



# appinio corona report

27<sup>th</sup> survey – 17 November 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://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](https://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

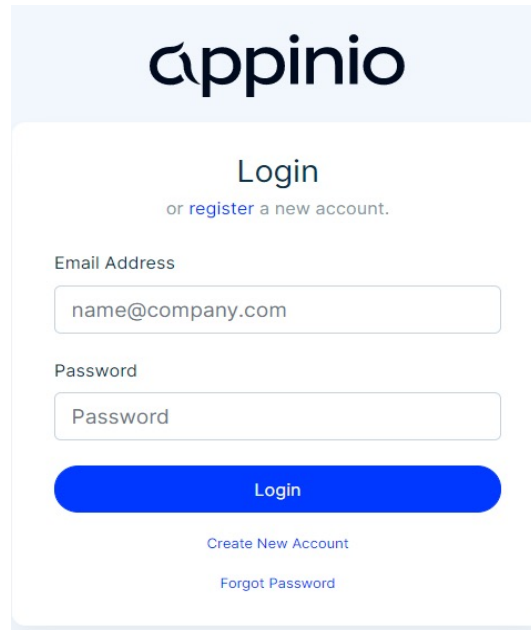


# Access to the studies and the tracking-data

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](https://research.appinio.com)



The form is titled 'Login' with a subtext 'or register a new account.' It features two input fields: 'Email Address' with the placeholder 'name@company.com' and 'Password' with the placeholder 'Password'. Below these is a blue 'Login' button. At the bottom, there are two links: 'Create New Account' and 'Forgot Password'.

## 2. Open the report

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



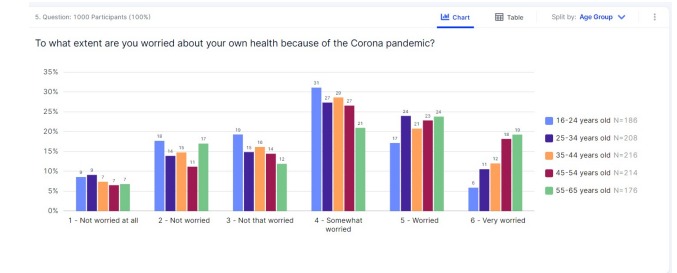
### Corona: Consumer Study - UK

Participants	Questions	Create Date
1000	35	24.03.2020

[Go to Analysis](#)

## 3. Analyse the results

- View and track the results in real-time in the dashboard
- Flexible splitting and filtering (e.g. according to age groups or diet types)





# Tracking: Study design

Data collection, sample and content

## Method

- Mobile questionnaire, played out via the Appinio app
- The survey took place between November 11 and November 13, 2021
- Data can be accessed, filtered and downloaded at [research.appinio.com](https://research.appinio.com)

## Sample

- Country: United Kingdom
- Age: 16 – 65 years old
- Representative at national level regarding age and gender
- Survey 1 to 27: N=1000

## Content

- Current additional questions:

### **Black Friday and Cyber Monday:**

- What is online shopping like in the UK at the moment?
- Positive or negative - what image do Brits have of the days of shopping mania in November?
- How popular are Black Friday and Cyber Monday among Brits? And who is planning to buy something this year? Who will buy Christmas presents?

02

## Key Insights



## Key Insights – Additional Questions

The week's most interesting insights at a glance



### Black Friday & Cyber Monday - Well known in the UK

- Online shopping: **The vast majority (75%) of Brits** buy something online **at least once a month. 45% even buy online at least every two weeks.**
- **Heavy online shoppers: 35-44 year olds** in particular buy online very regularly. **Half of them (51%)** stated that they order online **at least once every two weeks.** One in five (22%) in this age group does this at least once a week.
- **The majority (61%) of Brits** have already **bought a product on Cyber Monday or Black Friday in the past.** Here, too, 16 to 24 year olds are the group with the highest purchasing power – 71% of them have already bought something in the past.
- **66%** plan to **buy something** on Black Friday or Cyber Monday this year.



### Positive image in the minds of British consumers

- Overall, Black Friday has a very positive image in the minds of UK consumers. A full 73% of those surveyed perceive the two campaign days Black Friday and Cyber Monday as (rather) positively.
- The positive image is also reflected in consumers' buying behaviour: **87 percent** of those who have already bought something on the campaign days in the past **plan to do it again this year.**
- **29 percent** of those who have not taken advantage of the discount campaigns in the past are planning to buy something on Black Friday / Cyber Monday this year.
- If you look at who is planning to buy something, **62 percent** say they are waiting for **specific campaigns for a certain brand or product. One in three (38%)** says that they are simply inspired by the offers.



### The majority are tempted to take advantage of Black Friday offers.

- Overall, **52 percent** of those surveyed agree with the statement that **good deals on Black Friday / Cyber Monday tempt them to buy more than usual.**
- **Many (35%)** have already had **the experience of buying something** on the Black Friday and Cyber Monday campaign days that **they found unnecessary in retrospect.**
- The younger the respondents, the more tempted they feel by Black Friday offers.

# 03

## Additional Questions

Black Friday and Cyber Monday:

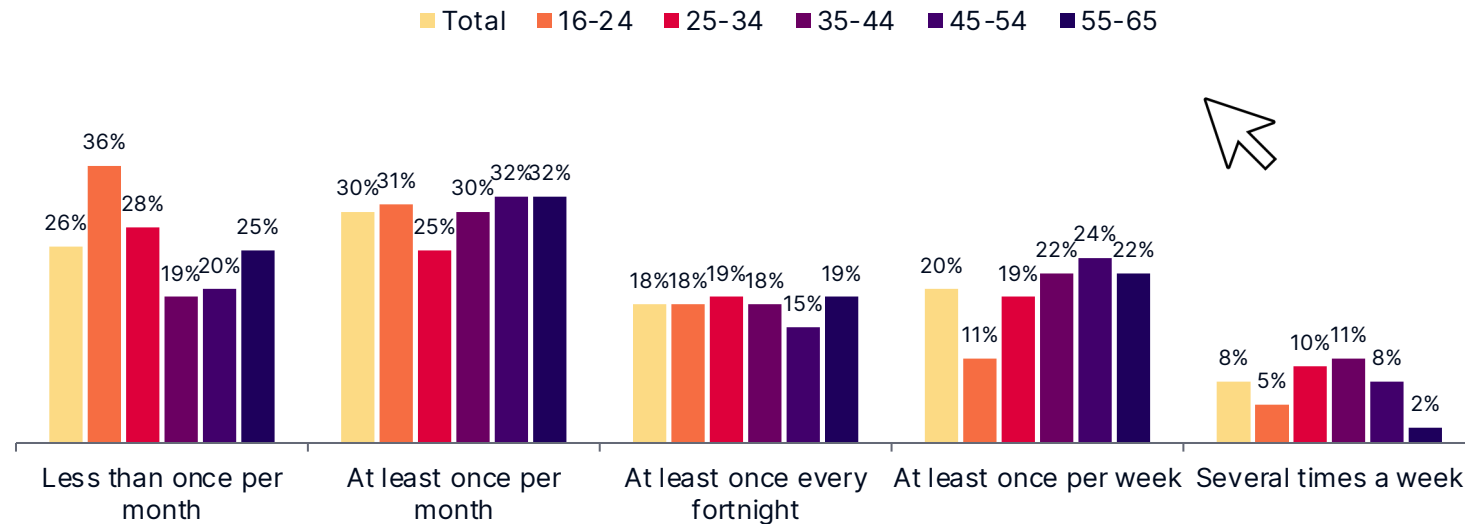
- What is online shopping like in the UK at the moment?
- Positive or negative - what image do Brits have of the days of shopping mania in November?
- How popular are Black Friday and Cyber Monday among Brits? And who is planning to buy something this year? Who will buy Christmas presents?



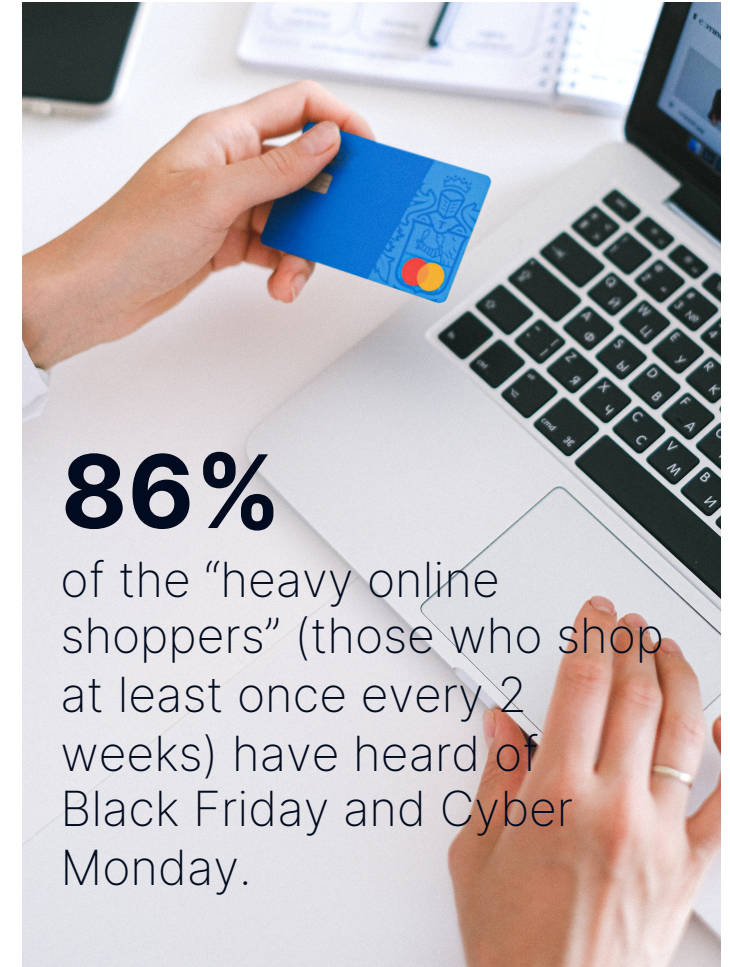
# Status Quo: Almost everyone who shops a lot online knows Black Friday and Cyber Monday

How much is currently being bought online in general?

How often do you buy something online on average (regardless of the category)?



- **The vast majority (75%) of Brits** buy something online **at least once a month**. **45% even buy online at least every two weeks.**
- **Heavy online shoppers: 35-44 year olds** in particular buy online very regularly. **Half of them (51%)** stated that they order online **at least once every two weeks**. One in five (22%) in the age group even does this at least once a week.





# Black Friday & Cyber Monday

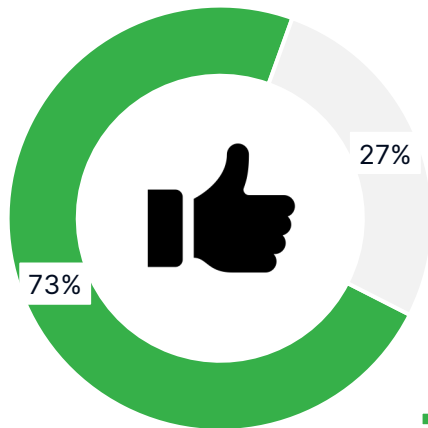
Well known in the UK

How do you feel about "Black Friday" and "Cyber Monday"?

## 73%

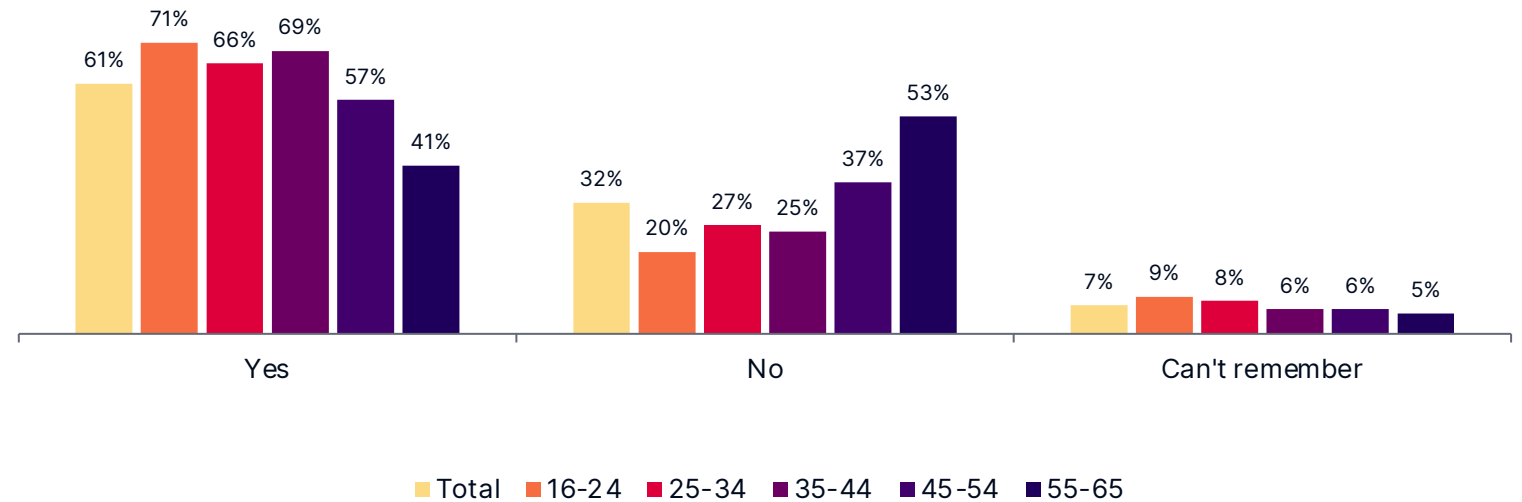


perceive Black Friday and Cyber Monday (rather) positively.



■ (Slightly) positively  
■ (Slightly) negatively

Have you bought products on Black Friday and / or Cyber Monday **in the past**?



- **Nearly two out of three Brits (61%)** know of **"Black Friday"** and **"Cyber Monday"** and what the days represent.
- The majority (61%) of Brits have already bought a product on Cyber Monday or Black Friday in the past. Here, too, 16 to 24 year olds are the group with the highest purchasing power - 71 percent of them have already bought something on the previous days of the campaign.

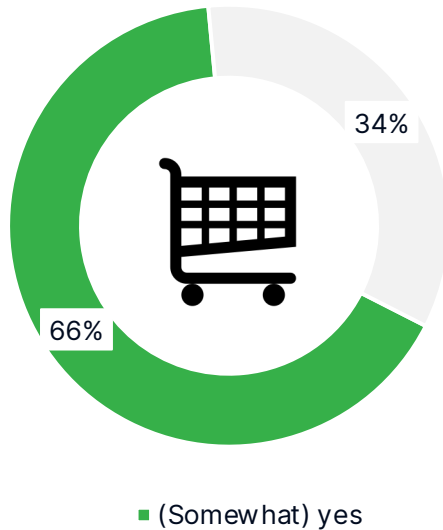
# Black Friday 2021

Who is planning to strike a deal this year?

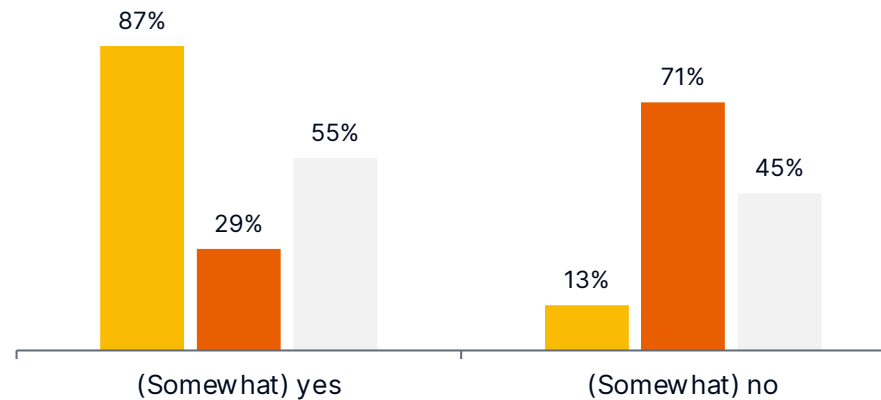
In general, do you intend to take advantage of the "Black Friday" or "Cyber Monday" discount campaigns this year to buy something?

66%

are planning to buy something on Black Friday or Cyber Monday this year.

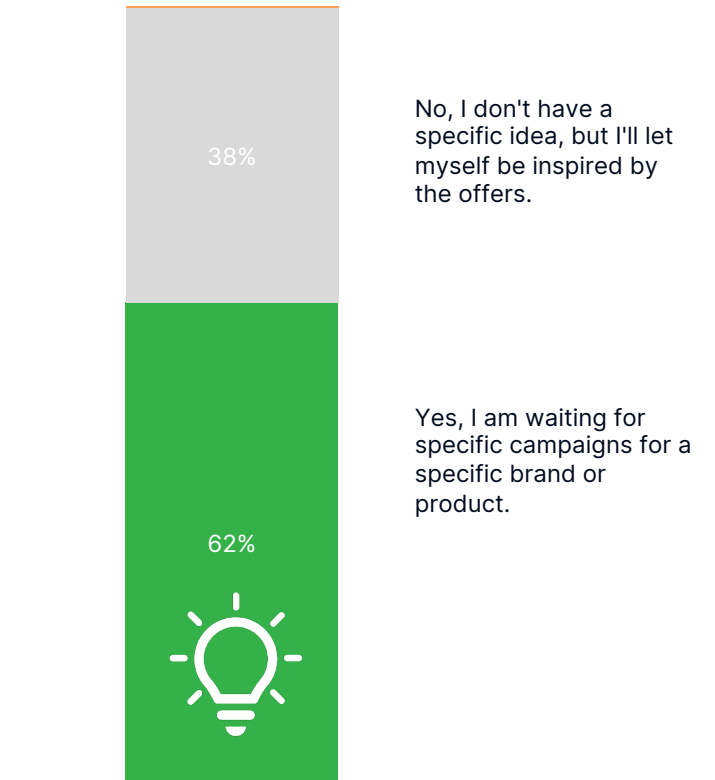


■ Yes, I've already bought something on Black Friday / Cyber Monday.  
■ No, I have never bought anything on Black Friday / Cyber Monday.  
■ Can't remember



The data shows: people who bought something on Black Friday / Cyber Monday last year are in all likelihood do it again this year.

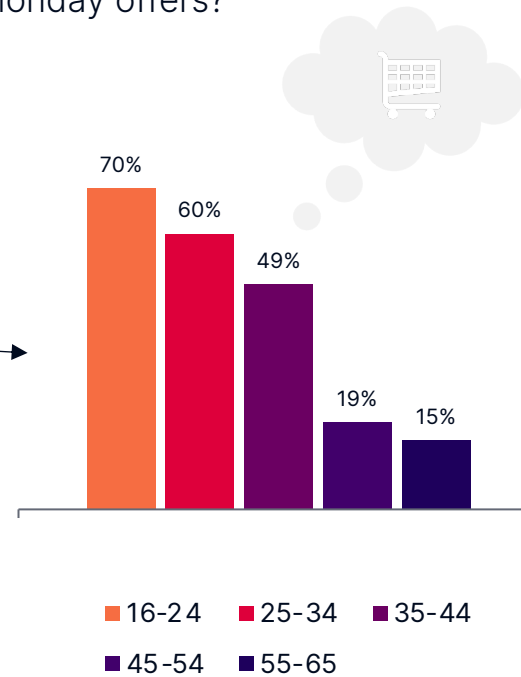
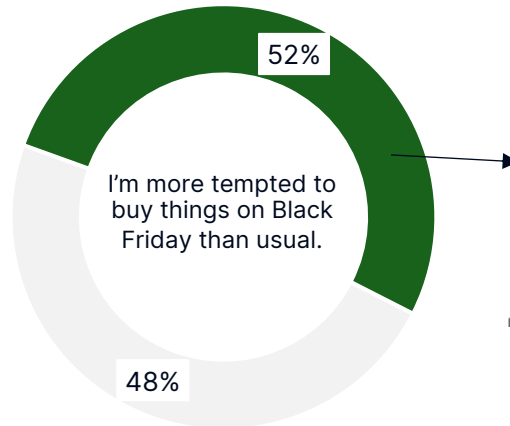
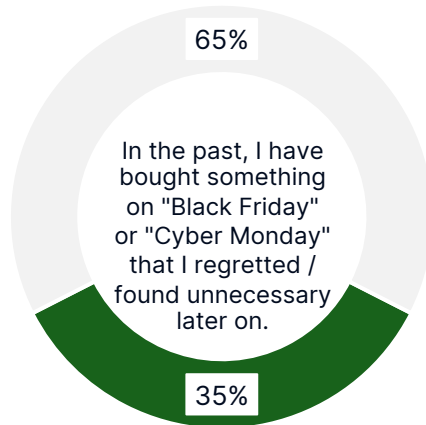
Are you waiting for a **special offer on Cyber Monday or Black Friday** to buy something?



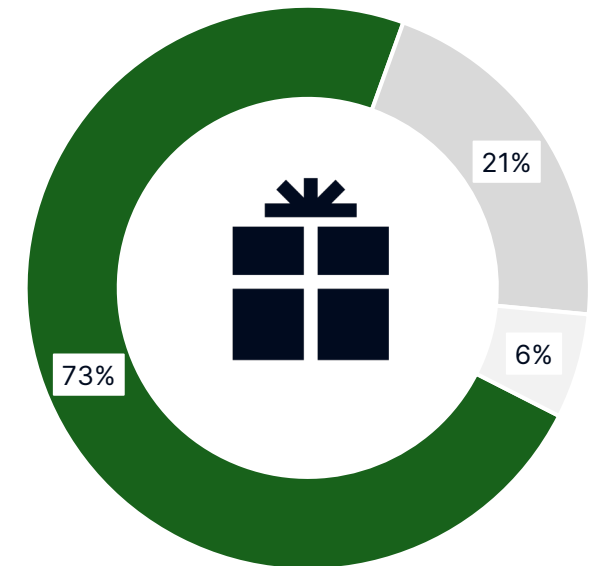
# The persuasiveness of discounts

Who is tempted to take advantage of Black Friday and Cyber Monday offers?

Do you agree with the following statements?



Are you planning to take advantage of the "Black Friday" or "Cyber Monday" discounts this year to buy special **Christmas gifts**?



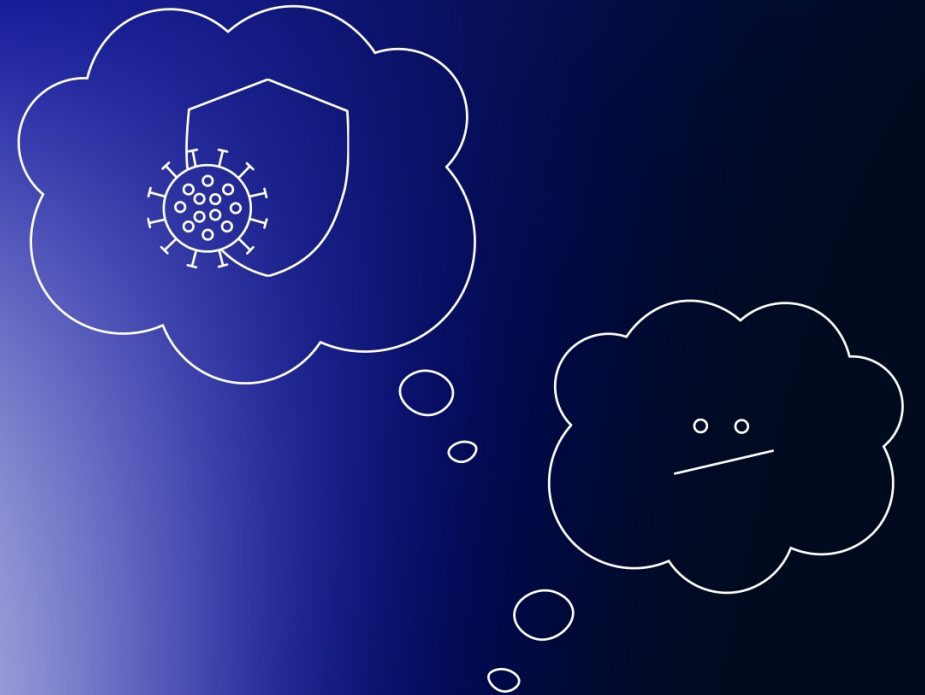
- **Many (35%)** have already had **the experience of buying something** on the Black Friday and Cyber Monday campaign days that **they found unnecessary in retrospect**.
- The younger the respondents, the more tempted they feel by Black Friday offers.

- (Somewhat) yes
- I'm undecided
- (Somewhat) no

# 04

## Concerns during Covid

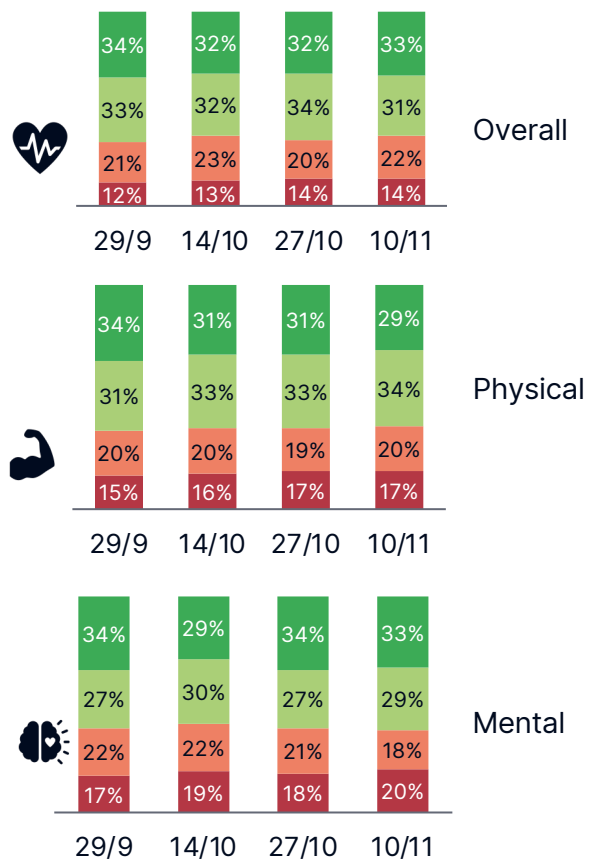
Feelings, concerns, & worries



# How do you feel?

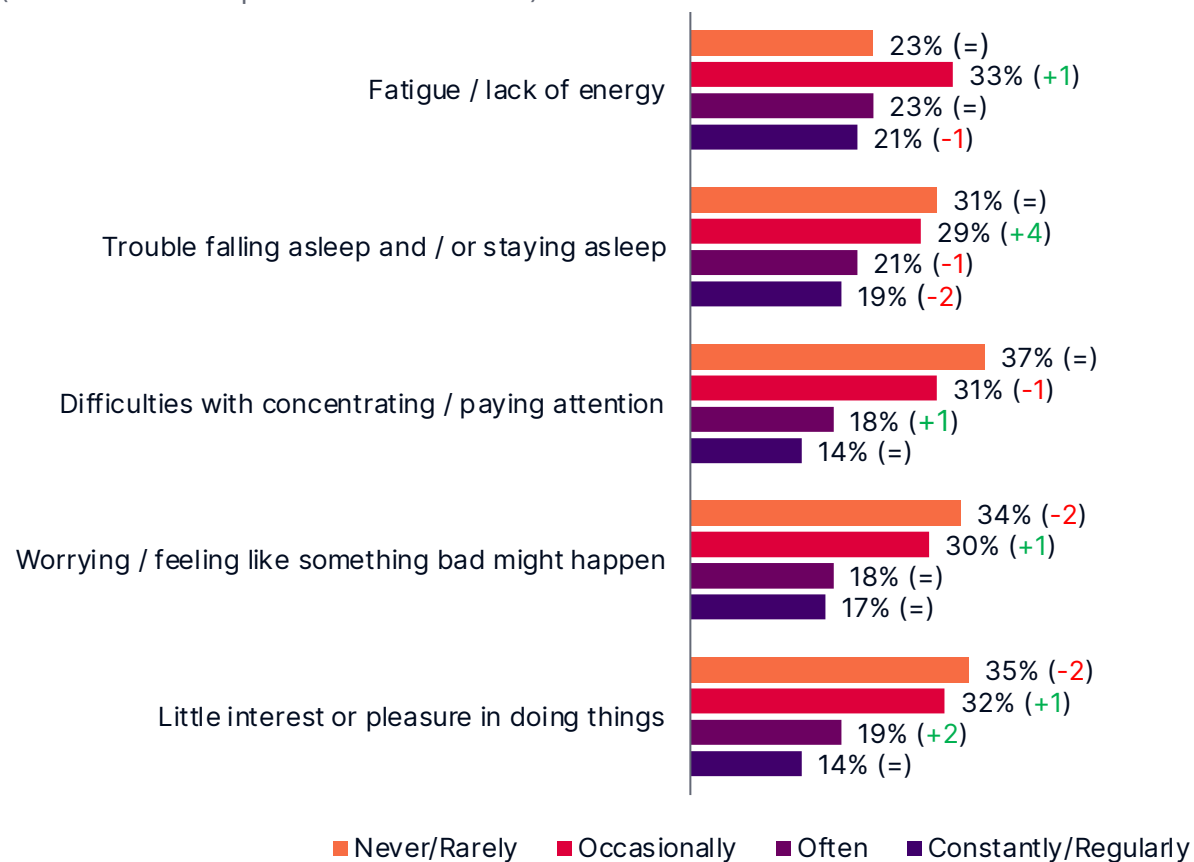
Total sample

How do you feel?



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

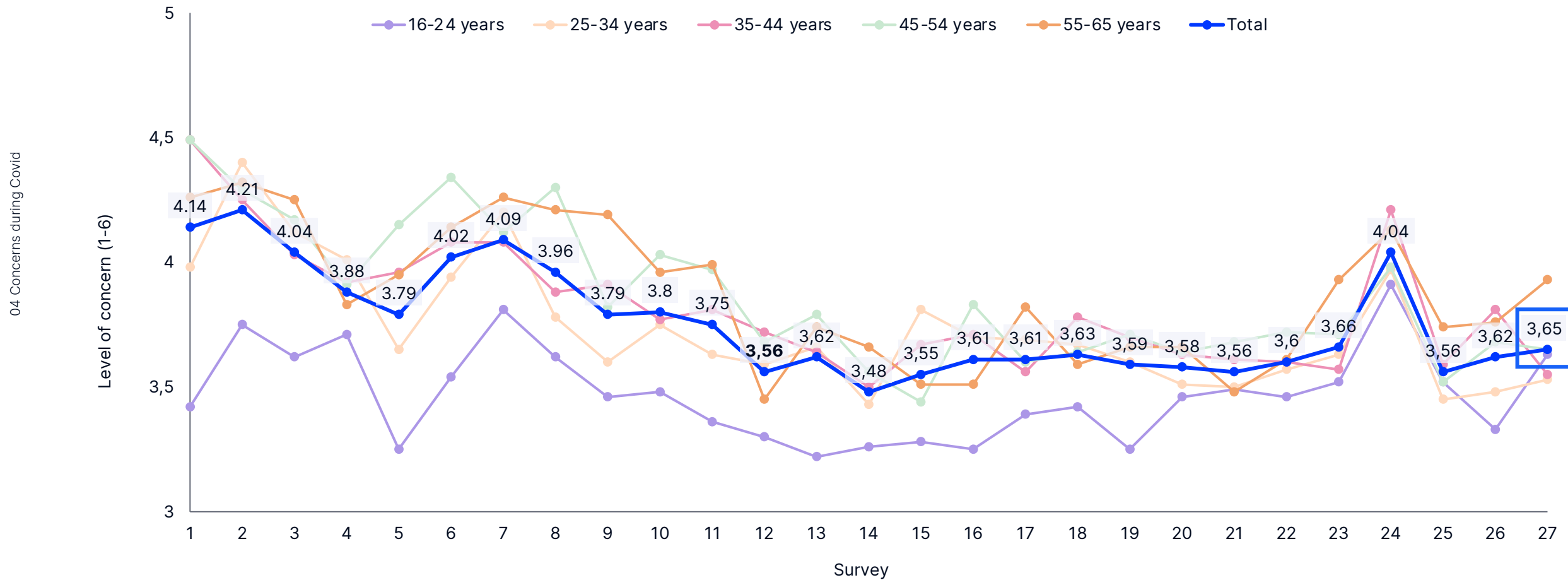
(In brackets = compared to October 27th)





# To what extent are Brits worried about their own health?

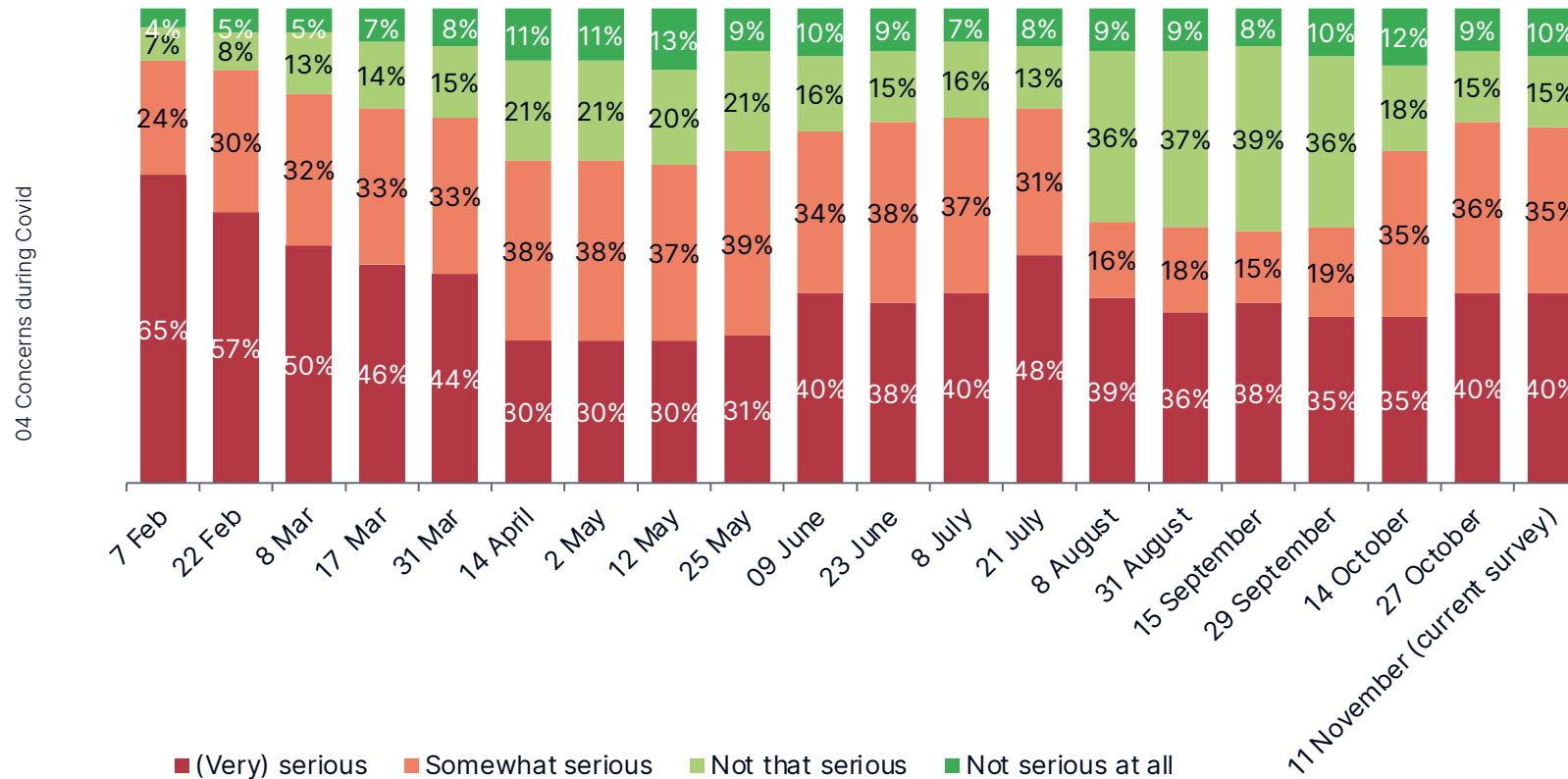
Total sample



# How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



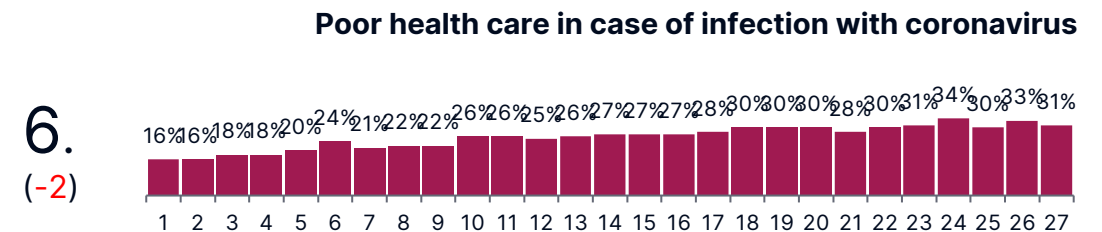
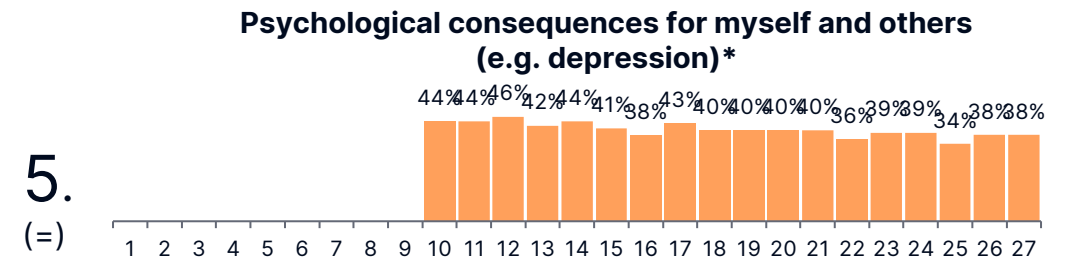
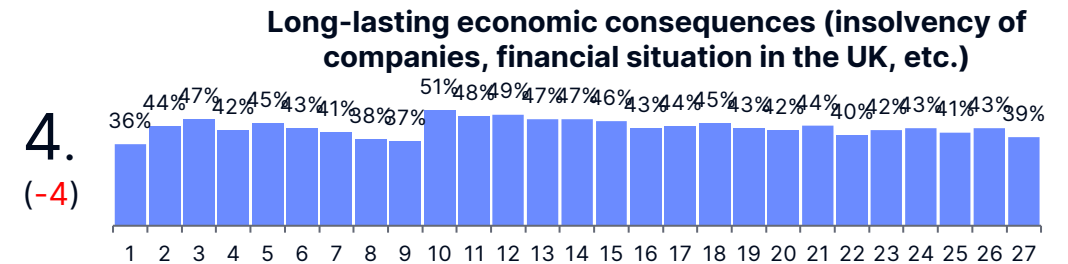
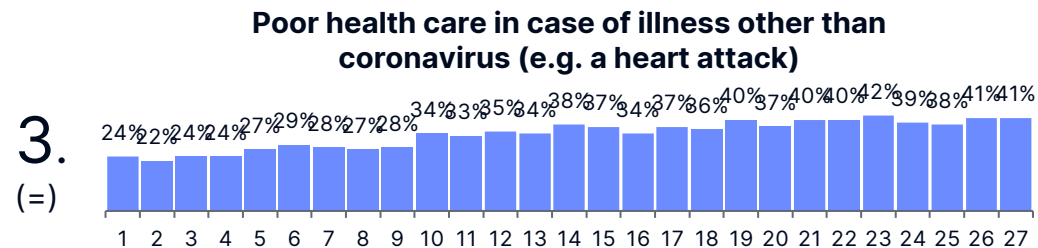
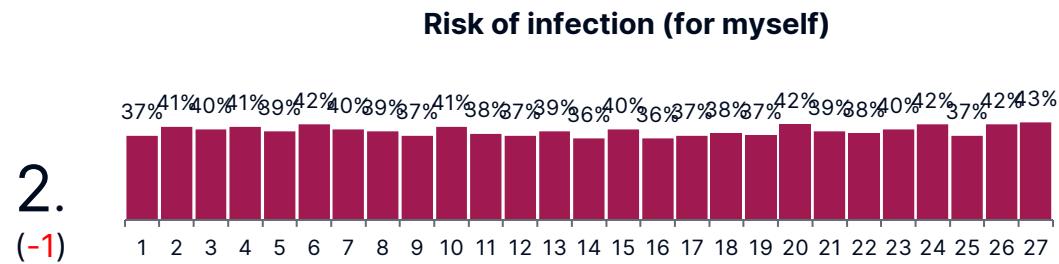
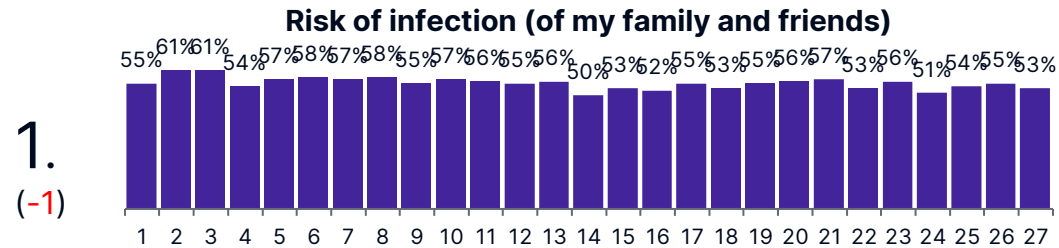
How satisfied are Brits in the following areas at the moment?

(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	3.9
5	Nutrition/diet	3.7
5	Education / work	3.7
6	Social life	3.5
8	Holidays / travel	3.1

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

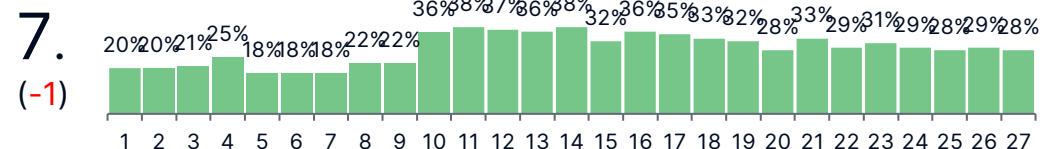
Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)



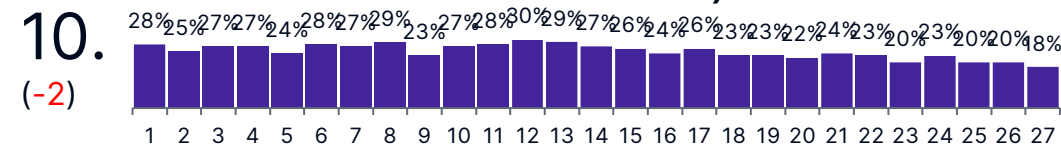
# What are the biggest concerns regarding the Coronavirus? (2/2)

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

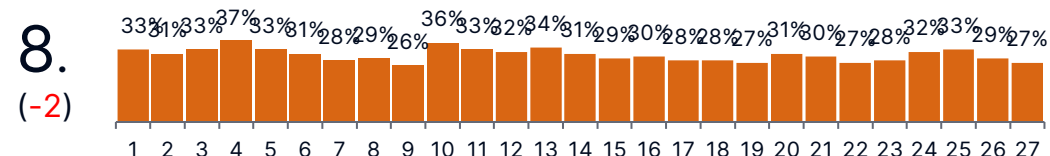
## Social distancing /social exclusion of sick people / isolation\*



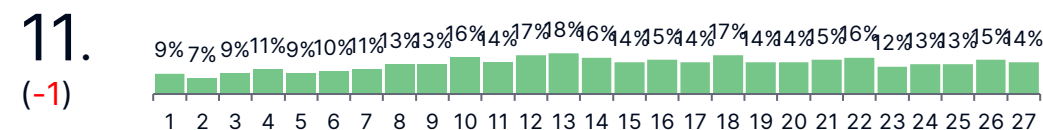
## Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)



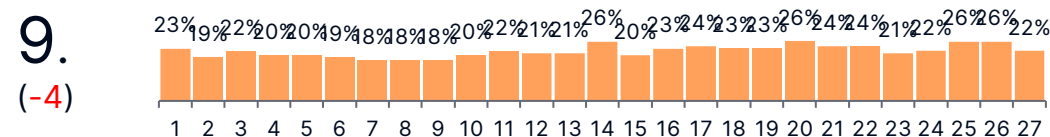
## Personal financial consequences (furlough, possibility of losing my job, investments/shares)



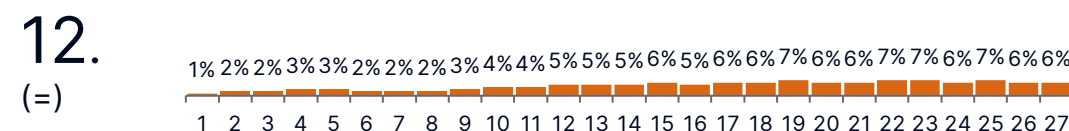
## Not being able to host important private events (e.g., weddings, funerals)



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



## I don't have any concerns



# 05

## Return to normalcy

Vaccination progress and daily (work) life

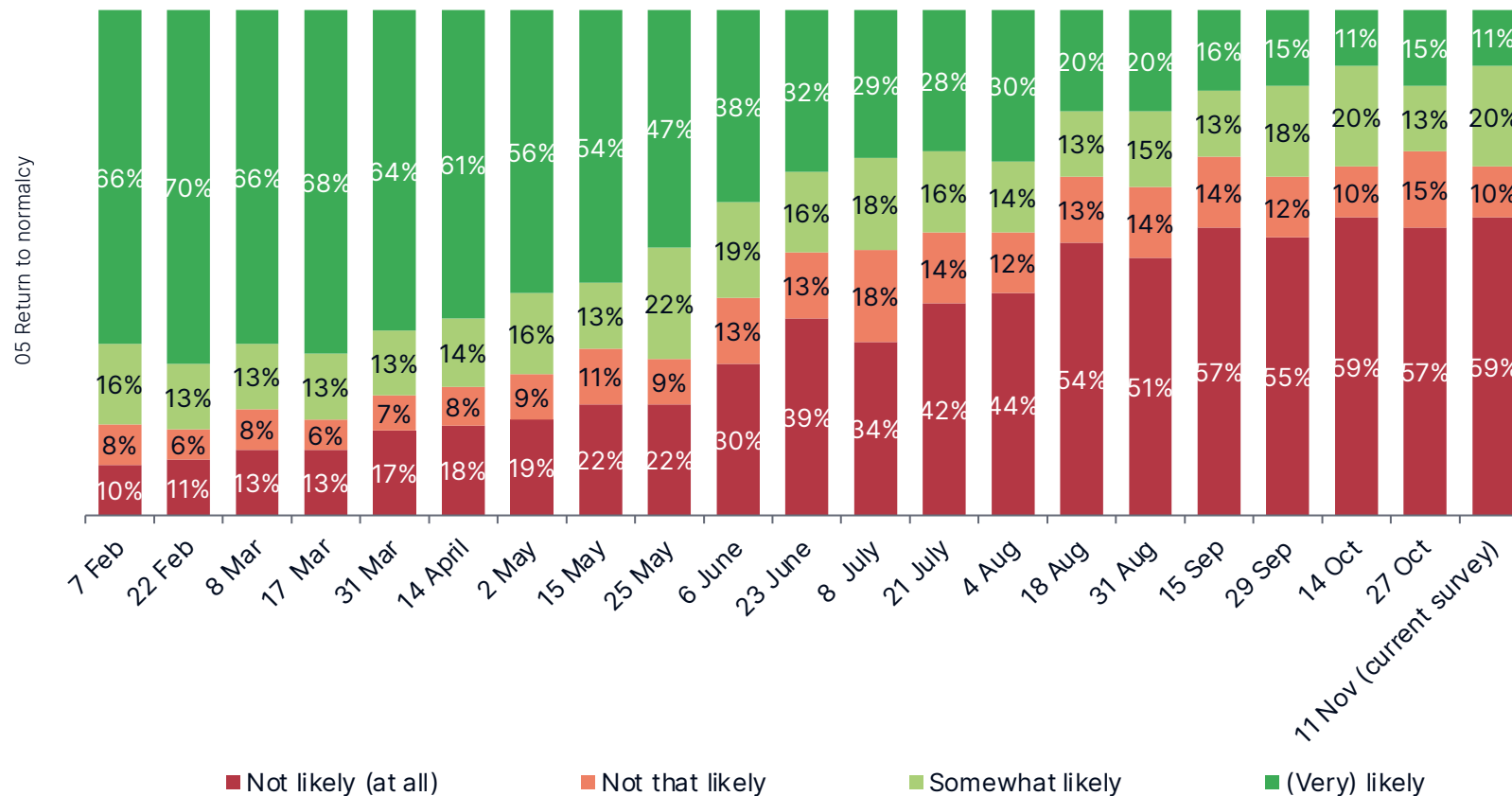




# Vaccination readiness and progress

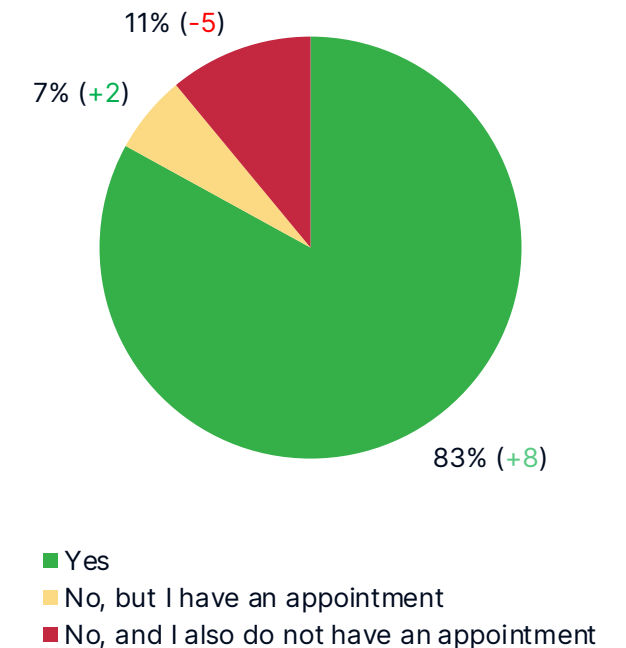
Total sample

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?

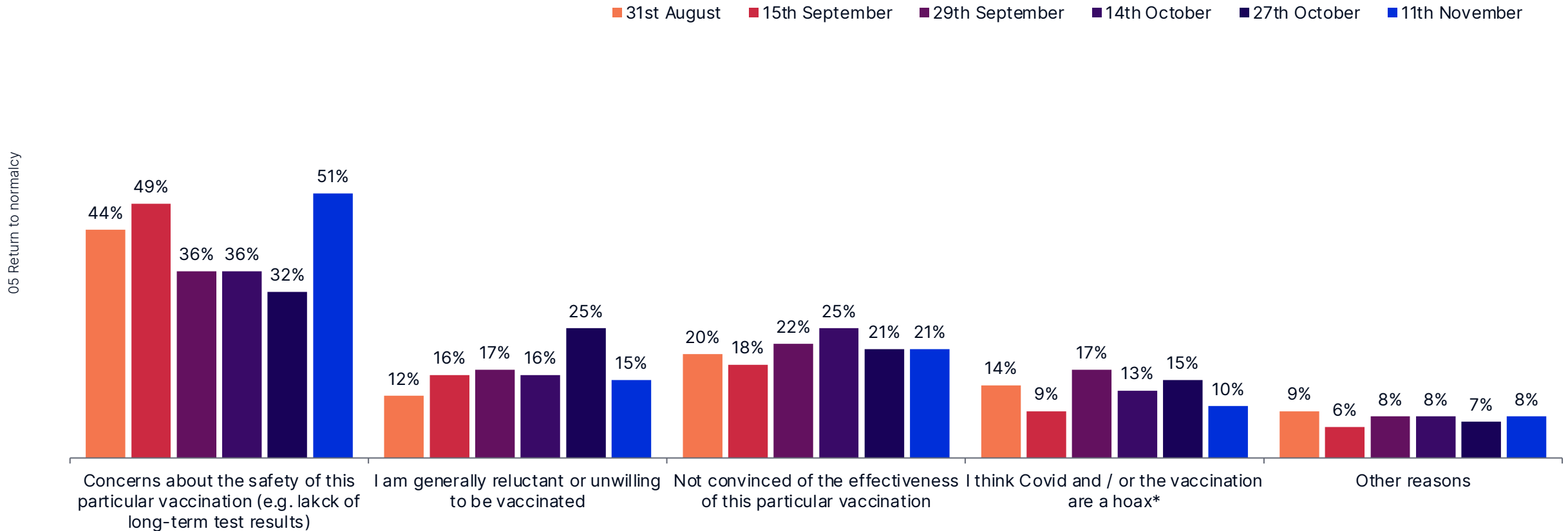
(In brackets = Comparison to the week of July 21st)



## 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

■ (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)



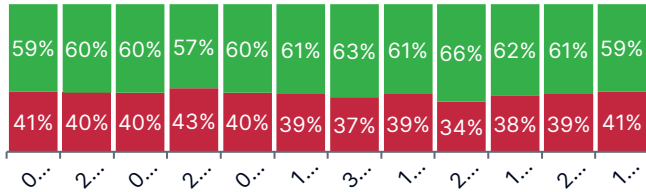
Going to a restaurant / bar



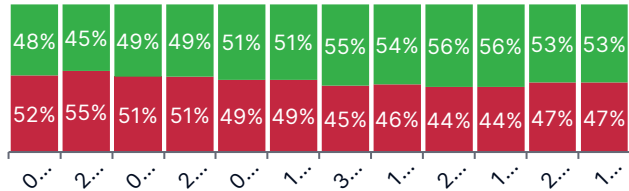
Going to the gym



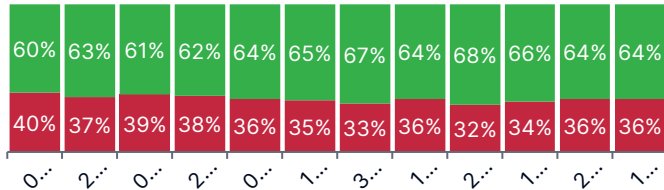
Going to a shopping centre



Going to the cinema



Going to a museum



05 Return to normalcy

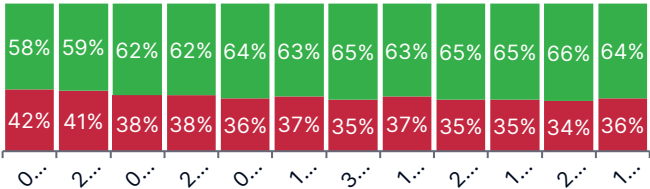
# How safe are (everyday) activities rated?

Total sample

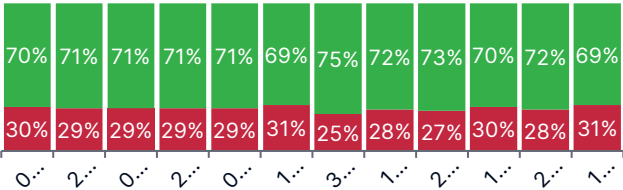
If there were no regulations in the UK, how safe would you consider the following activities?  
If there are no restriction currently in place, to what extent do you consider these activities to be safe at present?

(Rather) safe Not (that) safe

Going to the office



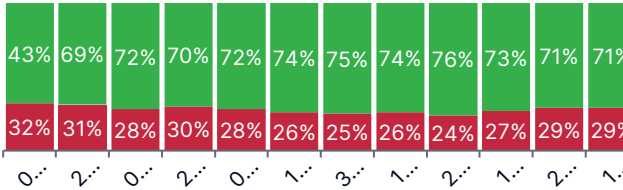
Going to a supermarket



Going on (short) weekend trips



Visiting a group of friends (>4 people)

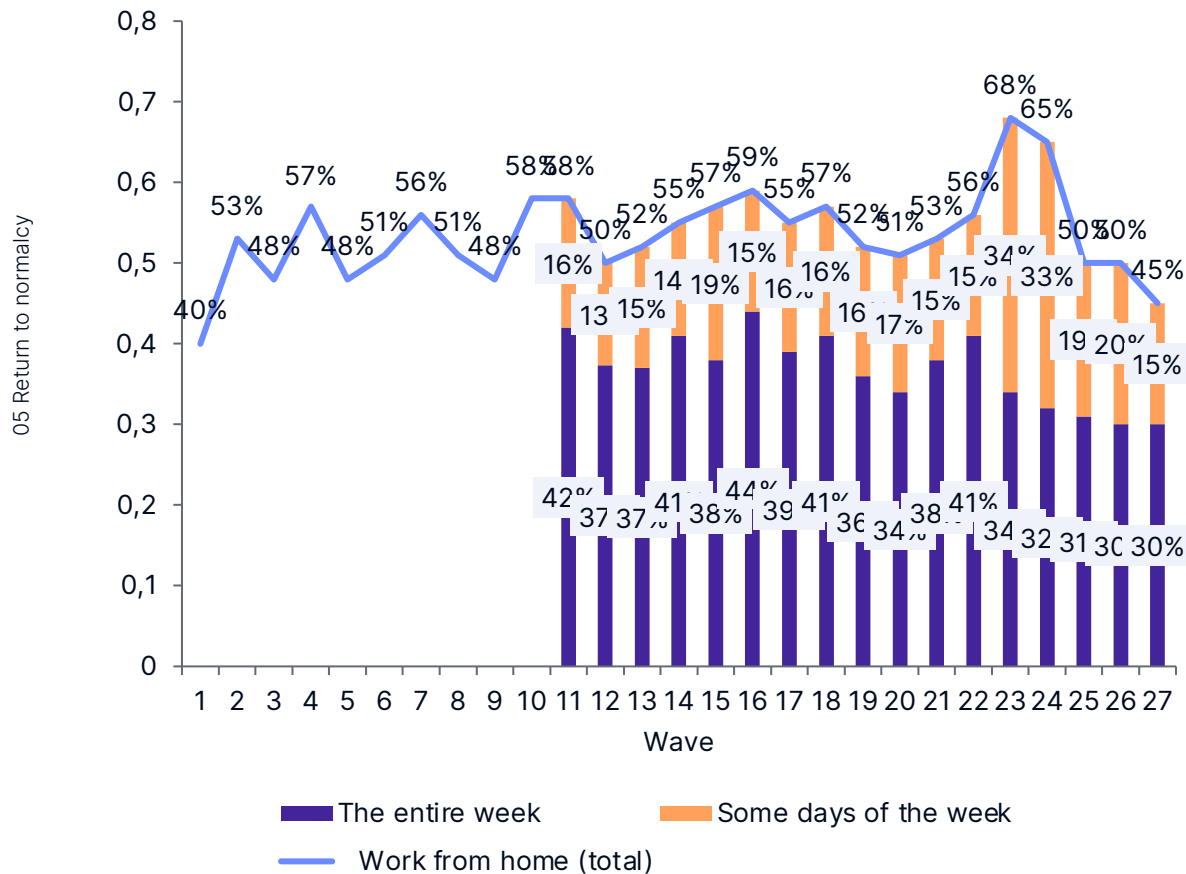


05 Return to normalcy

## How many respondents work from home?

Currently: 52 percent of employees

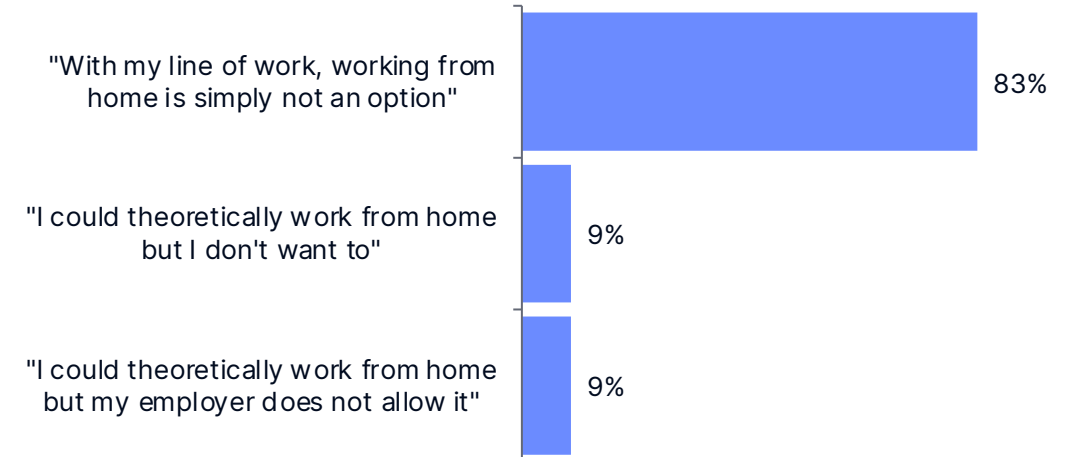
Share of employees working from home, sorted by wave



## How many respondents do not work from home?

Currently: 48 percent of employees

Top 3 reasons why employees are not working from home:

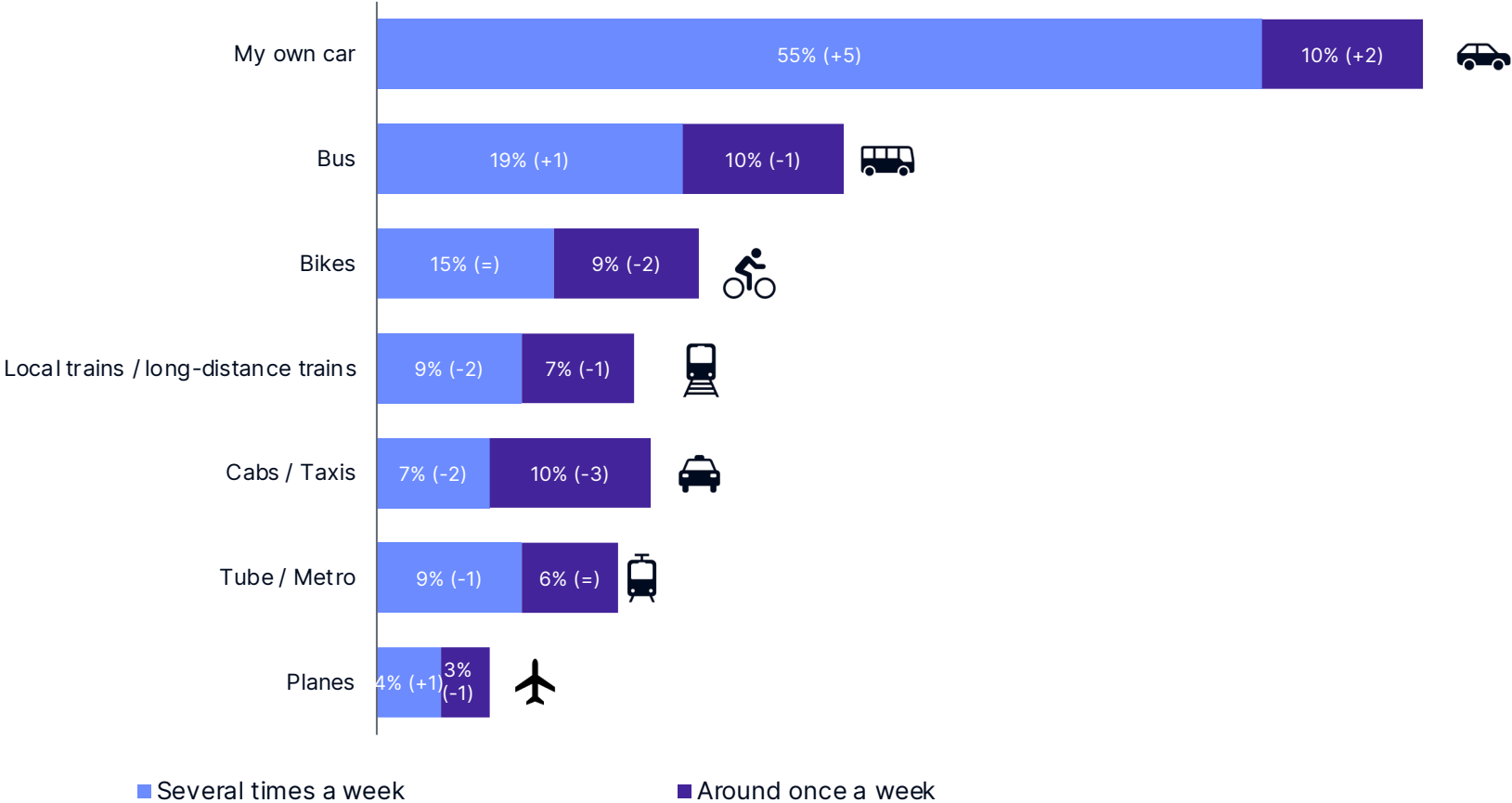




# Transport and mobility services (1/2)

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	29 September	14 October	27 October	11 November
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	Wave 24 Bottom 2	Wave 25 Bottom 2	Wave 26 Bottom 2	Wave 27 Bottom 2
1	 Metro/Tube	84%	41%	39%	67%	65%	52%	48%	45%	44%	44%	43%	45%	43%	43%	38%	43%	39%	39%	41%	<b>41%</b>
2	 Planes/Flights	85%	57%	56%	67%	64%	52%	49%	47%	45%	44%	41%	43%	43%	40%	37%	42%	37%	38%	38%	<b>38%</b>
3	 Bus	79%	50%	51%	58%	54%	38%	35%	31%	31%	33%	31%	36%	32%	30%	29%	31%	27%	30%	31%	<b>31%</b>
4	 Ship/Ferry	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	31%	29%	29%	32%	31%	28%	31%	<b>30%</b>
5	 Regional trains	81%	26%	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	30%	28%	28%	30%	26%	26%	29%	<b>29%</b>
6	 Cabs/Taxis	66%	43%	42%	51%	46%	37%	30%	27%	22%	29%	26%	28%	26%	25%	24%	27%	26%	23%	27%	<b>26%</b>
7	 Rental cars	Not applicable					28%	24%	21%	22%	23%	21%	21%	21%	18%	18%	19%	17%	20%	18%	<b>19%</b>

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 September	29 September	14 October	31 October	10 November
1		<b>Food / groceries (total)</b>	<b>92%</b>	<b>92%</b>	<b>90%</b>	<b>94%</b>	<b>91%</b>	<b>92%</b>	<b>92%</b>	<b>92%</b>	<b>93%</b>	<b>93%</b>	<b>93%</b>	<b>92%</b>	<b>92%</b>	<b>91%</b>	<b>93%</b>	<b>90%</b>	<b>93%</b>	<b>92% (-1)</b>
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%	20%	20%	18%	19%	17%	21%	17%	19%	19%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%	61%	59%	62%	60%	60%	58%	60%	61%	60%
2		<b>Personal-care / Hygiene (total)</b>	<b>70%</b>	<b>69%</b>	<b>64%</b>	<b>68%</b>	<b>70%</b>	<b>67%</b>	<b>66%</b>	<b>66%</b>	<b>70%</b>	<b>68%</b>	<b>69%</b>	<b>65%</b>	<b>67%</b>	<b>65%</b>	<b>69%</b>	<b>67%</b>	<b>68%</b>	<b>68% (=)</b>
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%	19%	22%	16%	17%	16%	19%	19%	16%	19%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%	41%	39%	43%	43%	41%	41%	39%	45%	42%
3		<b>Non-alcoholic beverages (total)</b>	<b>63%</b>	<b>64%</b>	<b>62%</b>	<b>67%</b>	<b>66%</b>	<b>63%</b>	<b>64%</b>	<b>67%</b>	<b>65%</b>	<b>68%</b>	<b>64%</b>	<b>69%</b>	<b>67%</b>	<b>63%</b>	<b>66%</b>	<b>65%</b>	<b>64%</b>	<b>62% (-2)</b>
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%	13%	15%	14%	14%	11%	13%	12%	14%	11%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%	48%	42%	48%	46%	46%	45%	47%	44%	44%
4		<b>Alcoholic beverages (total)</b>	<b>51%</b>	<b>53%</b>	<b>50%</b>	<b>55%</b>	<b>55%</b>	<b>52%</b>	<b>58%</b>	<b>57%</b>	<b>57%</b>	<b>54%</b>	<b>54%</b>	<b>53%</b>	<b>53%</b>	<b>50%</b>	<b>54%</b>	<b>52%</b>	<b>51%</b>	<b>56% (+5)</b>
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%	10%	12%	11%	11%	9%	12%	11%	11%	11%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%	38%	37%	38%	37%	37%	37%	35%	35%	39%
5		<b>Clothes (total)</b>	<b>42%</b>	<b>46%</b>	<b>45%</b>	<b>49%</b>	<b>51%</b>	<b>48%</b>	<b>50%</b>	<b>48%</b>	<b>46%</b>	<b>49%</b>	<b>52%</b>	<b>48%</b>	<b>52%</b>	<b>48%</b>	<b>49%</b>	<b>51%</b>	<b>52%</b>	<b>51% (-1)</b>
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%	26%	27%	23%	27%	23%	24%	25%	23%	27%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%	15%	18%	17%	17%	18%	16%	17%	21%	16%
6		<b>Medications (total)</b>	<b>40%</b>	<b>45%</b>	<b>39%</b>	<b>40%</b>	<b>43%</b>	<b>41%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>	<b>41%</b>	<b>44%</b>	<b>39%</b>	<b>43%</b>	<b>42%</b>	<b>43%</b>	<b>46%</b>	<b>47%</b>	<b>45% (-2)</b>
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%	11%	14%	10%	10%	10%	10%	11%	11%	12%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%	26%	26%	25%	28%	28%	28%	29%	31%	28%

"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	10 November
7		<b>Beauty products / Make-up (total)</b>	<b>31%</b>	<b>35%</b>	<b>34%</b>	<b>30%</b>	<b>35%</b>	<b>35%</b>	<b>34%</b>	<b>31%</b>	<b>36%</b>	<b>33%</b>	<b>36%</b>	<b>31%</b>	<b>34%</b>	<b>31%</b>	<b>32%</b>	<b>36%</b>	<b>34%</b>	<b>35% (+1)</b>
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%	14%	16%	12%	12%	13%	15%	13%	15%	16%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%	14%	14%	15%	15%	14%	14%	17%	15%	14%
8		<b>Books / Magazines (total)</b>	<b>32%</b>	<b>33%</b>	<b>32%</b>	<b>32%</b>	<b>31%</b>	<b>34%</b>	<b>34%</b>	<b>32%</b>	<b>32%</b>	<b>33%</b>	<b>34%</b>	<b>33%</b>	<b>38%</b>	<b>33%</b>	<b>32%</b>	<b>34%</b>	<b>34%</b>	<b>34% (=)</b>
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%	14%	15%	15%	16%	15%	15%	14%	15%	17%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%	14%	15%	14%	17%	15%	13%	16%	16%	14%
9		<b>Toys (board games, video games, etc.) (total)*</b>	<b>24%</b>	<b>25%</b>	<b>21%</b>	<b>23%</b>	<b>22%</b>	<b>26%</b>	<b>27%</b>	<b>25%</b>	<b>29%</b>	<b>27%</b>	<b>27%</b>	<b>26%</b>	<b>29%</b>	<b>26%</b>	<b>28%</b>	<b>30%</b>	<b>29%</b>	<b>33% (+4)</b>
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%	14%	13%	14%	13%	14%	13%	12%	13%	16%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%	8%	10%	9%	11%	9%	10%	11%	12%	11%
10		<b>Shoes (total)</b>	<b>25%</b>	<b>30%</b>	<b>27%</b>	<b>29%</b>	<b>30%</b>	<b>32%</b>	<b>32%</b>	<b>29%</b>	<b>30%</b>	<b>30%</b>	<b>33%</b>	<b>31%</b>	<b>34%</b>	<b>27%</b>	<b>31%</b>	<b>32%</b>	<b>32%</b>	<b>31% (-1)</b>
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%	16%	17%	17%	16%	14%	14%	16%	14%	15%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%	10%	11%	10%	13%	10%	11%	10%	14%	12%
11		<b>Decorative items / knick-knacks (total)</b>	<b>22%</b>	<b>27%</b>	<b>25%</b>	<b>23%</b>	<b>28%</b>	<b>27%</b>	<b>27%</b>	<b>24%</b>	<b>27%</b>	<b>29%</b>	<b>27%</b>	<b>24%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>27%</b>	<b>27%</b>	<b>29% (+2)</b>
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%	13%	11%	10%	11%	9%	9%	9%	11%	11%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%	11%	12%	11%	9%	11%	11%	12%	11%	13%
12		<b>Household appliances (total)</b>	<b>25%</b>	<b>30%</b>	<b>25%</b>	<b>23%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>23%</b>	<b>26%</b>	<b>26%</b>	<b>28%</b>	<b>23%</b>	<b>27%</b>	<b>21%</b>	<b>24%</b>	<b>25%</b>	<b>26%</b>	<b>25% (-1)</b>
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%	12%	13%	10%	12%	8%	11%	9%	10%	11%
		offline	8%	11%	8%	8%	10%	9%	11%	9%	10%	9%	10%	10%	9%	12%	9%	9%	10%	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	11 November
13		<b>Electrical equipment / consumer electronics (total)</b>	<b>26%</b>	<b>27%</b>	<b>23%</b>	<b>25%</b>	<b>25%</b>	<b>26%</b>	<b>27%</b>	<b>24%</b>	<b>25%</b>	<b>26%</b>	<b>27%</b>	<b>24%</b>	<b>28%</b>	<b>23%</b>	<b>24%</b>	<b>25%</b>	<b>25%</b>	<b>25% (=)</b>
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%	15%	15%	13%	15%	12%	12%	12%	13%	13%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%	7%	8%	8%	8%	7%	8%	8%	8%	8%
14		<b>Tableware / kitchen equipm. (total)</b>	20%	<b>25%</b>	<b>18%</b>	<b>21%</b>	<b>21%</b>	<b>22%</b>	<b>23%</b>	<b>21%</b>	<b>23%</b>	<b>21%</b>	<b>22%</b>	<b>20%</b>	<b>24%</b>	<b>19%</b>	<b>21%</b>	<b>22%</b>	<b>22%</b>	<b>23% (+1)</b>
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%	8%	9%	8%	10%	8%	7%	8%	8%	9%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%	9%	10%	9%	10%	8%	10%	10%	11%	10%
15		<b>Sports / fitness equipm. (total)</b>	<b>20%</b>	<b>23%</b>	<b>18%</b>	<b>20%</b>	<b>22%</b>	<b>20%</b>	<b>21%</b>	<b>20%</b>	<b>22%</b>	<b>21%</b>	<b>22%</b>	<b>20%</b>	<b>21%</b>	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>19%</b>	<b>20% (+1)</b>
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%	11%	12%	11%	11%	9%	8%	9%	10%	9%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%	6%	7%	5%	5%	7%	7%	7%	6%	7%
16		<b>Jewelry</b>	<b>18%</b>	<b>20%</b>	<b>17%</b>	<b>15%</b>	<b>18%</b>	<b>18%</b>	<b>20%</b>	<b>18%</b>	<b>23%</b>	<b>19%</b>	<b>21%</b>	<b>20%</b>	<b>22%</b>	<b>16%</b>	<b>18%</b>	<b>21%</b>	<b>19%</b>	<b>20% (+1)</b>
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%	10%	10%	9%	10%	7%	8%	10%	9%	9%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%	8%	7%	7%	6%	6%	7%	7%	7%
17		<b>Furniture</b>	<b>18%</b>	<b>21%</b>	<b>18%</b>	<b>17%</b>	<b>17%</b>	<b>19%</b>	<b>20%</b>	<b>17%</b>	<b>20%</b>	<b>18%</b>	<b>20%</b>	<b>17%</b>	<b>19%</b>	<b>17%</b>	<b>16%</b>	<b>20%</b>	<b>18%</b>	<b>18% (=)</b>
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%	10%	9%	8%	8%	8%	8%	8%	7%	8%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%	5%	7%	6%	8%	5%	5%	7%	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.

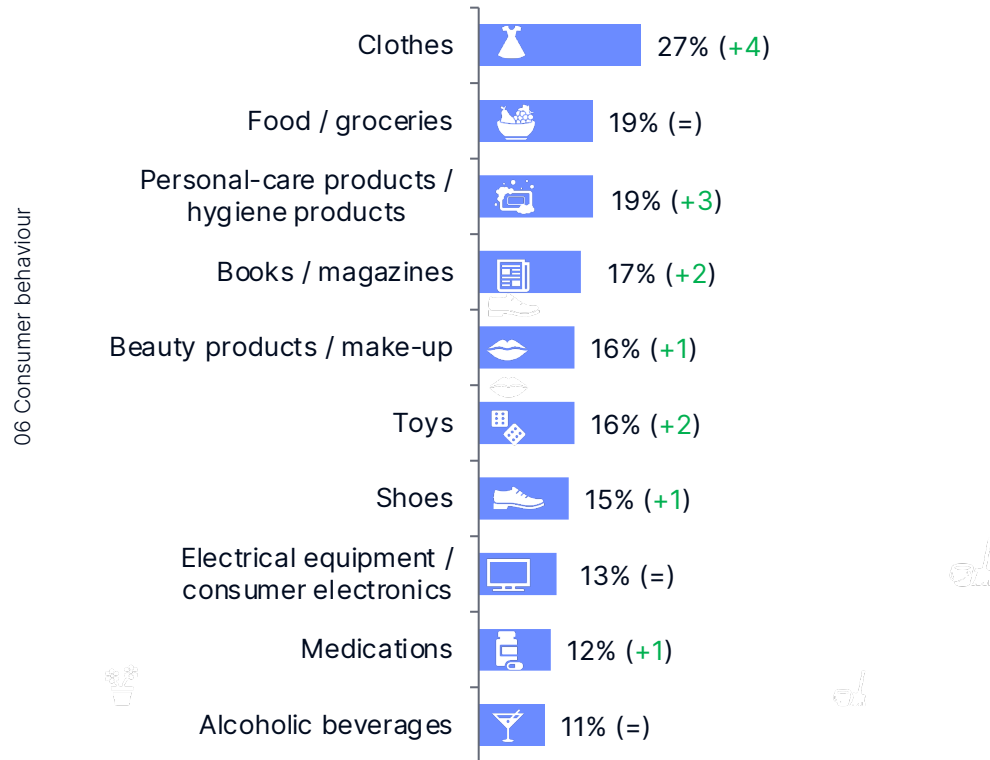
Note: Online and offline do not add up to the total value, as the answer option „both" is not listed in the table for the sake of simplicity.

# In Focus: Online vs. Offline Shopping

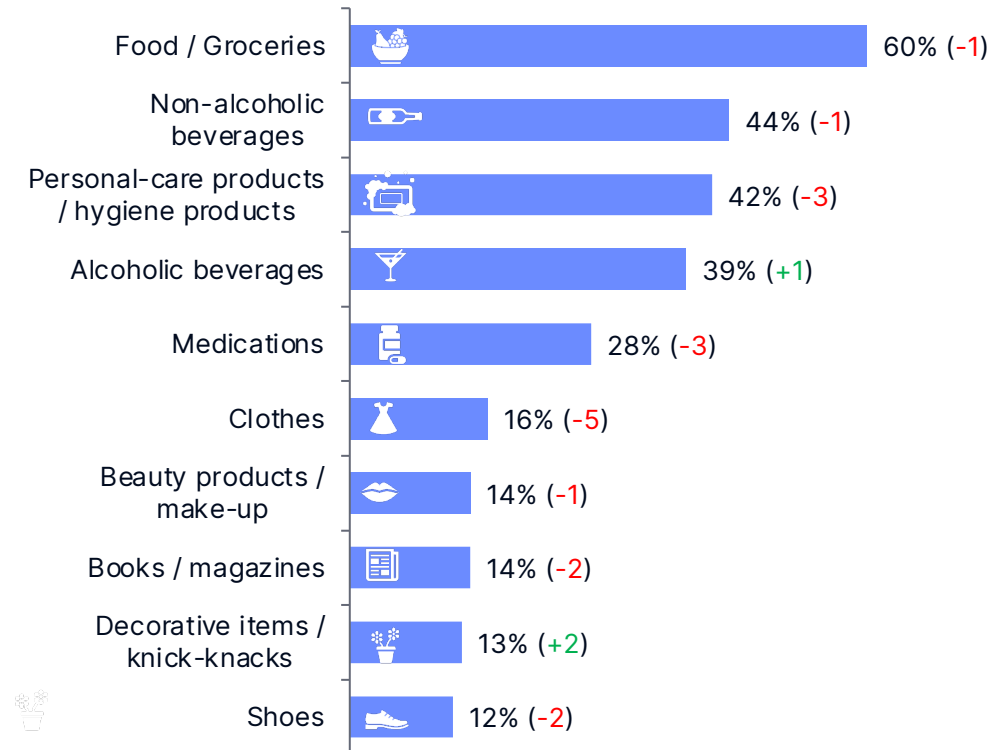
Total sample

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

(In brackets = compared to the week of October 27th)



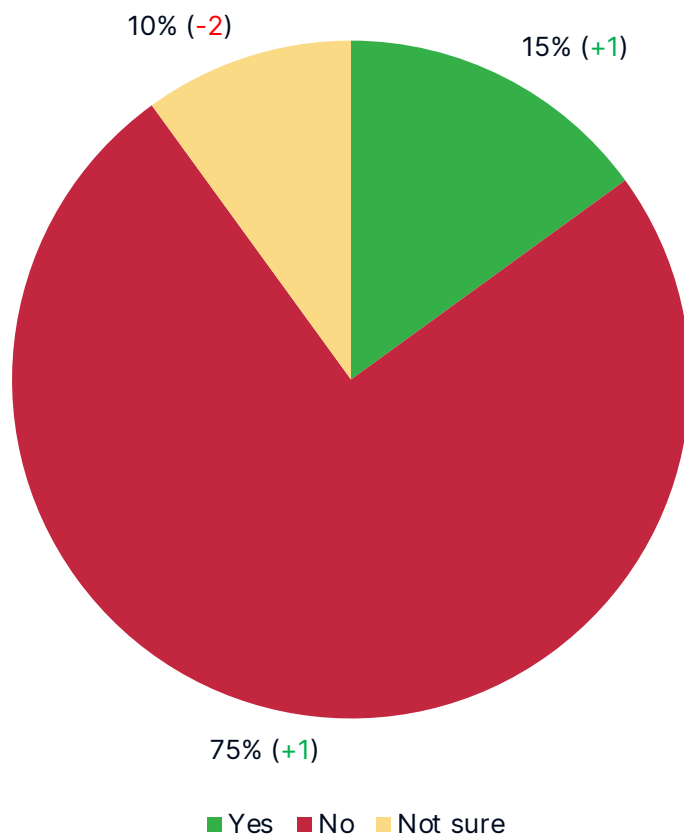
Top 10: Bought **offline** in the last week



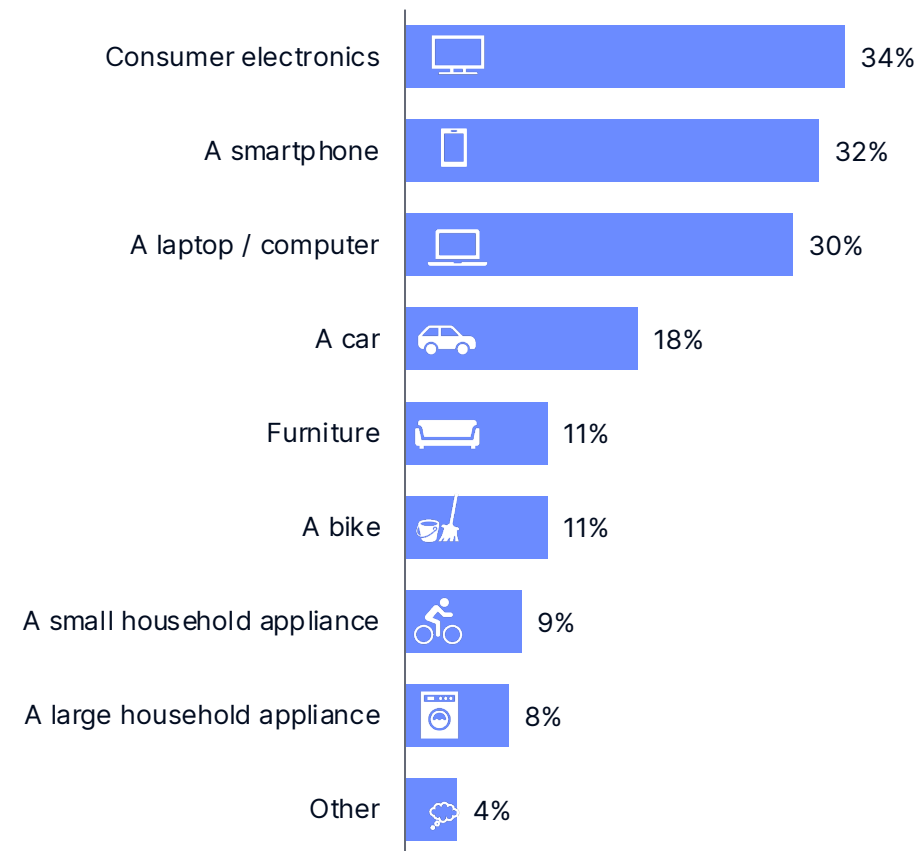
# Consumer Barometer

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



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## For Marketing and PR enquiries



**Juliane Ramme**

Marketing Manager

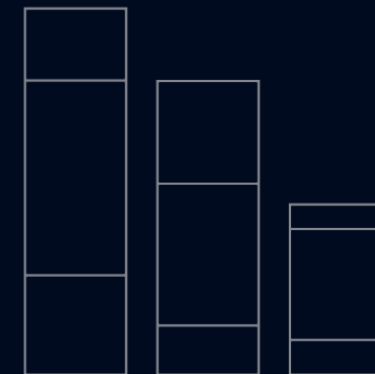
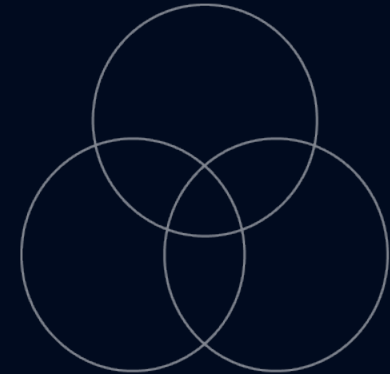
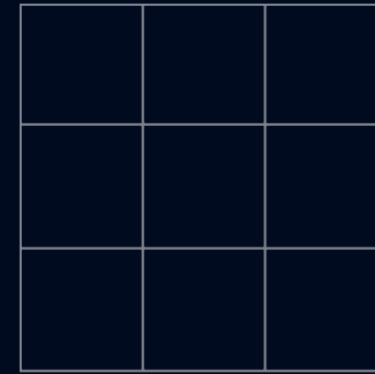
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# Surveys and dates

2020

2021

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

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

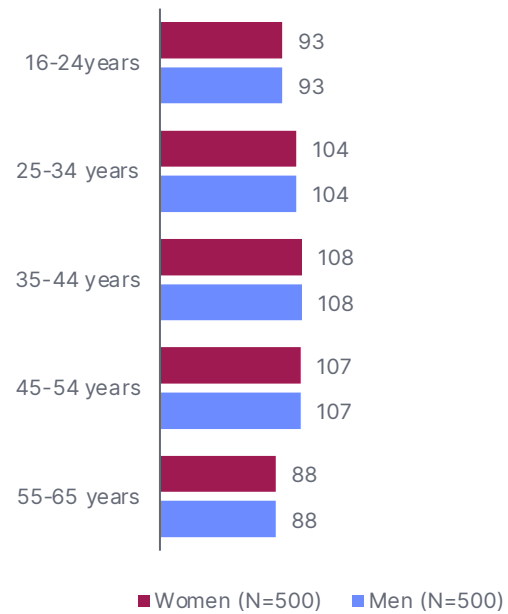
Wave 27 – 10.11.2021

# Sample composition

Age & Gender - All Surveys

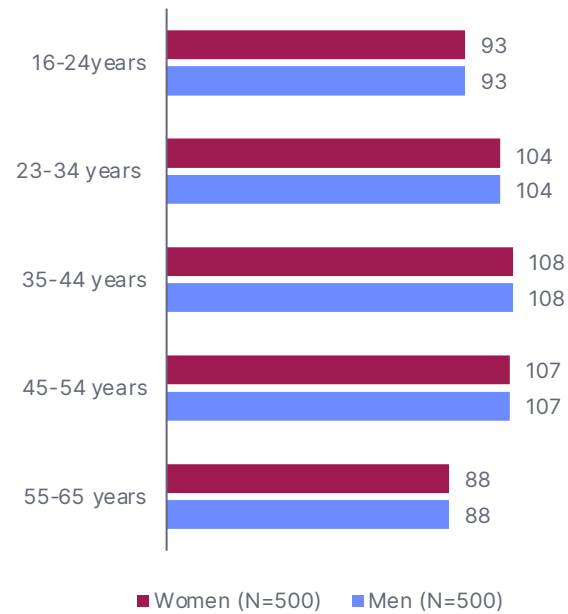
01 Study design & Sample

Survey 1-26 (N=1000)



Ø Age: 39.5 years\*

Survey 27 (N=1000)



Ø Age: 39.6 years