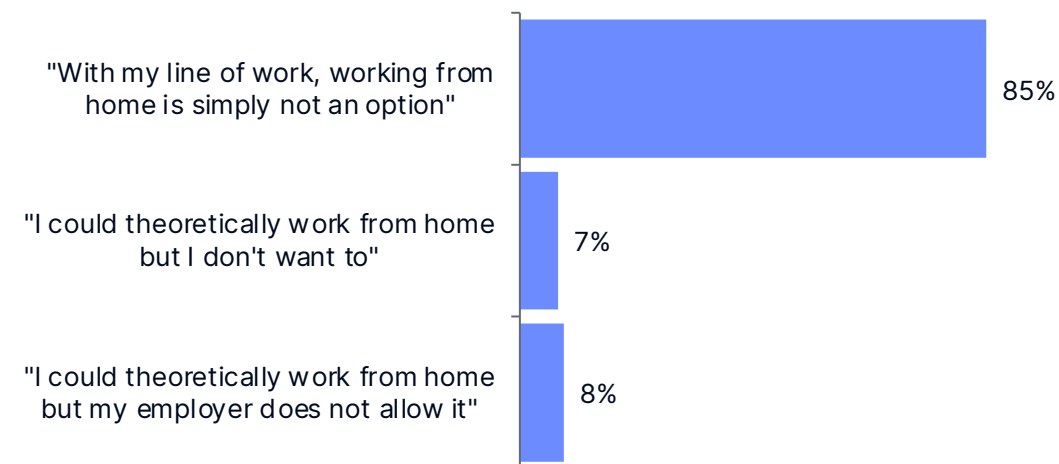
Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: 32 percent of employees

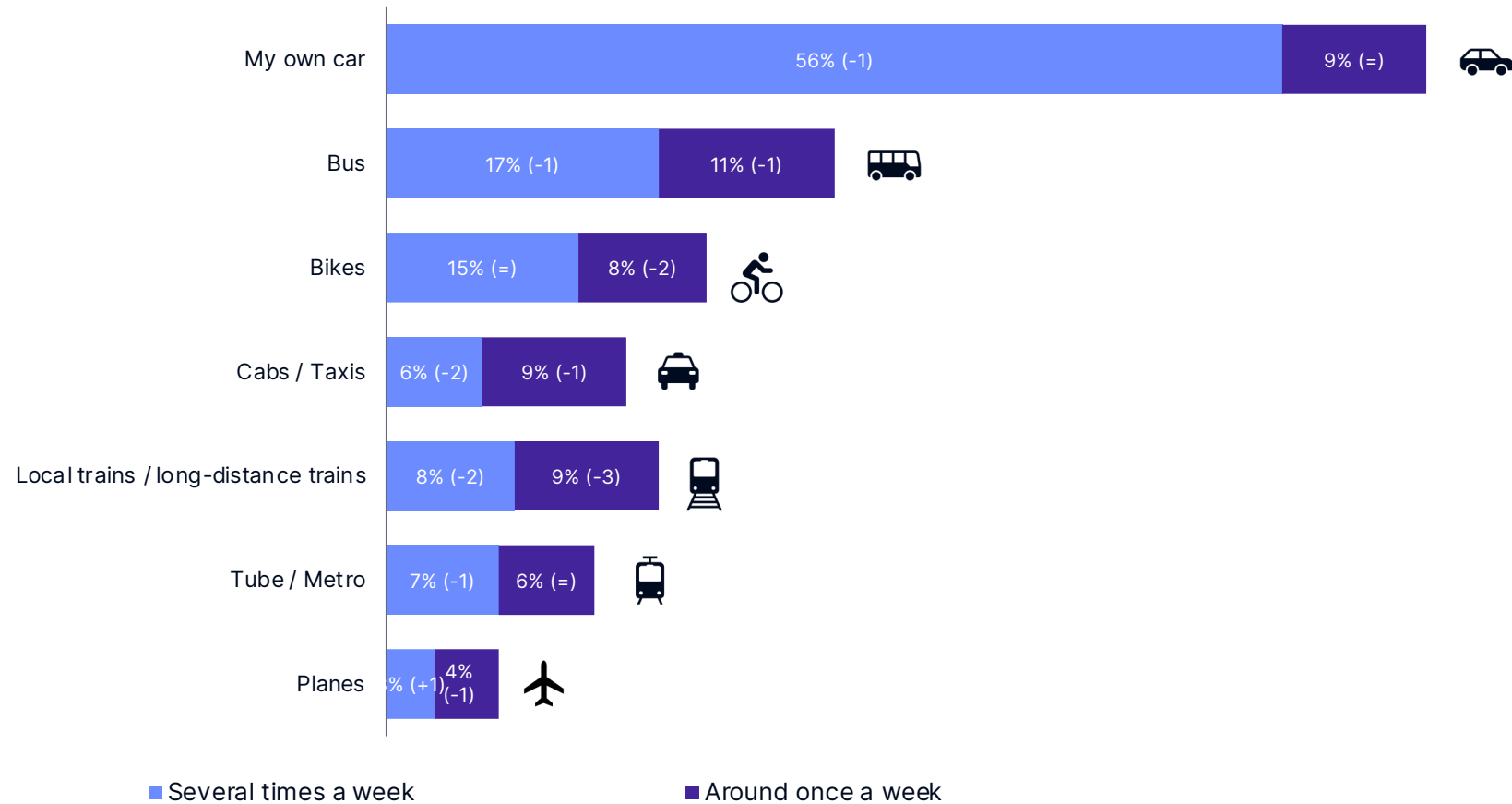
Top 3 reasons why employees are not working from home:



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	15 September
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	Wave 23 Bottom 2
1	 Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%	43%	45%	43%	43%	38%	43%
2	 Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%	41%	43%	43%	40%	37%	42%
3	 Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	31%	29%	29%	32%
4	 Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%	31%	36%	32%	30%	29%	31%
5	 Regional trains	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	30%	28%	28%	30%
6	 Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%	26%	28%	26%	25%	24%	27%
7	 Rental cars	Not applicable					28%	24%	21%	22%	23%	21%	21%	21%	18%	18%	19%

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	15 August
1		Food / groceries (total)	92%	92%	90%	94%	91%	92%	92%	92%	93%	93%	93%	92%	92%	91% (-1)
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%	20%	20%	18%	19%	17%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%	61%	59%	62%	60%	60%
2		Personal-care / Hygiene (total)	70%	69%	64%	68%	70%	67%	66%	66%	70%	68%	69%	65%	67%	65% (-2)
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%	19%	22%	16%	17%	16%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%	41%	39%	43%	43%	41%
3		Non-alcoholic beverages (total)	63%	64%	62%	67%	66%	63%	64%	67%	65%	68%	64%	69%	67%	63% (-4)
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%	13%	15%	14%	14%	11%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%	48%	42%	48%	46%	46%
4		Alcoholic beverages (total)	51%	53%	50%	55%	55%	52%	58%	57%	57%	54%	54%	53%	53%	50% (-3)
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%	10%	12%	11%	11%	9%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%	38%	37%	38%	37%	37%
5		Clothes (total)	42%	46%	45%	49%	51%	48%	50%	48%	46%	49%	52%	48%	52%	48% (-4)
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%	26%	27%	23%	27%	23%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%	15%	18%	17%	17%	18%
6		Medications (total)	40%	45%	39%	40%	43%	41%	44%	43%	44%	41%	44%	39%	43%	42% (-1)
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%	11%	14%	10%	10%	10%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%	26%	26%	25%	28%	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	15 September
7		Books / Magazines (total)	32%	33%	32%	32%	31%	34%	34%	32%	32%	33%	34%	33%	38%	33% (-5)
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%	14%	15%	15%	16%	15%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%	14%	15%	14%	17%	15%
8		Beauty products / Make-up (total)	31%	35%	34%	30%	35%	35%	34%	31%	36%	33%	36%	31%	34%	31% (-3)
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%	14%	16%	12%	12%	13%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%	14%	14%	15%	15%	14%
9		Shoes (total)	25%	30%	27%	29%	30%	32%	32%	29%	30%	30%	33%	31%	34%	27% (-7)
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%	16%	17%	17%	16%	14%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%	10%	11%	10%	13%	10%
10		Toys (board games, video games, etc.) (total)*	24%	25%	21%	23%	22%	26%	27%	25%	29%	27%	27%	26%	29%	26% (-3)
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%	14%	13%	14%	13%	14%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%	8%	10%	9%	11%	9%
11		Decorative items / knick-knacks (total)	22%	27%	25%	23%	28%	27%	27%	24%	27%	29%	27%	24%	25%	25% (=)
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%	13%	11%	10%	11%	9%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%	11%	12%	11%	9%	11%
12		Electrical equipment / consumer electronics (total)	26%	27%	23%	25%	25%	26%	27%	24%	25%	26%	27%	24%	28%	23% (-5)
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%	15%	15%	13%	15%	12%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%	7%	8%	8%	8%	7%

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

Note: Online and offline do not add up to the total value, as the answer option „both“ is not listed in the table for the sake of simplicity.

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

Total sample

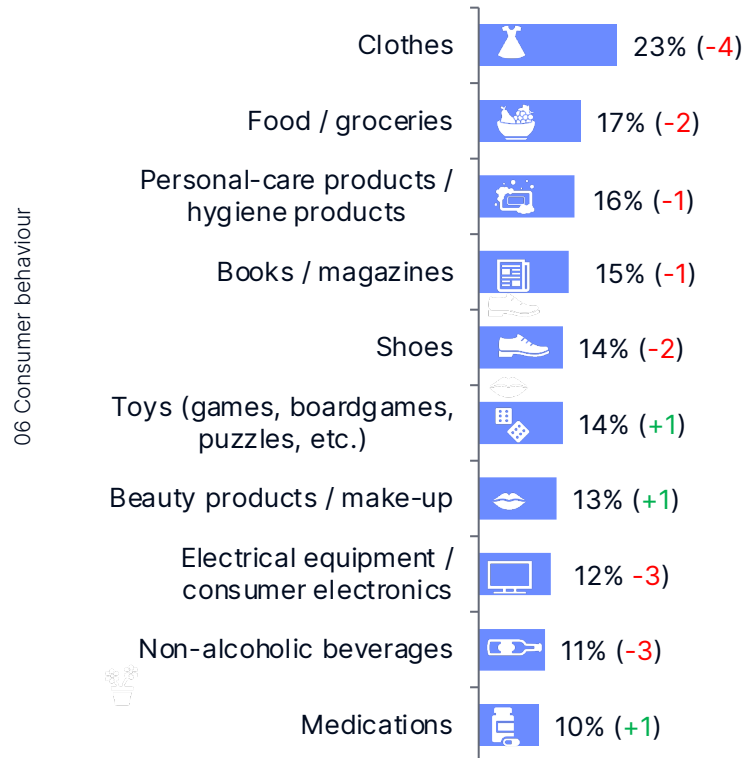
Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	8 July	21 July	04 August	18 August	31 August	15 September
13		Household appliances (total)	25%	30%	25%	23%	25%	25%	25%	23%	26%	26%	28%	23%	27%	21% (-6)
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%	12%	13%	10%	12%	8%
		offline	8%	11%	8%	8%	10%	9%	11%	9%	10%	9%	10%	10%	9%	12%
14		Sports / fitness equipm. (total)	20%	23%	18%	20%	22%	20%	21%	20%	22%	21%	22%	20%	21%	20% (-1)
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%	11%	12%	11%	11%	9%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%	6%	7%	5%	5%	7%
15		Tableware / kitchen equipm. (total)	20%	25%	18%	21%	21%	22%	23%	21%	23%	21%	22%	20%	24%	19% (-5)
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%	8%	9%	8%	10%	8%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%	9%	10%	9%	10%	8%
16		Furniture	18%	21%	18%	17%	17%	19%	20%	17%	20%	18%	20%	17%	19%	17% (-2)
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%	10%	9%	8%	8%	8%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%	5%	7%	6%	8%	5%
17		Jewelry	18%	20%	17%	15%	18%	18%	20%	18%	23%	19%	21%	20%	22%	16% (-6)
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%	10%	10%	9%	10%	7%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%	8%	7%	7%	6%

In Focus: Online vs. Offline Shopping

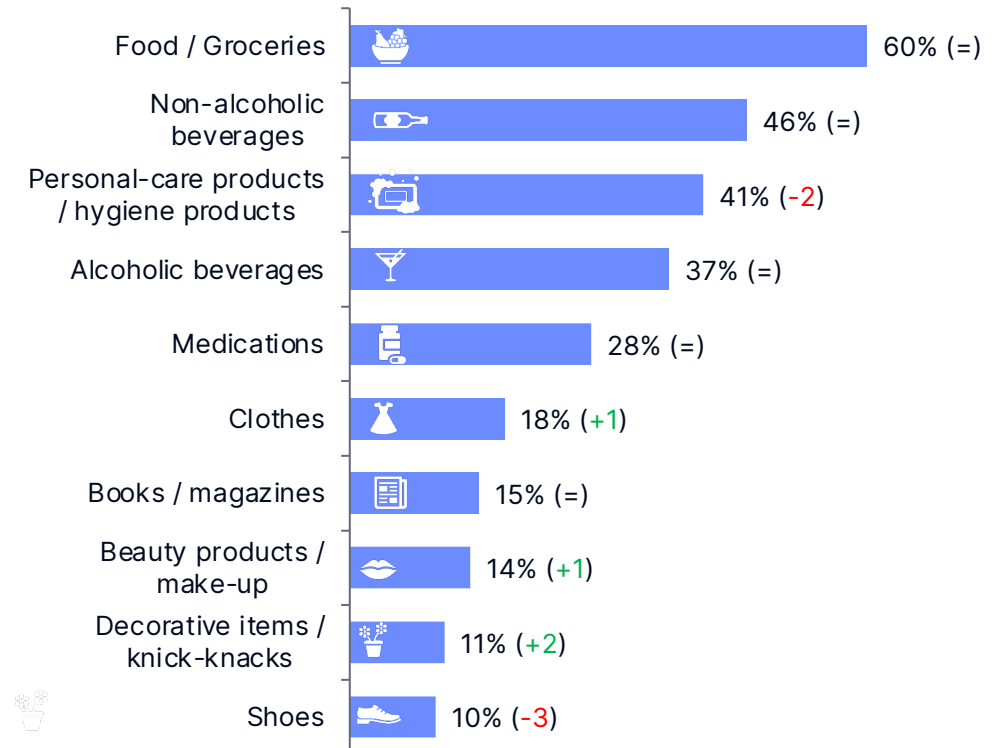
Total sample

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

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



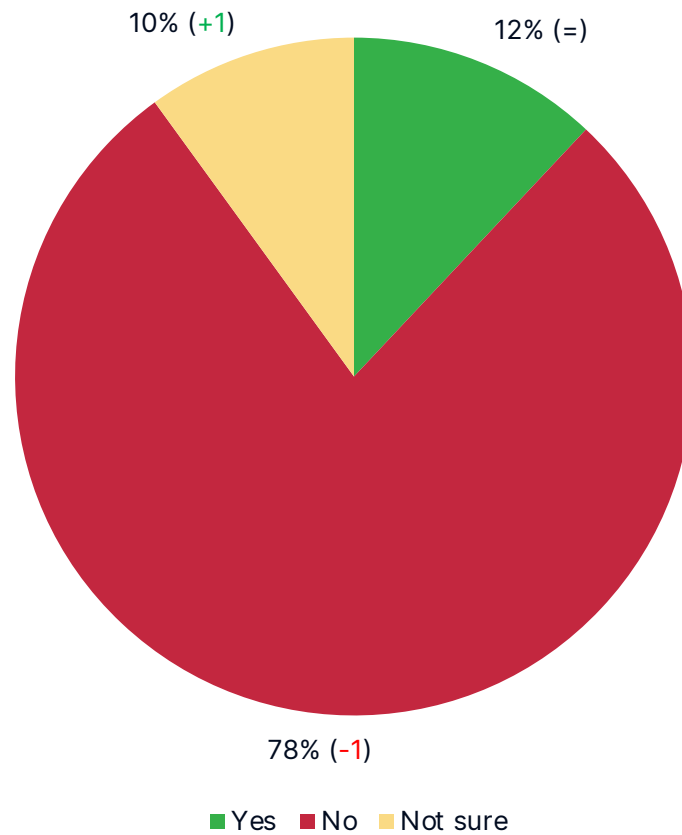
Top 10: Bought **offline** in the last week



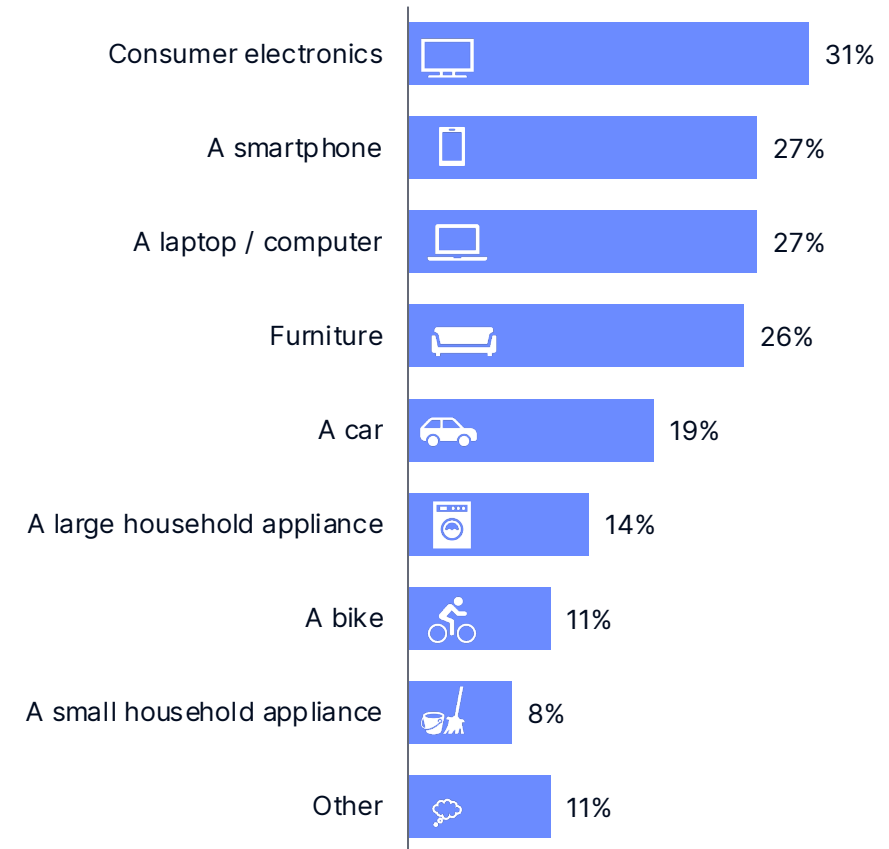
Consumer Barometer

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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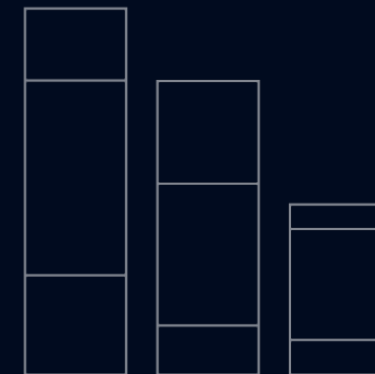
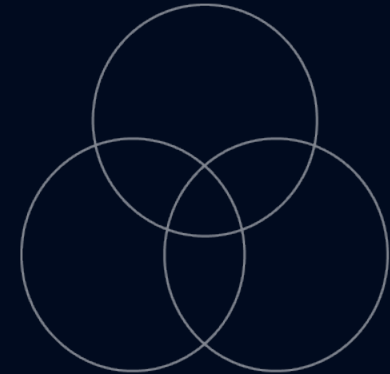
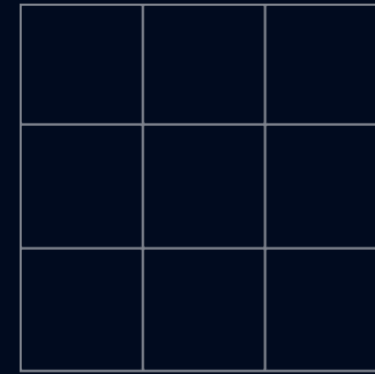
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Surveys and dates

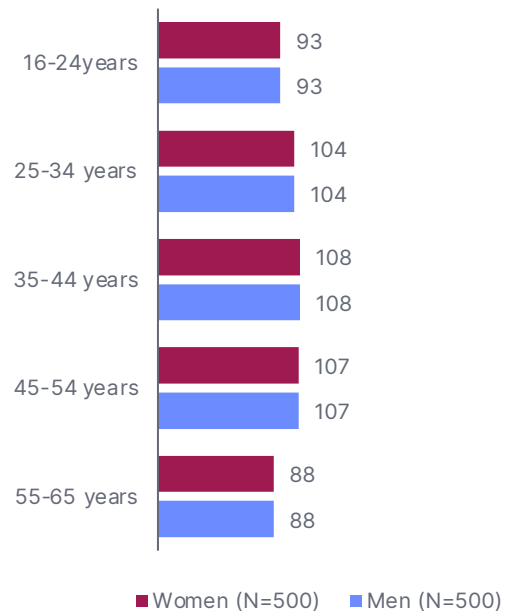
2020	2021
Wave 1 – 21.03.2020	Wave 7 – 07.02.2021
Wave 2 – 21.04.2020	Wave 8 – 22.02.2021
Wave 3 – 20.05.2020	Wave 9 – 08.03.2021
Wave 4 – 22.06.2020	Wave 10 – 17.03.2021
Wave 5 – 09.08.2020	Wave 11 – 31.03.2021
Wave 6 – 22.01.2021	Wave 12 – 14.04.2021
	Wave 13 – 02.05.2021
	Wave 14 – 12.05.2021
	Wave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

Sample composition

Age & Gender - All Surveys

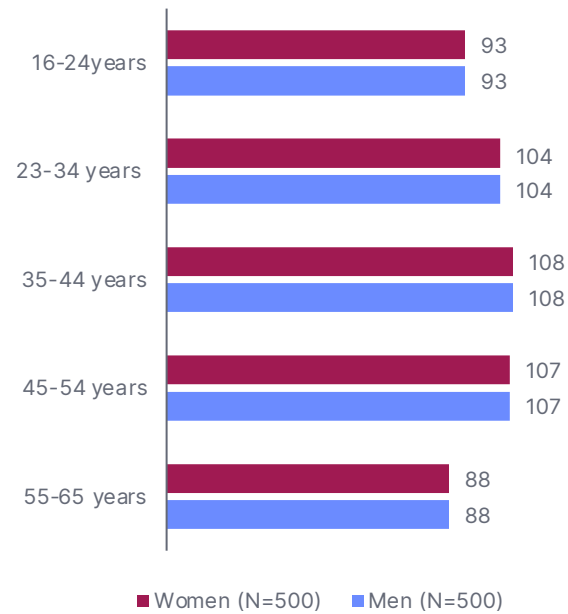
01 Study design & Sample

Survey 1-22 (N=1000)



Ø Age: 39.5 years*

Survey 23 (N=1000)



Ø Age: 39.5 years