appinio corona report

26th survey – 31 October 2021

🇬🇧 United Kingdom

Intro to the study

Introduction to the Appinio Coronavirus Consumer Report

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.
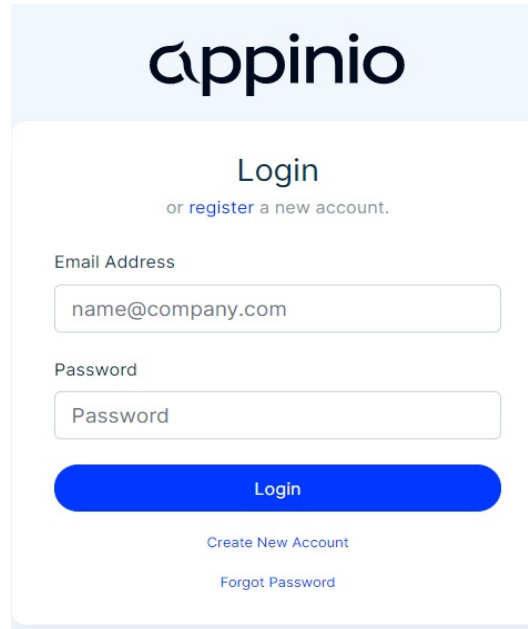
Yours,
Jonathan Kurfess

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01
Study design & sample

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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

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)
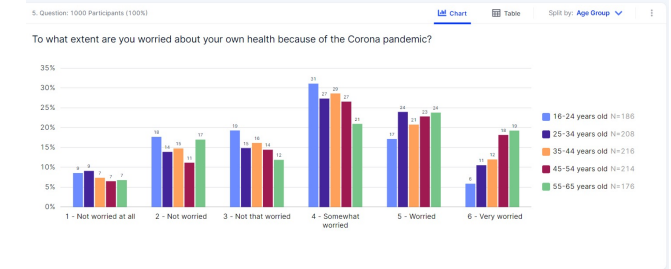
Tracking: Study design

Data collection, sample and content

Method

- Mobile questionnaire, played out via the Appinio app

- The survey took place between October 27 and October 31, 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 26: N=1000

Content

- Current additional questions:

Supply chain crisis:
- Who has felt a delivery bottleneck in the last few months? How long was the delay?

- In which categories did Brits mainly feel the effects of the supply chain crisis?

- What is the European assessment of the supply chain crisis? Who is particularly worried? Who is calm about the situation?

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02
Key Insights

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Key Insights – Additional Questions

The most interesting insights of the week at a glance

More than every second person has noticed delivery bottlenecks in product orders.	**The majority of Brits are noticing price increases in several product categories.**	**The supply chain crisis is causing concern among consumers around the world.**

- In the last three months, **more than every second Brit (59%)** has experienced a situation in which a product they ordered was either not available (35%) or its delivery was significantly delayed (24%).

- The majority of those who experienced delays **(58%)** waited **at least 4-7 days** for the delayed product. Almost a fifth (18%) waited even **longer than two weeks**.

- Delays were particularly noticeable in the **food / groceries (48%), petrol or diesel (41%) and personal/hygiene care (13%) product categories**.

- The **overwhelming majority (83%)** of Brits have noticed an increase in **petrol and diesel prices** in the past few years.

- The **same share of Brits (83%)** notice an **increase in food prices**, too. In the **electronics and construction materials** categories, the figure is **42%**.

- In the categories of **beauty products, household appliances, and toys**, roughly more than one in three noticed a price increase **(35-41%).**

- Concern about the supply chain crisis is greatest in **Spain** - **85%** of those surveyed say they are **(somewhat) worried**, **while 71% share this concern in the UK**.

- The **French** seem to be the most relaxed: here (only) **48%** say that they are (somewhat) concerned.

- Around **two in three Brits** say they will **plan their Christmas shopping in advance** as a result of the shortages and delays caused by the supply chain crisis.

- The same share of Brits say they will **buy products manufactured in the UK** to avoid logistical problems.

03
Additional Questions
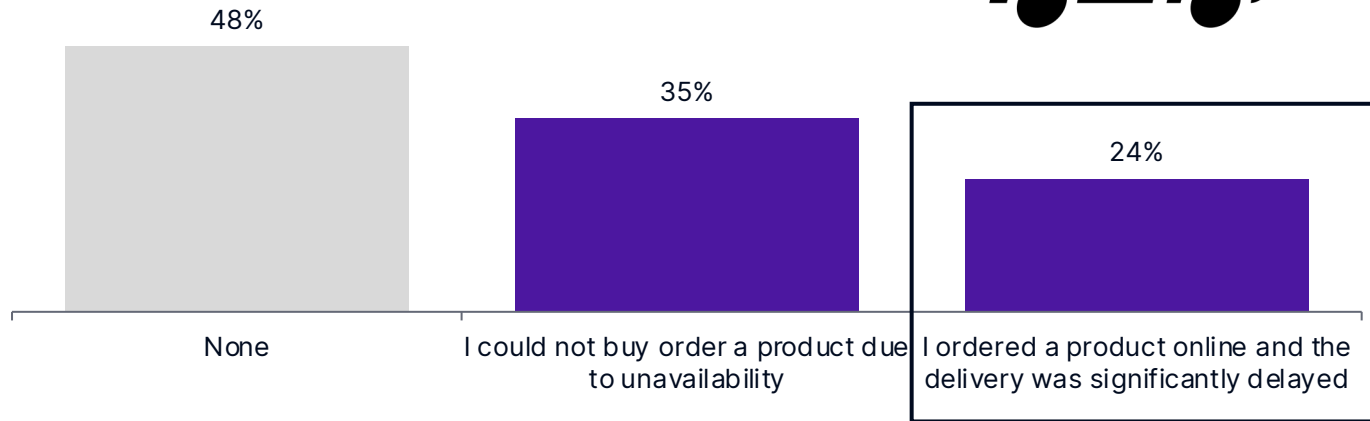
Supply Chain crisis:

- Who has felt a delivery bottleneck in the last few months? How long was the delay?

- In which categories did Brits mainly feel the effects of the supply chain crisis?

- What is the European assessment of the supply chain crisis? Who is particularly worried? Who is calm about the situation?

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Delivery bottleneck

What do Brits think?

Who has experienced delivery bottlenecks in the past three months?

48% — None
35% — I could not buy order a product due to unavailability
24% — I ordered a product online and the delivery was significantly delayed

How long did you wait for your product?

18% — Up to 3 days
40% — 4 to 7 days
24% — 1 to 2 weeks
9% — 2 to 4 weeks
9% — More than 4 weeks
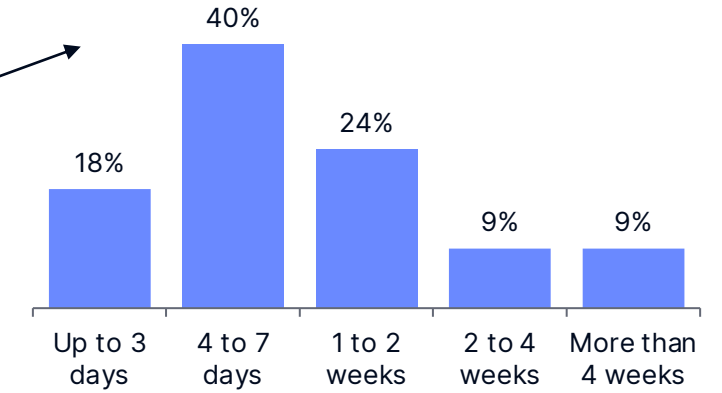
Among which product categories have you noticed the delays and delivery bottlenecks in the last 3 months in the UK?
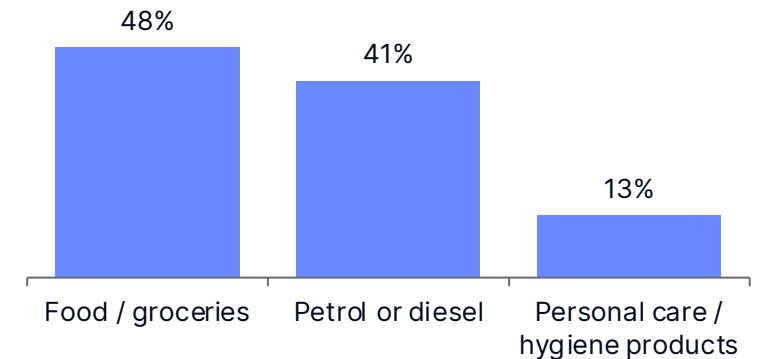
48% — Food / groceries
41% — Petrol or diesel
13% — Personal care / hygiene products

- In the last three months, **more than every second Brit (59%)** has experienced a situation in which a product they ordered was either not available (35%) or its delivery was significantly delayed (24%).

- The majority of those who experienced delays **(58%)** waited **at least 4-7 days** for the delayed product. More than a qaurter (18%) even waited **longer than two weeks**.

- Delays were particularly noticeable in the **food / groceries (48%), petrol or diesel (41%) and personal/hygiene care (13%) product categories**.

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Did you experience any of the following situations within the last 3 months? (Base N=1000) ; How long was the delay or you have been waiting for your product in case it wasn't delivered yet? (Base N= 238); In which of the following product categories did you experience a shortage or delay in the last 3 months? (Base N= 1000)

9

Price explosions?

How much did you notice that there was a **price increase** in the following product categories?

Legend:
- I have noticed a price increase
- I have not noticed a price increase

Category	Noticed	Not noticed
Petrol or diesel	17%	83%
Food /groceries / beverages	17%	83%
Personal care / hygiene products	51%	49%
Clothes and shoes	53%	47%
Technology / consumer electronics	58%	42%
Construction materials	58%	42%
Beauty products / make-up	59%	41%
Household appliances	61%	39%
Toys and decoration items	65%	35%
Furniture	69%	31%
Sports / fitness equipment	70%	30%
Books and magazines	71%	29%
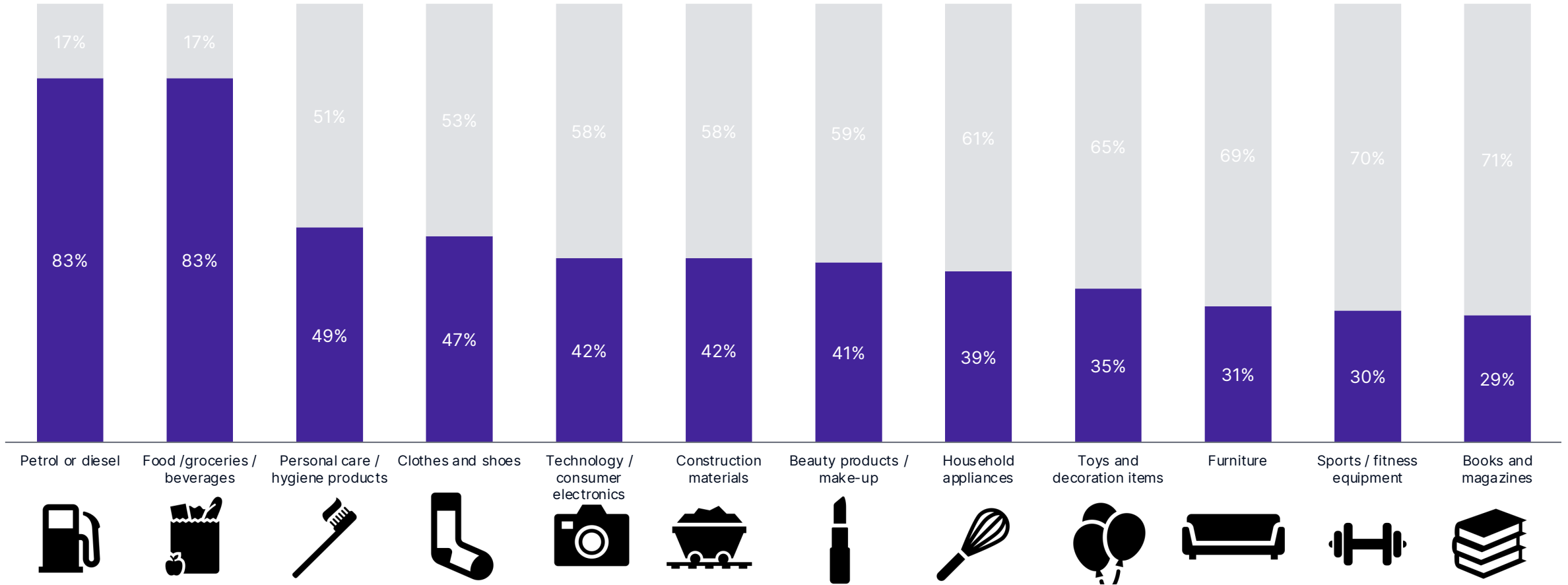
Consequences of the crisis: worries about Christmas gifts and more regional products?

Who is worried

Do you agree with the following statements?

- (Somewhat) agree
- (Somewhat) disagree
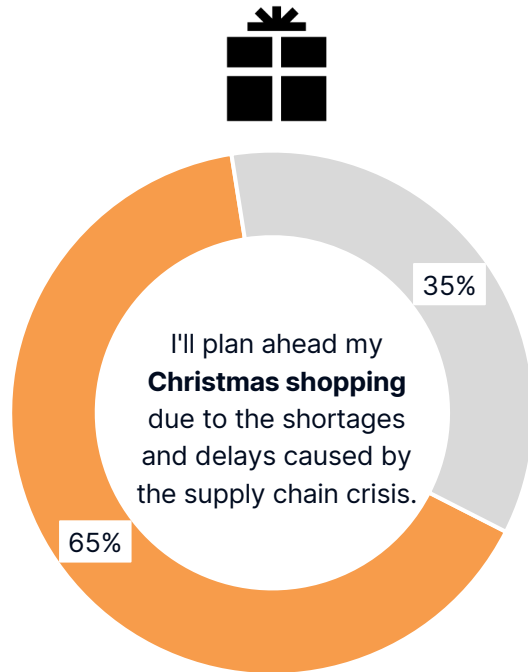
I'll plan ahead my **Christmas shopping** due to the shortages and delays caused by the supply chain crisis.

35%

65%

I'll buy products **manufactured in the UK** as to avoid any problems derived from logistics.

35%

65%

7 out of 10 respondents are concerned about the "Global supply chain crisis".

- Around **two in three Brits** say they will **plan their Christmas shopping in advance** as a result of the shortages and delays caused by the supply chain crisis. The same share of Brits say they will **buy products manufactured in the UK** to avoid logistical problems.

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To what extent do you agree with the following statements? (Base N= 1000)

How do other countries in Europe perceive the supply chain crisis?

UK, Spain, Germany & France compared.

To what extent are you personally concerned about the 'Global supply chain crisis'?

Concern about the supply chain crisis is greatest in **Spain**.

■ (Somewhat) concerned

■ (Somewhat) not concerned

UK: 71% / 29%

Spain: 85% / 15%

Germany: 66% / 34%

France: 48% / 52%
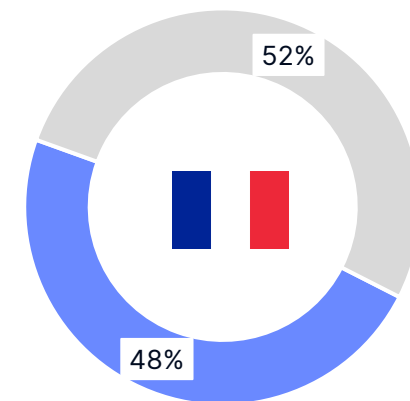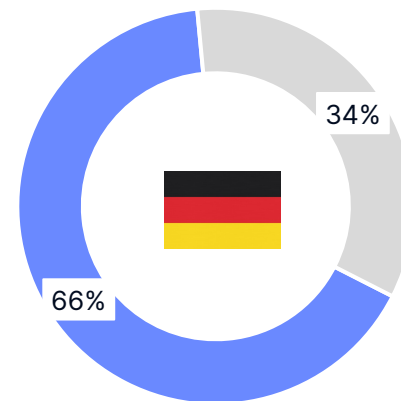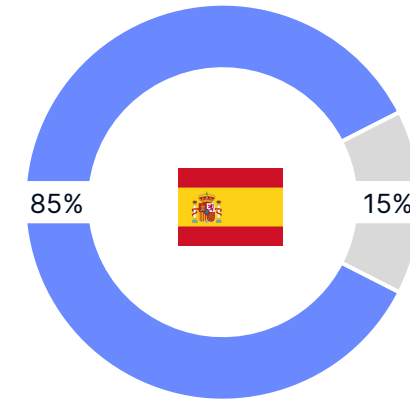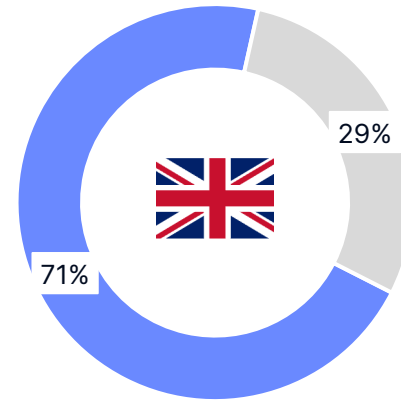
04
Concerns during Covid

Feelings, concerns, & worries

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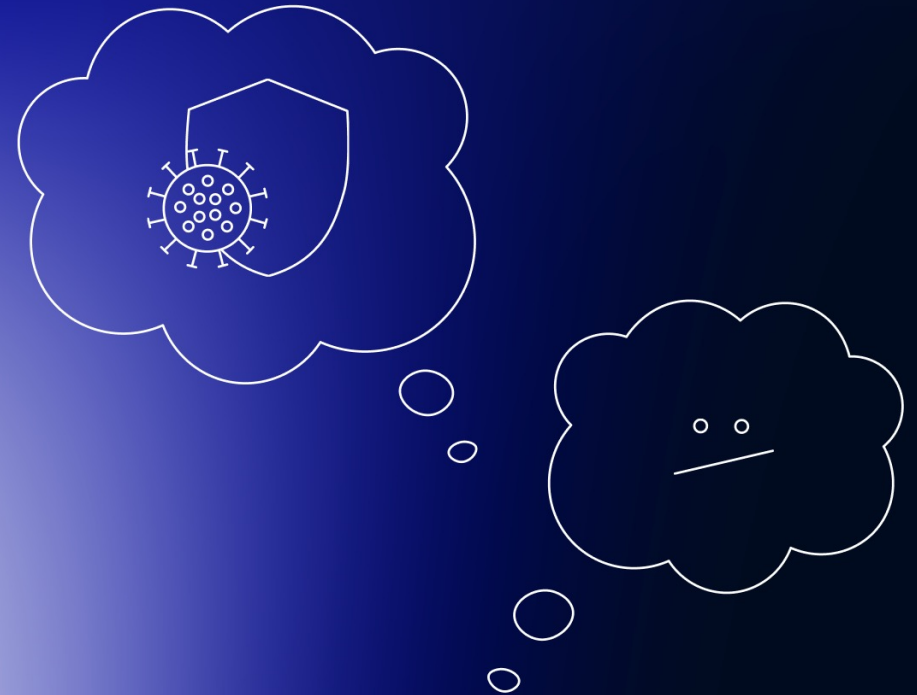
How do you feel?
Total sample

How do you feel?

Overall

	15/9	29/9	14/10	27/10
	32%	34%	32%	32%
	32%	33%	32%	34%
	22%	21%	23%	20%
	14%	12%	13%	14%

Physical

	15/9	29/9	14/10	27/10
	32%	34%	31%	31%
	31%	31%	33%	33%
	22%	20%	20%	19%
	16%	15%	16%	17%

Mental

	15/9	29/9	14/10	27/10
	32%	34%	29%	34%
	27%	27%	30%	27%
	21%	22%	22%	21%
	19%	17%	19%	18%
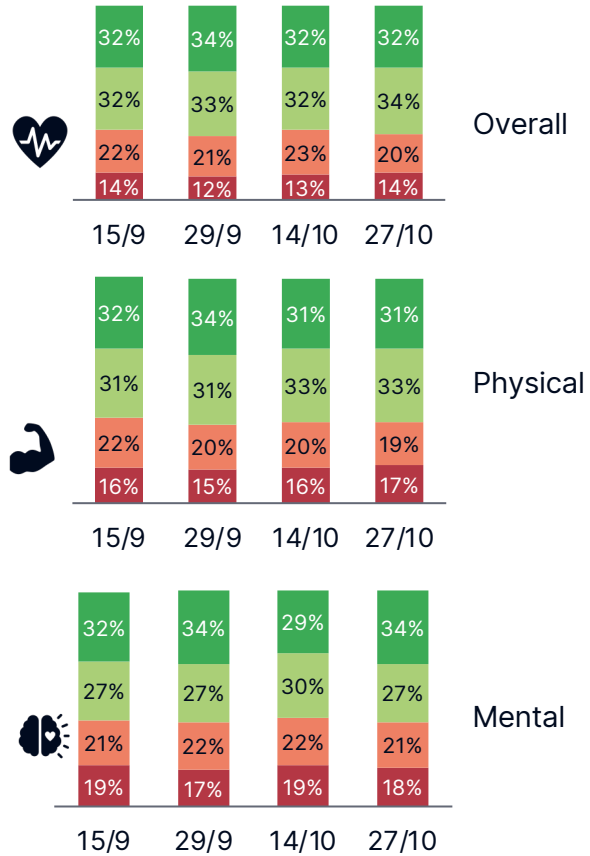
How often have you experienced the following emotions / symptoms during the last one or two weeks?
(In brackets = compared to July 7th)

Fatigue / lack of energy
- 23% (-1)
- 32% (+7)
- 23% (-1)
- 22% (-5)

Trouble falling asleep and / or staying asleep
- 31% (+1)
- 25% (+4)
- 22% (=)
- 21% (+2)

Difficulties with concentrating / paying attention
- 35% (=)
- 31% (-1)
- 20% (+1)
- 14% (=)

Worrying / feeling like something bad might happen
- 36% (-2)
- 29% (+3)
- 18% (+1)
- 17% (-2)

Little interest or pleasure in doing things
- 37% (+2)
- 31% (-1)
- 17% (=)
- 14% (-1)

■ Never/Rarely ■ Occasionally ■ Often ■ Constantly/Regularly

To what extent are Brits worried about their own health?

Total sample

Legend: 16-24 years · 25-34 years · 35-44 years · 45-54 years · 55-65 years · Total

Y-axis: Level of concern (1-6), range 3 to 5
X-axis: Survey (1 to 26)

Total line values: 4.14, 4.21, 4.04, 3.88, 3.79, 4.02, 4.09, 3.96, 3.79, 3.8, 3.75, 3.56, 3.62, 3.48, 3.55, 3.61, 3.61, 3.63, 3.59, 3.58, 3.56, 3.6, 3.66, 4.04, 3.56, 3.62

„To what extent are you worried about your own health because of coronavirus?" (1 = Not worried at all // 6 = Very worried) (Base: N=1,000 for wave 2-26; N=998 for wave 1)

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How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?

Date	(Very) serious	Somewhat serious	Not that serious	Not serious at all
7 Feb	65%	24%	7%	4%
22 Feb	57%	30%	8%	5%
8 Mar	50%	32%	13%	5%
17 Mar	46%	33%	14%	7%
31 Mar	44%	33%	15%	8%
14 April	30%	38%	21%	11%
2 May	30%	38%	21%	11%
12 May	30%	37%	20%	13%
25 May	31%	39%	21%	9%
09 June	40%	34%	16%	10%
23 June	38%	38%	15%	9%
8 July	40%	37%	16%	7%
21 July	48%	31%	13%	8%
8 August	39%	16%	36%	9%
31 August	36%	18%	37%	9%
15 September	38%	15%	39%	8%
29 September	35%	19%	36%	10%
14 October	35%	35%	18%	12%
27 October (current survey)	40%	36%	15%	9%

■ (Very) serious ■ Somewhat serious ■ Not that serious ■ Not serious at all

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	3.7
5	Education / work	3.7
5	Nutrition/diet	3.6
6	Social life	3.5
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)

Risk of infection (of my family and friends)

1. **(+1)**

55% 61% 61% 54% 57% 58% 57% 58% 55% 57% 56% 55% 56% 50% 53% 52% 55% 53% 55% 56% 57% 53% 56% 51% 54% 55%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Long-lasting economic consequences (insolvency of companies, financial situation in the UK, etc.)

2. **(+2)**

36% 44% 47% 42% 45% 43% 41% 38% 37% 51% 48% 49% 47% 47% 46% 43% 44% 45% 43% 42% 44% 40% 42% 43% 41% 43%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Risk of infection (for myself)

3. **(+5)**

37% 41% 40% 41% 39% 42% 40% 39% 37% 41% 38% 37% 39% 36% 40% 36% 37% 38% 37% 42% 39% 38% 40% 42% 37% 42%

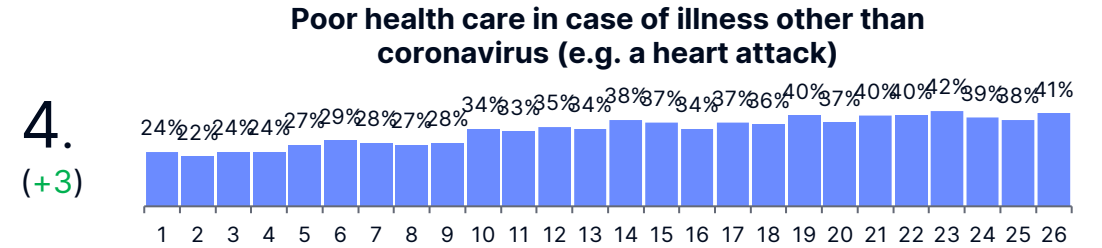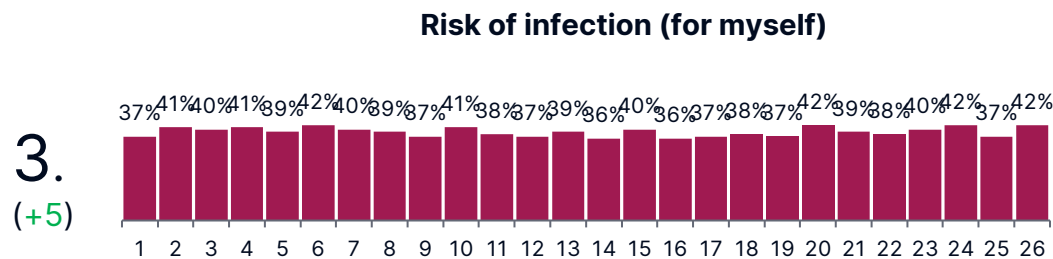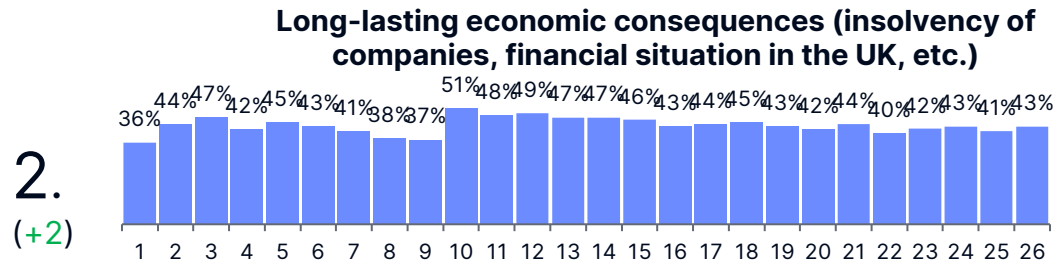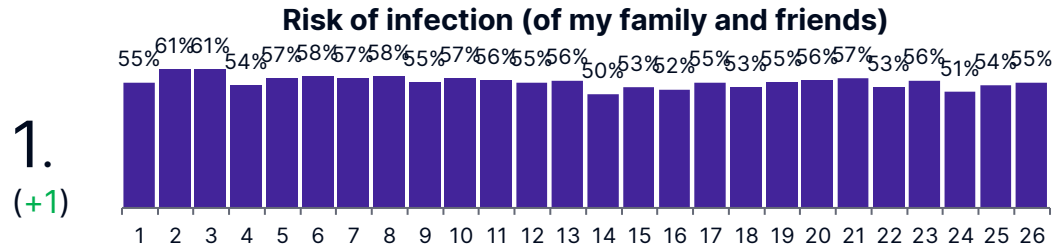1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Poor health care in case of illness other than coronavirus (e.g. a heart attack)

4. **(+3)**

24% 22% 24% 24% 27% 29% 28% 27% 28% 34% 33% 35% 34% 38% 37% 34% 37% 36% 40% 37% 40% 40% 42% 39% 38% 41%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Psychological consequences for myself and others (e.g. depression)*

5. **(+4)**

44% 44% 46% 42% 44% 41% 38% 43% 40% 40% 40% 40% 36% 39% 39% 34% 38%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Poor health care in case of infection with coronavirus

6. **(+3)**

16% 16% 18% 18% 20% 24% 21% 22% 22% 26% 26% 25% 26% 27% 27% 27% 28% 30% 30% 30% 28% 30% 31% 34% 30% 33%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

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

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

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

7.
(-4)

33% 31% 33% 37% 33% 31% 28% 29% 26% 36% 33% 32% 34% 31% 29% 30% 28% 28% 27% 31% 30% 27% 28% 32% 33% 29%
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Social distancing /social exclusion of sick people / isolation*

8.
(+1)

20% 20% 21% 25% 18% 18% 18% 22% 22% 36% 38% 37% 36% 38% 32% 36% 35% 33% 32% 28% 33% 29% 31% 29% 28% 29%
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

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

9.
(-3)

28% 25% 27% 27% 24% 28% 27% 29% 23% 27% 28% 30% 29% 27% 26% 24% 26% 23% 23% 22% 24% 23% 20% 23% 20% 20%
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

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

10.
(=)

23% 19% 22% 20% 20% 19% 18% 18% 18% 20% 22% 21% 21% 26% 20% 23% 24% 23% 23% 26% 24% 24% 21% 22% 26% 26%
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

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

11.
(-4)

9% 7% 9% 11% 9% 10% 11% 13% 13% 16% 14% 17% 18% 16% 14% 15% 14% 17% 14% 14% 15% 16% 12% 13%
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

I don't have any concerns

12.
(-1)

1% 2% 2% 3% 3% 2% 2% 2% 3% 4% 4% 5% 5% 5% 6% 5% 6% 6% 7% 6% 6% 7% 7% 6%
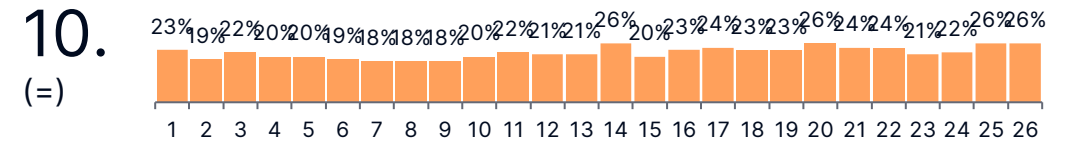1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

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

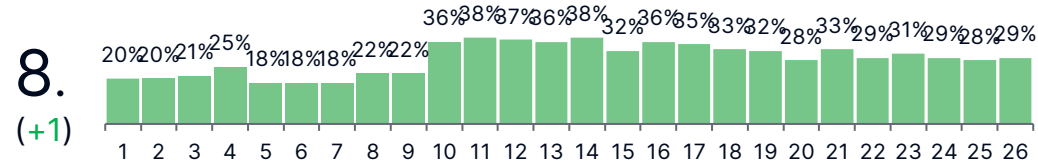Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)

Personal financial consequences (furlough, possibility of losing my job, investments/shares)
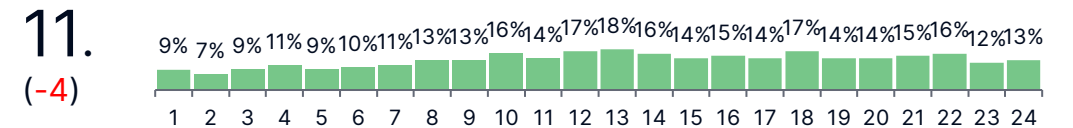
7. **(-4)**

Wave	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
%	33%	31%	33%	37%	33%	31%	28%	29%	26%	36%	33%	32%	34%	31%	29%	30%	28%	28%	27%	31%	30%	27%	28%	32%	33%	29%

Social distancing /social exclusion of sick people / isolation*

8. **(+1)**

Wave	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
%	20%	20%	21%	25%	18%	18%	18%	22%	22%	36%	38%	37%	36%	38%	32%	36%	35%	33%	32%	28%	33%	29%	31%	29%	28%	29%

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

9. **(-3)**

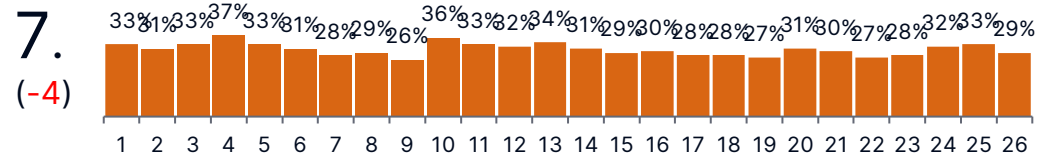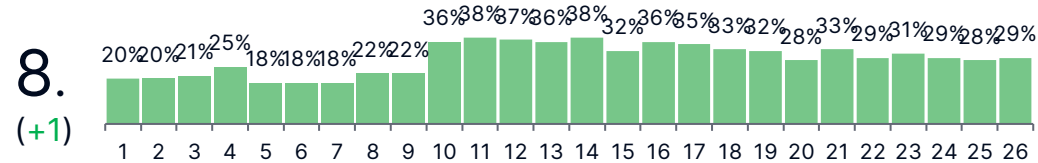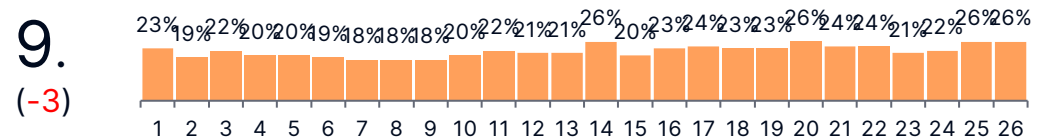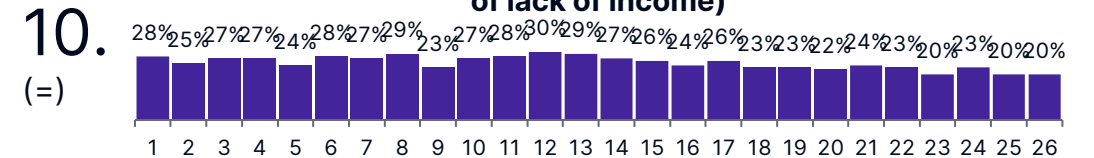| Wave	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
%	23%	19%	22%	20%	20%	19%	18%	18%	18%	20%	22%	21%	21%	26%	20%	23%	24%	23%	23%	26%	24%	24%	21%	22%	26%	26%

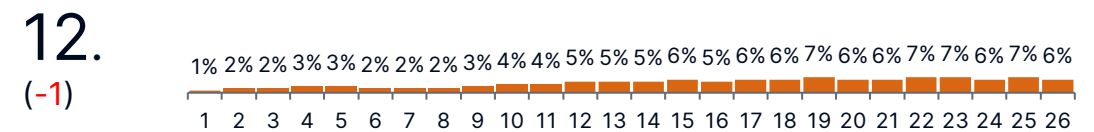## Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)

10. **(=)**

Wave	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
%	28%	25%	27%	27%	24%	28%	27%	29%	23%	27%	28%	30%	29%	27%	26%	24%	26%	23%	23%	22%	24%	23%	20%	23%	20%	20%

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

11. **(+2)**

Wave	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
%	9%	7%	9%	11%	9%	10%	11%	13%	13%	16%	14%	17%	18%	16%	14%	15%	14%	17%	14%	14%	15%	16%	12%	13%	13%	15%

I don't have any concerns

12. **(-1)**

Wave	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
%	1%	2%	2%	3%	3%	2%	2%	2%	3%	4%	4%	5%	5%	5%	6%	5%	6%	6%	7%	6%	6%	7%	7%	6%	7%	6%

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„What are your five largest concerns regarding the Corona pandemic? (This can include what is already happening or what may occur in the future)" (Base: Wave 1-26: N=1000) *** From Wave 10, the questions were updated or changed. Changes or fluctuations can be associated with this and should only be interpreted as a tendency.**
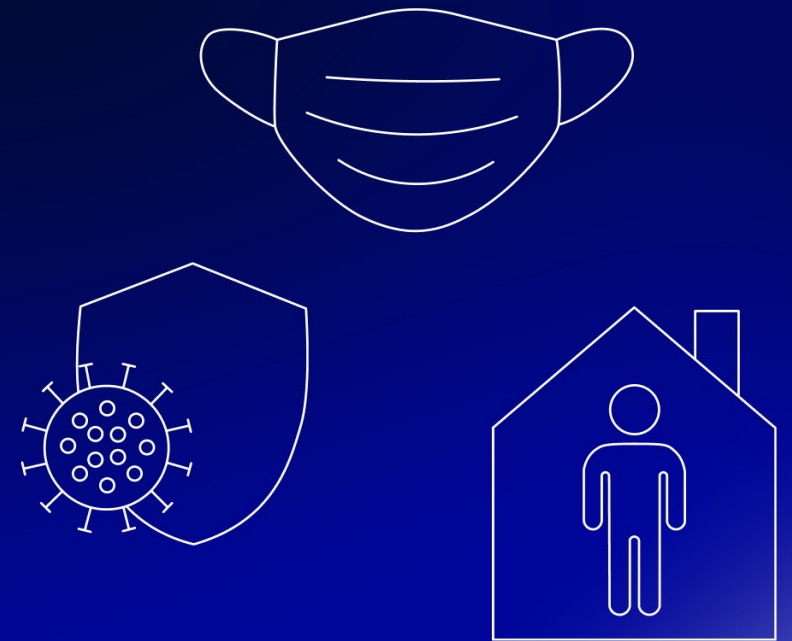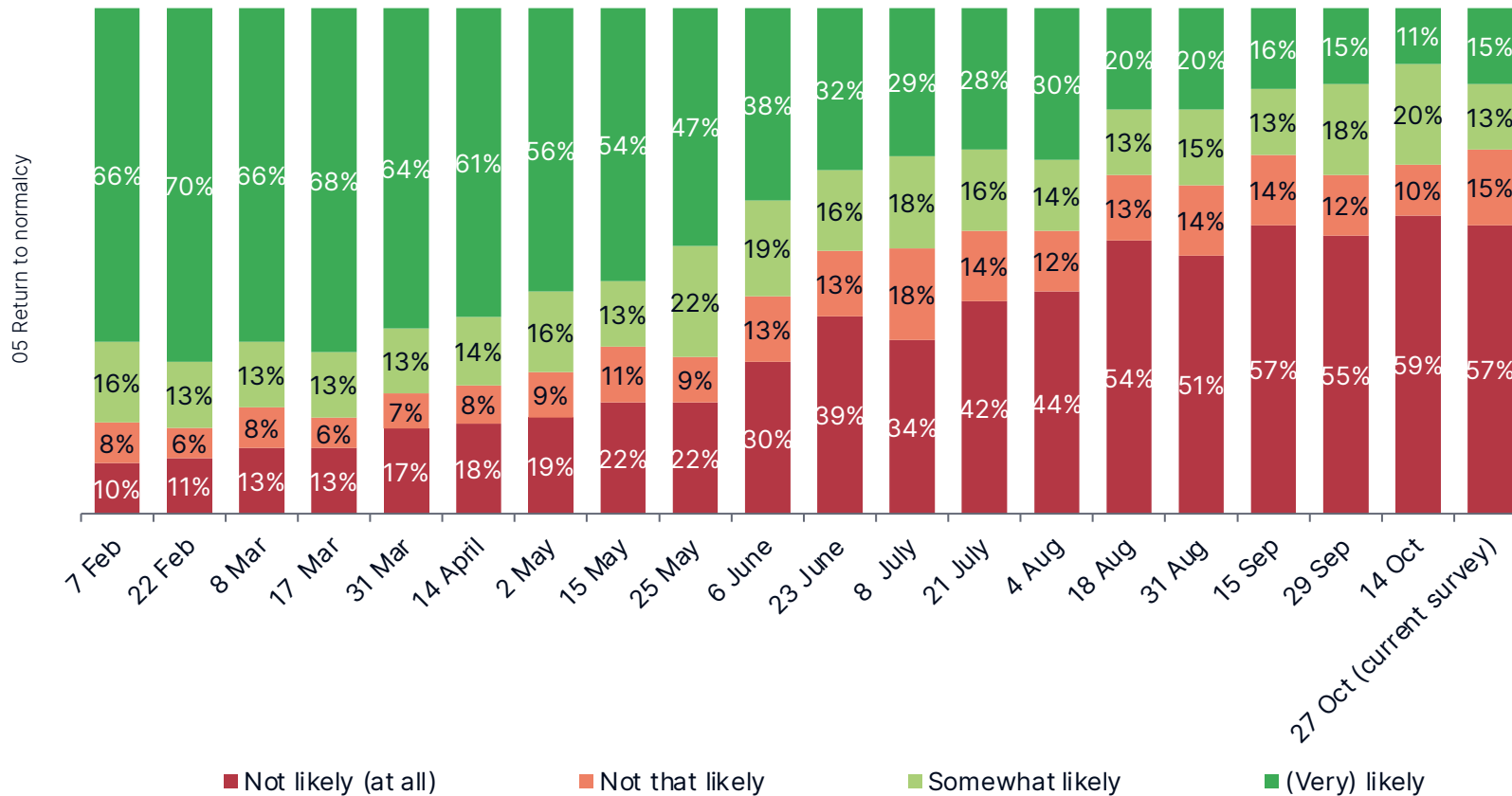
05
Return to normalcy

Vaccination progress and daily (work) life

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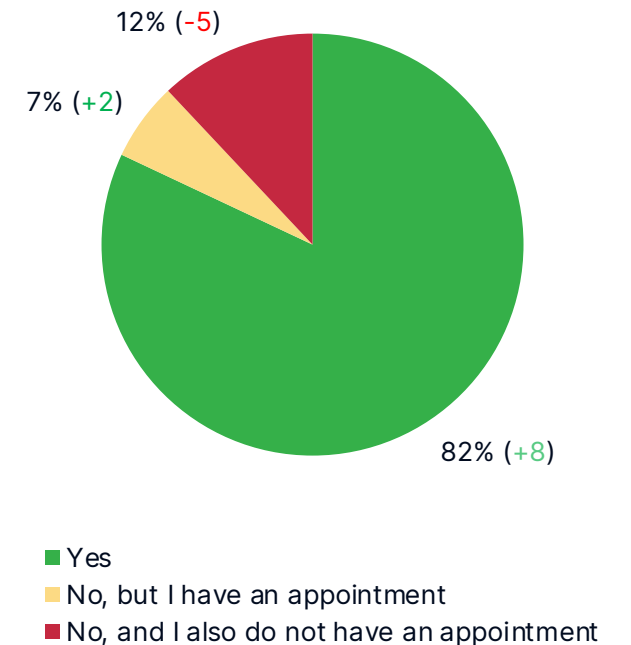# Vaccination readiness and progress

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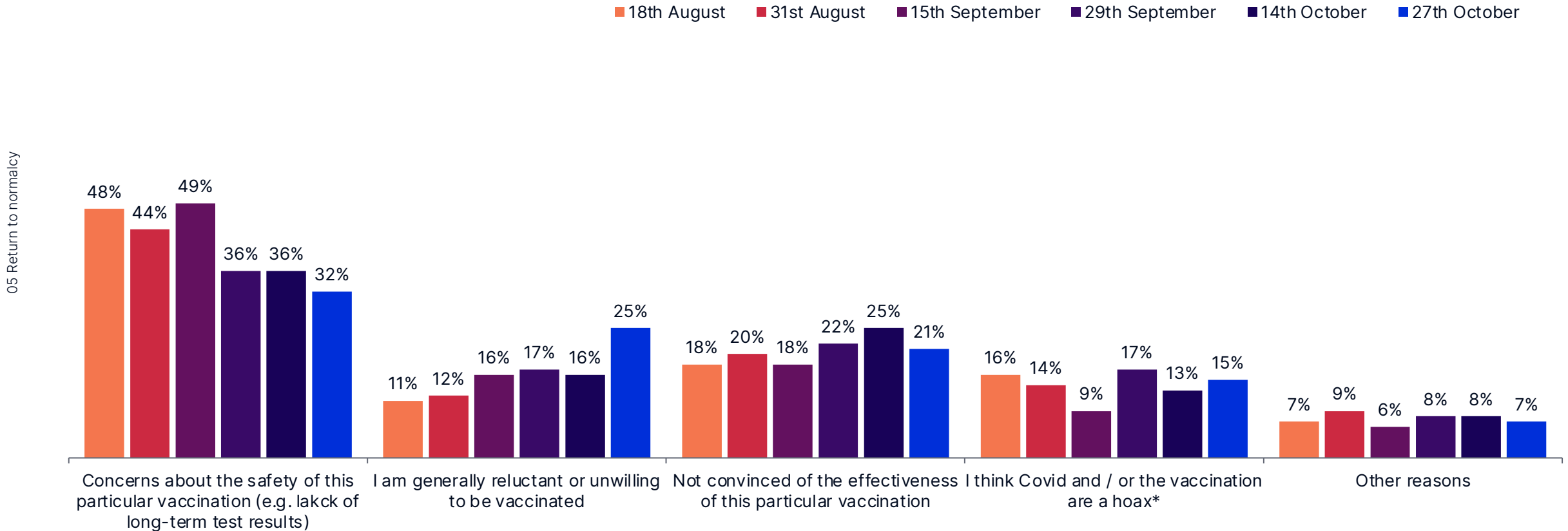
(In brackets = Comparison to the week of July 21st)

05 Return to normalcy

Legend for bar chart:
- ■ Not likely (at all)
- ■ Not that likely
- ■ Somewhat likely
- ■ (Very) likely

Pie chart:
- 12% (-5)
- 7% (+2)
- 82% (+8)
- ■ Yes
- ■ No, but I have an appointment
- ■ No, and I also do not have an appointment

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Reasons against vaccination

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

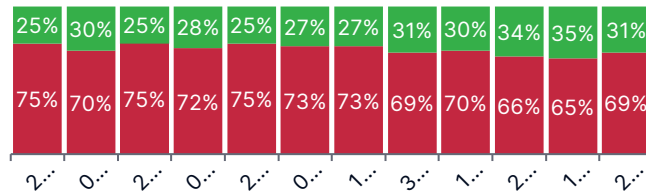Why would you not get vaccinated? (Multiple answers possible)

■ 18th August ■ 31st August ■ 15th September ■ 29th September ■ 14th October ■ 27th October

05 Return to normalcy

	Concerns about the safety of this particular vaccination (e.g. lakck of long-term test results)	I am generally reluctant or unwilling to be vaccinated	Not convinced of the effectiveness of this particular vaccination	I think Covid and / or the vaccination are a hoax*	Other reasons
18th August	48%	11%	18%	16%	7%
31st August	44%	12%	20%	14%	9%
15th September	49%	16%	18%	9%	6%
29th September	36%	17%	22%	17%	8%
14th October	36%	16%	25%	13%	8%
27th October	32%	25%	21%	15%	7%

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How safe are (everyday) activities rated?

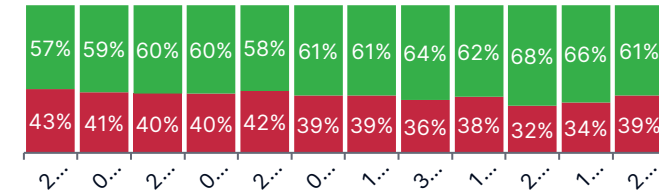Total sample – sorted by "(rather) not safe" responses

■ (Rather) safe ■ Not (that) safe

Regardless of the currently applicable regulations - how safe do you find the following activities?
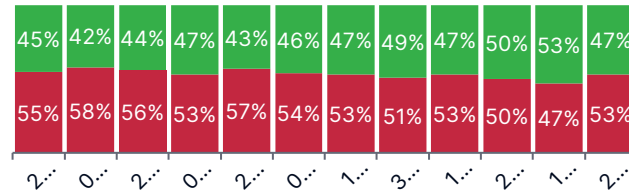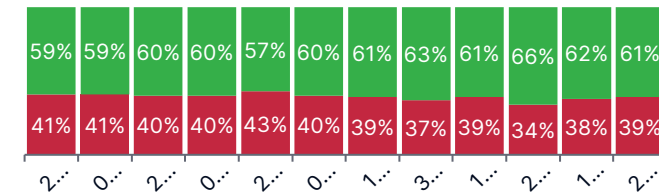
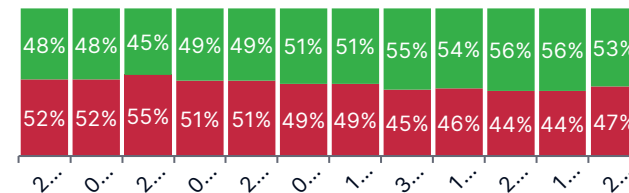### Going to large-scale events (>1000 people)

25%	30%	25%	28%	25%	27%	27%	31%	30%	34%	35%	31%
75%	70%	75%	72%	75%	73%	73%	69%	70%	66%	65%	69%

Going to the gym

45%	42%	44%	47%	43%	46%	47%	49%	47%	50%	53%	47%
55%	58%	56%	53%	57%	54%	53%	51%	53%	50%	47%	53%

Going to the cinema

48%	48%	45%	49%	49%	51%	51%	55%	54%	56%	56%	53%
52%	52%	55%	51%	51%	49%	49%	45%	46%	44%	44%	47%

Going to a restaurant / bar

57%	59%	60%	60%	58%	61%	61%	64%	62%	68%	66%	61%
43%	41%	40%	40%	42%	39%	39%	36%	38%	32%	34%	39%

Going to a shopping centre
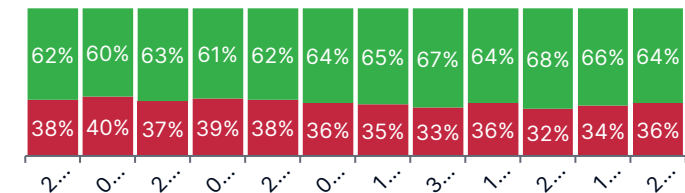
59%	59%	60%	60%	57%	60%	61%	63%	61%	66%	62%	61%
41%	41%	40%	40%	43%	40%	39%	37%	39%	34%	38%	39%

Going to a museum

62%	60%	63%	61%	62%	64%	65%	67%	64%	68%	66%	64%
38%	40%	37%	39%	38%	36%	35%	33%	36%	32%	34%	36%

"If there were no restrictions in the UK, how safe would you consider the following activities? If there are no restrictions currently in place, please tell us to what extent you consider these activities to be safe at present." (Base: N=1000)
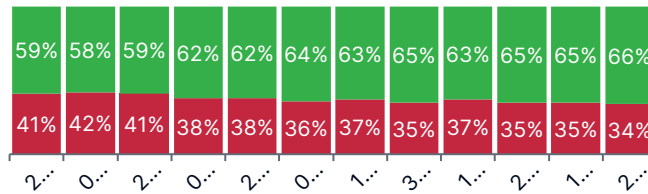
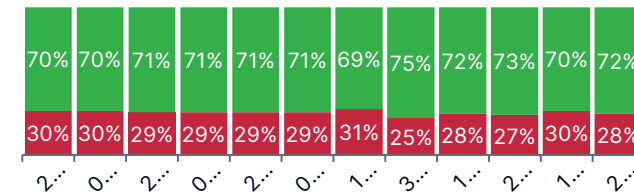# How safe are (everyday) activities rated?

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?
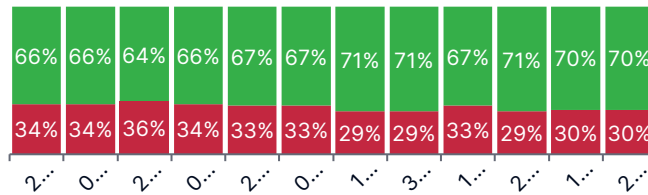
Going to the office

| 59% | 58% | 59% | 62% | 62% | 64% | 63% | 65% | 63% | 65% | 65% | 66% |
| 41% | 42% | 41% | 38% | 38% | 36% | 37% | 35% | 37% | 35% | 35% | 34% |

Going to a supermarket

| 70% | 70% | 71% | 71% | 71% | 71% | 69% | 75% | 72% | 73% | 70% | 72% |
| 30% | 30% | 29% | 29% | 29% | 29% | 31% | 25% | 28% | 27% | 30% | 28% |

Going on (short) weekend trips

| 66% | 66% | 64% | 66% | 67% | 67% | 71% | 71% | 67% | 71% | 70% | 70% |
| 34% | 34% | 36% | 34% | 33% | 33% | 29% | 29% | 33% | 29% | 30% | 30% |

Visiting a group of friends (>4 people)

| 43% | 68% | 69% | 72% | 70% | 72% | 74% | 75% | 74% | 76% | 73% | 71% |
| 33% | 32% | 31% | 28% | 30% | 28% | 26% | 25% | 26% | 24% | 27% | 29% |

"If there were no restrictions in the UK, how safe would you consider the following activities? If there are no restrictions currently in place, please tell us to what extent you consider these activities to be safe at present." (Base: N=1000)
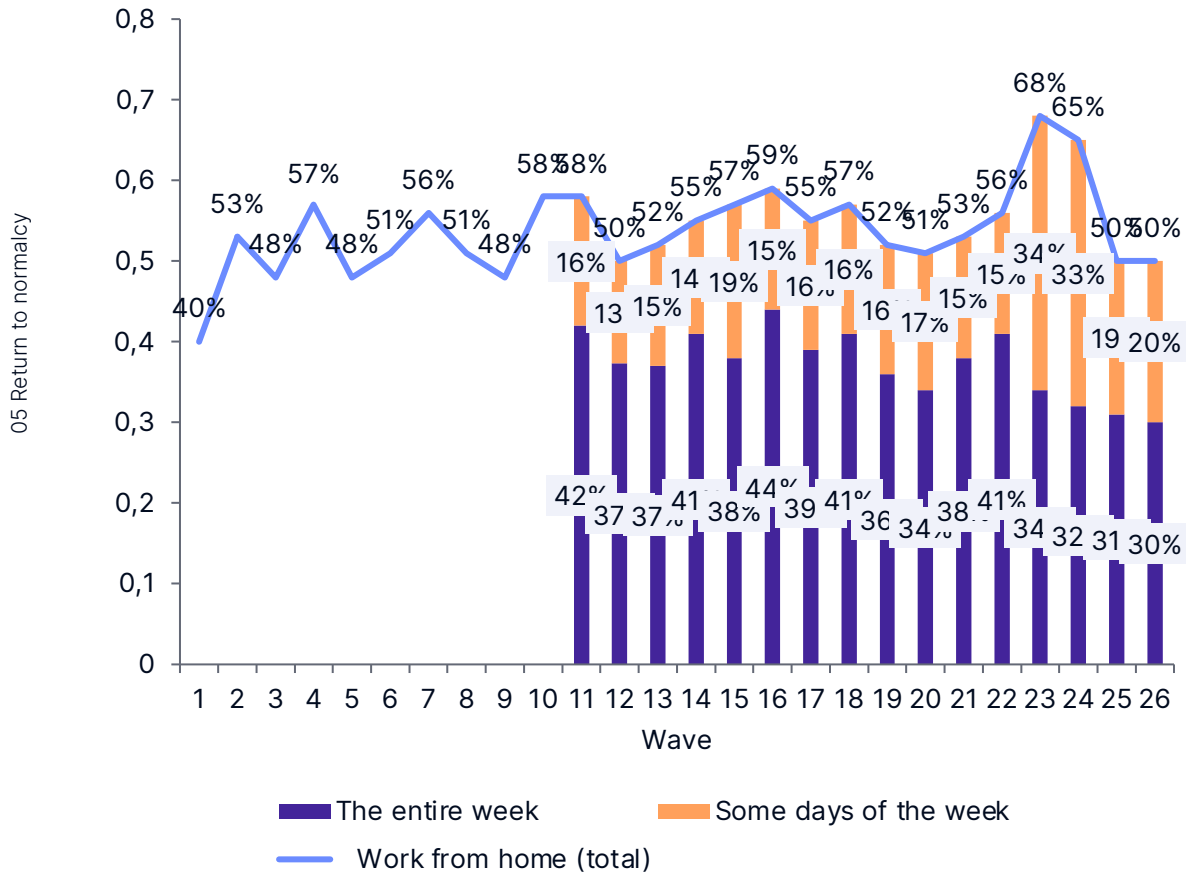
24

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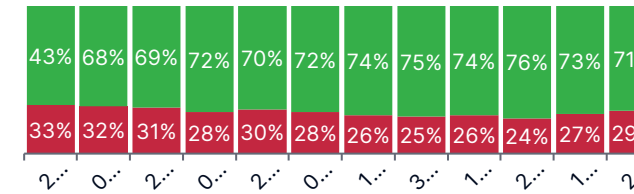
How many respondents work from home?

Currently: 50 percent of employees

Share of employees working from home, sorted by wave

Y-axis label: 05 Return to normalcy

Line values (Work from home total): 40% 53% 48% 57% 48% 51% 56% 51% 48% 58% 58% 50% 52% 55% 57% 59% 55% 57% 52% 51% 53% 56% 68% 65% 50% 50%

Some days of the week: 16% 13 15% 14 19% 15% 16% 16% 15% 16 17% 15% 15% 34% 33% 19 20%

The entire week: 42% 37 37% 41 38% 44% 39 41% 36 34% 38 41% 34 32 31 30%

X-axis: Wave 1–26

Legend:
■ The entire week   ■ Some days of the week
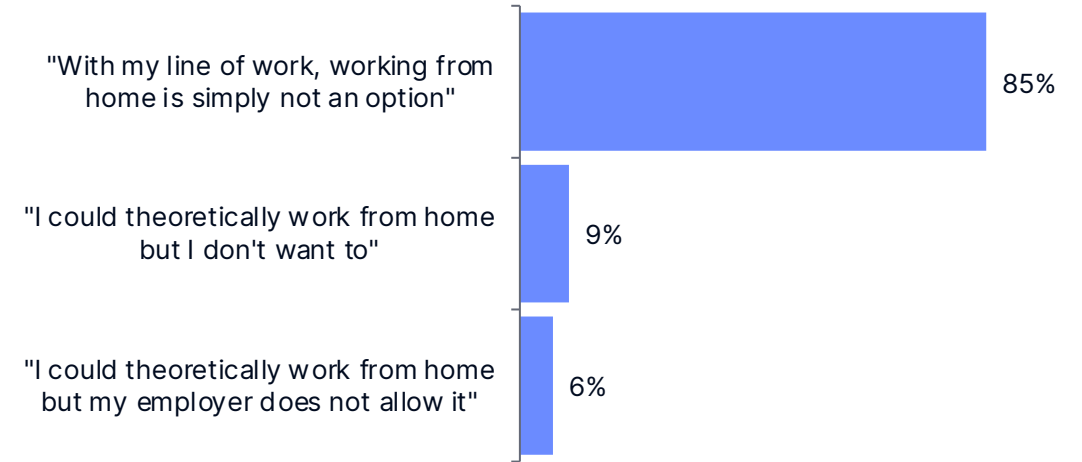— Work from home (total)

How many respondents do not work from home?

Currently: 50 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" 85%

"I could theoretically work from home but I don't want to" 9%

"I could theoretically work from home but my employer does not allow it" 6%

Transport and mobility services (1/2)

Total sample

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

Service	Several times a week	Around once a week
My own car	58% (+5)	9% (+2)
Bus	17% (+1)	12% (-1)
Bikes	15% (=)	9% (-2)
Local trains / long-distance trains	8% (-2)	9% (-1)
Cabs / Taxis	7% (-2)	10% (-3)
Tube / Metro	8% (-1)	6% (=)
Planes	% (+1)	4% (-1)

■ Several times a week ■ Around once a week
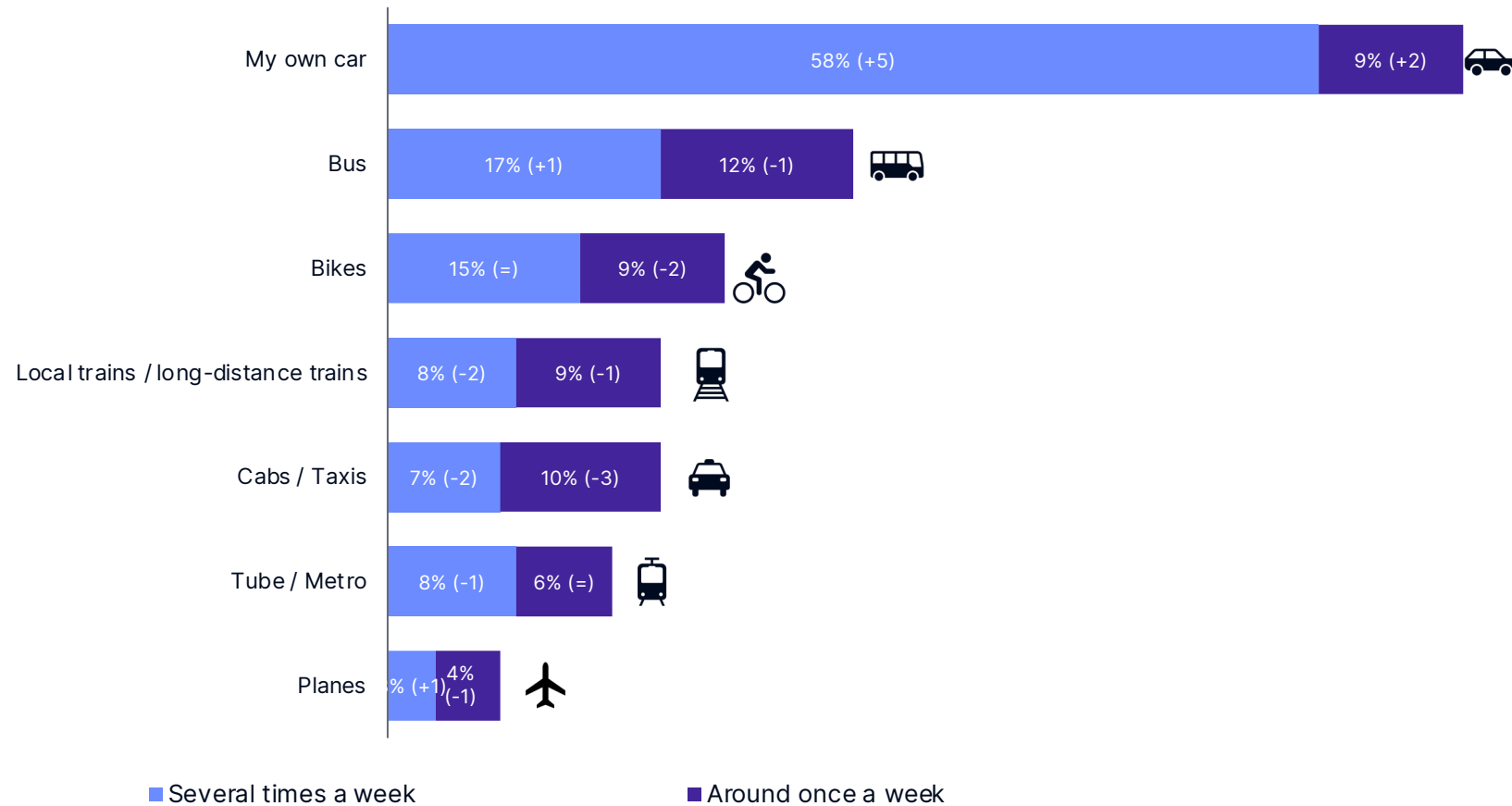
Transport and mobility services (2/2)

Total sample

Which modes of transport / mobility services are perceived to be **the most unsafe**?

Rank	Transportation	23 March Wave 1 Bottom 2	20 May Wave 3 Bottom 2	9 August Wave 5 Bottom 2	7 February Wave 7 Bottom 2	8 March Wave 9 Bottom 2	31 March Wave 11* Bottom 2	2 May Wave 13 Bottom 2	25 May Wave 15 Bottom 2	9 June Wave 16 Bottom 2	23 June Wave 17 Bottom 2	08 July Wave 18 Bottom 2	21 July Wave 19 Bottom 2	04 August Wave 20 Bottom 2	18 August Wave 21 Bottom 2	31 August Wave 22 Bottom 2	15 September Wave 23 Bottom 2	29 September Wave 24 Bottom 2	14 October Wave 25 Bottom 2	**27 October Wave 26 Bottom 2**
1	Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%	43%	45%	43%	43%	38%	43%	39%	39%	**41%**
2	Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%	41%	43%	43%	40%	37%	42%	37%	38%	**38%**
3	Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	31%	29%	29%	32%	31%	28%	**31%**
4	Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%	31%	36%	32%	30%	29%	31%	27%	30%	**31%**
5	Regional trains	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	30%	28%	28%	30%	26%	26%	**29%**
6	Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%	26%	28%	26%	25%	24%	27%	26%	23%	**27%**
7	Rental cars	Not applicable					28%	24%	21%	22%	23%	21%	21%	21%	18%	18%	19%	17	20%	**18%**

"How safe would you say the following transportation / mobility services are with regards to the Corona pandemic?" (1=Very unsafe // 5=Very safe) (Base: Wave 1-26: N=1,000) **From wave 10, the questionnaire of this report was updated or changed. Changes and fluctuations can be associated with this and should only be interpreted as a tendency.**

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06
Consumer Behaviour

Which product categories are bought the most? How does online shopping compare to physical shopping?

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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 September	29 September	14 October	31 October
1		**Food / groceries (total)**	**92%**	**92%**	**90%**	**94%**	**91%**	**92%**	**92%**	**92%**	**93%**	**93%**	**93%**	**92%**	**92%**	**91%**	**93%**	**90%**	**93% (+3)**
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%	20%	20%	18%	19%	17%	21%	17%	19%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%	61%	59%	62%	60%	60%	58%	60%	61%
2		**Personal-care / Hygiene (total)**	**70%**	**69%**	**64%**	**68%**	**70%**	**67%**	**66%**	**66%**	**70%**	**68%**	**69%**	**65%**	**67%**	**65%**	**69%**	**67%**	**68% (+1)**
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%	19%	22%	16%	17%	16%	19%	19%	16%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%	41%	39%	43%	43%	41%	41%	39%	45%
3		**Non-alcoholic beverages (total)**	**63%**	**64%**	**62%**	**67%**	**66%**	**63%**	**64%**	**67%**	**65%**	**68%**	**64%**	**69%**	**67%**	**63%**	**66%**	**65%**	**64% (-1)**
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%	13%	15%	14%	14%	11%	13%	12%	14%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%	48%	42%	48%	46%	46%	45%	47%	44%
4		**Alcoholic beverages (total)**	**51%**	**53%**	**50%**	**55%**	**55%**	**52%**	**58%**	**57%**	**57%**	**54%**	**54%**	**53%**	**53%**	**50%**	**54%**	**52%**	**51% (-1)**
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%	10%	12%	11%	11%	9%	12%	11%	11%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%	38%	37%	38%	37%	37%	37%	35%	35%
5		**Clothes (total)**	42%	46%	45%	**49%**	51%	48%	50%	48%	46%	49%	52%	48%	52%	48%	49%	51%	**52% (+1)**
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%	26%	27%	23%	27%	23%	24%	25%	23%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%	15%	18%	17%	17%	18%	16%	17%	21%
6		**Medications (total)**	**40%**	**45%**	**39%**	**40%**	**43%**	**41%**	**44%**	**43%**	**44%**	**41%**	**44%**	**39%**	**43%**	**42%**	**43%**	**46%**	**47% (+1)**
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%	11%	14%	10%	10%	10%	10%	11%	11%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%	26%	26%	25%	28%	28%	28%	29%	31%

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"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	29 September	14 October	31 October
7		**Beauty products / Make-up (total)**	**31%**	**35%**	**34%**	**30%**	**35%**	**35%**	**34%**	**31%**	**36%**	**33%**	**36%**	**31%**	**34%**	**31%**	**32%**	**36%**	**34% (-2)**
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%	14%	16%	12%	12%	13%	15%	13%	15%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%	14%	14%	15%	15%	14%	14%	17%	15%
8		**Books / Magazines (total)**	**32%**	**33%**	**32%**	**32%**	**31%**	**34%**	**34%**	**32%**	**32%**	**33%**	**34%**	**33%**	**38%**	**33%**	**32%**	**34%**	**34% (=)**
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%	14%	15%	15%	16%	15%	15%	14%	15%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%	14%	15%	14%	17%	15%	13%	16%	16%
9		**Shoes (total)**	**25%**	**30%**	**27%**	**29%**	**30%**	**32%**	**32%**	**29%**	**30%**	**30%**	**33%**	**31%**	**34%**	**27%**	**31%**	**32%**	**32% (=)**
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%	16%	17%	17%	16%	14%	14%	16%	14%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%	10%	11%	10%	13%	10%	11%	10%	14%
10		**Toys (board games, video games, etc.) (total)***	**24%**	**25%**	**21%**	**23%**	**22%**	**26%**	**27%**	**25%**	**29%**	**27%**	**27%**	**26%**	**29%**	**26%**	**28%**	**30%**	**29% (-1)**
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%	14%	13%	14%	13%	14%	13%	12%	13%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%	8%	10%	9%	11%	9%	10%	11%	12%
11		**Decorative items / knick-knacks (total)**	**22%**	**27%**	**25%**	**23%**	**28%**	**27%**	**27%**	**24%**	**27%**	**29%**	**27%**	**24%**	**25%**	**25%**	**25%**	**27%**	**27% (=)**
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%	13%	11%	10%	11%	9%	9%	9%	11%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%	11%	12%	11%	9%	11%	11%	12%	11%
12		**Household appliances (total)**	**25%**	**30%**	**25%**	**23%**	**25%**	**25%**	**25%**	**23%**	**26%**	**26%**	**28%**	**23%**	**27%**	**21%**	**24%**	**25%**	**26% (+1)**
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%	12%	13%	10%	12%	8%	11%	9%	10%
		offline	6%	11%	8%	8%	10%	9%	11%	9%	10%	9%	10%	10%	9%	12%	9%	9%	10%

"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	29 September	14 October	31 October
13		**Electrical equipment / consumer elctronics (total)**	**26%**	**27%**	**23%**	**25%**	**25%**	**26%**	**27%**	**24%**	**25%**	**26%**	**27%**	**24%**	**28%**	**23%**	**24%**	**25%**	**25% (=)**
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%	15%	15%	13%	15%	12%	12%	12%	13%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%	7%	8%	8%	8%	7%	8%	8%	8%
14		**Tableware / kitchen equipm. (total)**	20%	**25%**	**18%**	**21%**	**21%**	**22%**	**23%**	**21%**	**23%**	**21%**	**22%**	**20%**	**24%**	**19%**	**21%**	**22%**	**22% (=)**
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%	8%	9%	8%	10%	8%	7%	8%	8%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%	9%	10%	9%	10%	8%	10%	10%	11%
15		**Sports / fitness equipm. (total)**	**20%**	**23%**	**18%**	**20%**	**22%**	**20%**	**21%**	**20%**	**22%**	**21%**	**22%**	**20%**	**21%**	**20%**	**19%**	**20%**	**19% (-1)**
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%	11%	12%	11%	11%	9%	8%	9%	10%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%	6%	7%	5%	5%	7%	7%	7%	6%
16		**Jewelry**	**18%**	**20%**	**17%**	**15%**	**18%**	**18%**	**20%**	**18%**	**23%**	**19%**	**21%**	**20%**	**22%**	**16%**	**18%**	**21%**	**19% (-2)**
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%	10%	10%	9%	10%	7%	8%	10%	9%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%	8%	7%	7%	6%	6%	7%	7%
17		**Furniture**	**18%**	**21%**	**18%**	**17%**	**17%**	**19%**	**20%**	**17%**	**20%**	**18%**	**20%**	**17%**	**19%**	**17%**	**16%**	**20%**	**18% (-2)**
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%	10%	9%	8%	8%	8%	8%	8%	7%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%	5%	7%	6%	8%	5%	5%	7%	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.

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In Focus: Online vs. Offline Shopping

Total sample

Top 10: Bought online in the last week
(In brackets = compared to the week of September 15th)

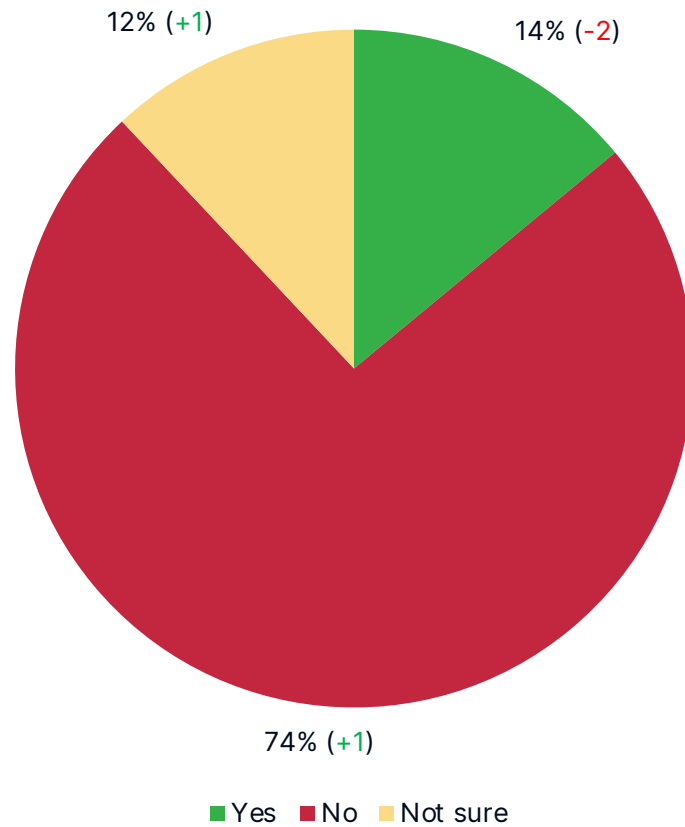| Category	Value
Clothes	23% (-2)
Food / groceries	19% (+2)
Personal-care products / hygiene products	16% (-3)
Books / magazines	15% (+1)
Beauty products / make-up	15% (+2)
Shoes	14% (-2)
Non-alcoholic beverages	14% (+2)
Toys	13% (+1)
Alcoholic beverages	11% (=)
Medications	11% (=)

Top 10: Bought offline in the last week

Category	Value
Food / Groceries	61% (-2)
Personal-care products / hygiene products	45% (-1)
Non-alcoholic beverages	44% (=)
Alcoholic beverages	35% (=)
Medications	31% (=)
Clothes	21% (-2)
Books / magazines	16% (=)
Beauty products / make-up	15% (-2)
Shoes	14% (=)
Decorative items / knick-knacks	11% (+1)

06 Consumer behaviour

"Have you purchased the following products within the last week?" (Base: N=1000) *"Toys (board games, video games, puzzles, etc.)" was worded as „Board games / video games / puzzles" in previous surveys.
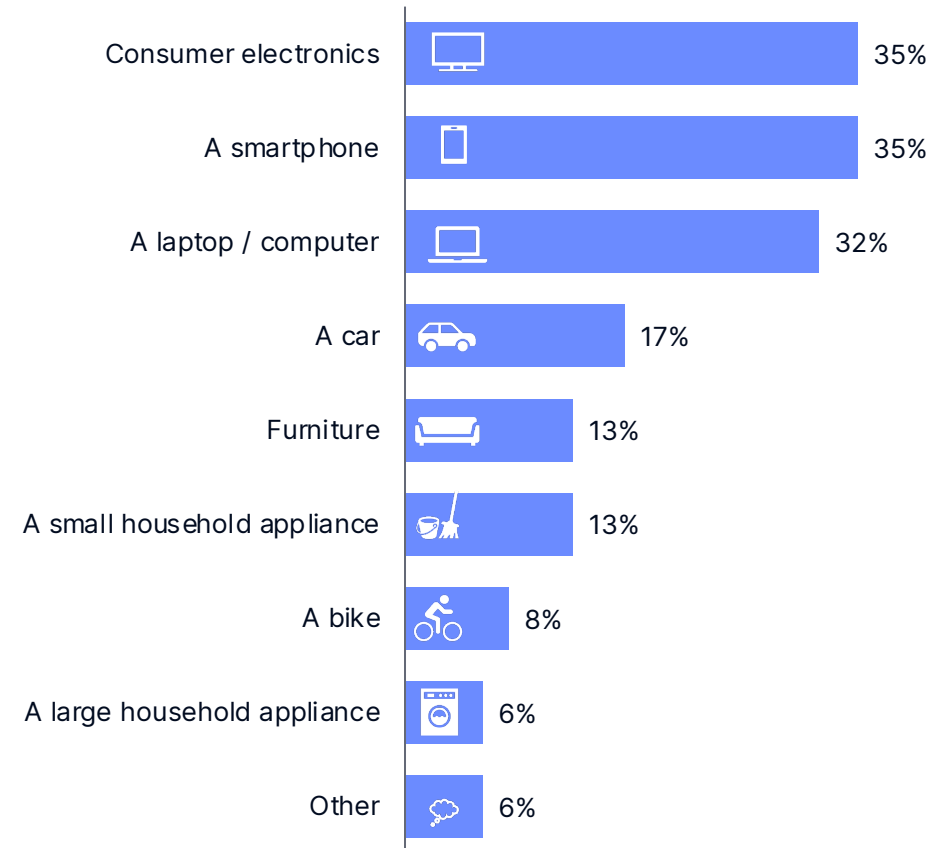
Consumer Barometer

Total sample

Do you have a major purchase planned in the next two weeks?
(In brackets = change compared to previous Wave)

14% (-2)

12% (+1)

74% (+1)

■ Yes ■ No ■ Not sure

What are Brits planning to buy?

Consumer electronics	35%
A smartphone	35%
A laptop / computer	32%
A car	17%
Furniture	13%
A small household appliance	13%
A bike	8%
A large household appliance	6%
Other	6%

06 Consumer behaviour

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Your contact persons

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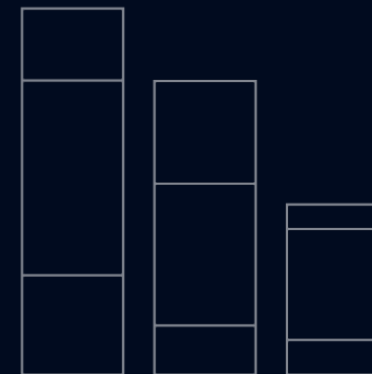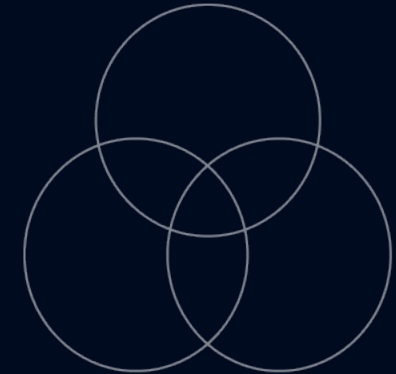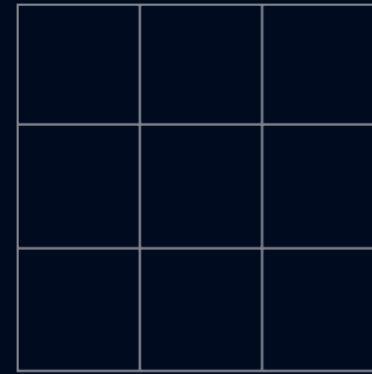
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Surveys and dates

2020

Wave 1 – 21.03.2020

Wave 2 – 21.04.2020

Wave 3 – 20.05.2020

Wave 4 – 22.06.2020

Wave 5 – 09.08.2020

Wave 6 – 22.01.2021

2021

Wave 7 – 07.02.2021

Wave 8 – 22.02.2021

Wave 9 – 08.03.2021

Wave 10 – 17.03.2021

Wave 11 – 31.03.2021

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

Wave 23 – 15.09.2021

Wave 24 – 29.09.2021

Wave 25 – 14.10.2021

Wave 26 – 31.10.2021

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Sample composition

Age & Gender - All Surveys

01 Study design & Sample

Survey 1-23 (N=1000)

Age group	Women	Men
16-24years	93	93
25-34 years	104	104
35-44 years	108	108
45-54 years	107	107
55-65 years	88	88

■ Women (N=500) ■ Men (N=500)

Ø Age: 39.5 years*

Survey 24 (N=1000)

Age group	Women	Men
16-24years	93	93
23-34 years	104	104
35-44 years	108	108
45-54 years	107	107
55-65 years	88	88

■ Women (N=500) ■ Men (N=500)

Ø Age: 39.4 years

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*Average age for Wave 25